At last minute $147-million Capacities deal clears FCC
Showdown starts this week on political-campaign reforms
Doctors summoned for radio alert system that went haywire
Standard term of broadcast billings gets test this month

Timebuyers:
Don’t be green with envy...
Buy the Land of Milk & Money!

Green Power
in the Green Bay Television Market
ALREADY SOLD...

New York  Los Angeles
Cleveland    Seattle
Washington    Portland, Ore.
Indianapolis  Spokane
Buffalo    Las Vegas
Saginaw    Denver
Omaha    San Diego
Kansas City    Salt Lake City
Boston     Sacramento
St. Louis    Colorado Springs
Syracuse    Monroe
Harrisburg, Pa.    Honolulu
Birmingham    Oklahoma City
Spartanburg    El Paso
Milwaukee    Phoenix
Mobile    Little Rock
Atlanta    Houston

Warner Bros. Television
A Kinney National Company
Burbank · New York · Chicago

VOLUME 16
Consider the people.

The film image can startle, entertain, innovate, persuade. But the real power of film is people. People who are drawn to the personal freedom of the film medium. People who are expanding the possibilities of film through new techniques. And people who are constantly refining the art with new films, new equipment, and new laboratory technology.

This rich source of talent makes film the most exciting art form of our time. And the most profitable investment for commercial production as well.

People are in film because it’s the right medium to build a product, and a reputation. In 60 seconds or less.

EASTMAN KODAK COMPANY
Reflections on a black George Washington

George Washington Carver was born in slavery . . . kidnapped by night raiders . . . separated from his mother who was then sold further South.

When he died, he left the South a legacy of 300 profitable uses for the peanut. He held a patent on none. "God gave them to me," he once said. "How can I sell them to someone else?"

WIIC-TV produced "The Peanut Wizard" as a tribute to him. It was aired for the first time during the Silver Anniversary year of George Washington Carver Day.

The Freedoms Foundation at Valley Forge found this documentary in keeping with the principles behind the works of the first George Washington, and awarded WIIC-TV its highest honor.

It's the kind of recognition that comes from making an effort to reflect the real Pittsburgh: not all-white, not all-black—not all-anything-else. Just people who make up the predominant market in Western Pennsylvania.

A reflection of Pittsburgh

WIIC-TV
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Broadcasting

March 1, 1971: Vol. 80, No. 9

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use WGAL-TV to keep your sales running ahead

WGAL-TV reach and in-depth coverage are unapproached because it delivers most viewers in its multi-city market*. Two other great selling factors: a big 50% color penetration; above-average stability and prosperity in its Channel 8 area.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Dinner flight
First public appearance of Astronauts Shepard, Mitchell and Roosa since last month's lunar odyssey will be before annual dinner of Radio and Television Correspondents Association at Shoreham hotel, in Washington, Wednesday (March 3). Neither President Nixon nor Vice President Agnew is expected this year (President has turned down invitations to all news media dinners). Correspondents can tip their hats to Herbert Klein, communications chief of executive branch, and Julian Scheer, outgoing assistant administrator for public affairs of National Aeronautics and Space Administration, for delivering astronauts.

Old-timers recalled that Alan Shepard, who headed latest moon mission, completed first sub-orbital flight only 10 years ago and made his initial appearance afterward at annual convention of National Association of Broadcasters in Washington. President John F. Kennedy, who had been in office only four months, personally escorted then commander Shepard to opening NAB session.

Austerity move
NBC-TV has decided to go ahead with its affiliates convention in May, but relocated and much abbreviated. Instead of Hollywood May 9-12, it'll be New York May 12 only. Among other casualties of current economy will be lavish banquet with big-name talent that has been traditional. This year's session will offer breakfast, closed meeting of affiliates, presentation by Don Duglin, luncheon with guest speaker or some discussion format and hospitality suite in hotel (New York Hilton). CBS-TV is going even further, eliminating its convention altogether but offering closed-circuit presentations ("Closed Circuit," Feb. 22). ABC-TV sources said late last week they were "still going ahead with convention plans for May 2-5," in Los Angeles.

Couric stays on
First official act of Paul Haney, who reported for work last Monday as executive vice president-public relations of restructured National Association of Broadcasters, was to name his chief deputy. John Couric, incumbent vice president, will continue in office as operations head in expanded PR division. Mr. Couric, 50, has been with NAB since 1957, was made vice presi-
You ought to see our Beautiful new rep.

McGavren-Guild
PGW Radio, Inc.

Now National Sales Representative for WDVR

The Station for Beautiful People. In Philadelphia.
Wells, Houser confirmed

President Nixon's nominations of FCC Commissioner Robert Wells and Tom Houser as new terms on commission were confirmed shortly after Senate convened Friday (Feb. 26).

Commissioner Wells will serve seven-year term that runs from July 1, 1970; Commissioner Houser will fill remainder of unexpired term of Commissioner Wells that ends June 30 (see page 28).

Net TV for soft drinks

In what was termed "unique" buy in soft drink field, Canada Dry Corp., New York reported Friday (Feb. 26), that it has purchased, in co-operation with its 180 franchised bottlers, $3-million, 39-week schedule in prime time on three TV networks beginning April 5 for its ginger ale, mixers and Wink.

In past, bottlers bought spot-TV announcements and Canada Dry was responsible for network-TV buys. Canada Dry spokesman said, however, that bottlers' spot-TV investments would continue. Agency is Grey Advertising, New York.

Comsat poised to file

Communications Satellite Corp. was scheduled to file with FCC today (March 1) application for $250 million, multi-purpose domestic satellite communications system that is pegged on use of half facilities by TV networks.

Comsat filing follows by week announcement by AT&T that it was revising earlier application in conjunction with Comsat to add third satellite to prospective system (see page 49).

New Comsat proposal would place three satellites (two operating, one spare) in stationary orbit to cover 48 contiguous states plus Alaska, Hawaii and Puerto Rico. Each satellite, with seven-year life, would be capable of handling 24 TV channels or 14,400 voice circuits operating on 4 and 6 gHz and using cross-polarization techniques.

Application also will seek FCC approval for 132 earth stations, including two major send-receive facilities—in Southbury, Conn., for New York area, and in Santa Paula, Calif., for Los Angeles region.

Offer of eight, full-time channels to all TV networks is aimed at half-cost and greater capacity than now available from AT&T, Dr. Joseph V. Charyk, Comsat president, said at news conference Friday (Feb. 26). Price would be about $40 million, Dr. Charyk said, for TV package deal, including also two channels for Corp. for Public Broadcasting, and two for CATV industry. He admitted, however, talks with CATV groups had been fragmentary.

Specifications for TV, Dr. Charyk said, are subject to renegotiation which could reduce charges.

System is designed to handle other types of service also, including data, teletype, and telephone transmissions. But it is obvious, and Dr. Charyk admitted this, prospective system at moment requires acquisition of customers—-with TV networks primary target.

Sale poses problems

Robert S. Strauss, president of Dallas-based Strauss Broadcasting Co. and treasurer of Democratic National Committee, wants to give up battle to operate WOKA-AM-FM Atlanta.

 Strauss Broadcasting has sold stations to GCC Communications of Atlanta Inc. for $432,500, subject to FCC approval. And getting that approval may be complicated.

Commission in September 1968 approved Strauss's acquisition of stations without hearing and in face of protests from Atlanta residents objectioning to Strauss's intention of abandoning stations' classical-music format in favor of middle-of-road music.

Atlantans, however, appealed decision, and U.S. Court of Appeals last October reversed commission, remanding case for evidentiary hearing (BROADCASTING, Nov. 2, 1970). Commission

Line-up for CATV hearing

List of 61 speakers chosen to participate in eight panels in FCC's mammoth CATV rulemaking proceeding, was announced Friday (Feb. 26).

Panel 1, meeting morning of March 11 to discuss directions commission should follow to improve CATV's service to public including program origination, ownership or manner of operation of systems, separation of ownership of hardware and control over content, and other matters:

John W. Macy Jr., Corp. for Public Broadcasting; Paul B. Comstock, National Association of Broadcasters; Paul Visher, Hughes Aircraft Corp.; Everett C. Porter, United Church of Christ; Irving B. Kahn, Teleprompter Corp.; Albert H. Kramer, Citizens Communications Center; McGee Bundy, Foundation; Jack Valenti, Motion Picture Association of America; Ted Ledbetter, Urban Communications Group.

Panel 2, meeting afternoon of March 11 to discuss proposals concerning commercial switching and payments to Corp. for Public Broadcasting:

Alfred R. Stern, Television Communications Corp.; David J. Sales, Warner Bros.; Malcom Barrie, Pa.; George W. Bartlett, NAB; Bruce Merrill, Amresco Inc.; Leonard M. Ross, Harvard University Law School; John E. McCoy, Storer Broadcasting Co.

Panel 3, meeting March 12, in morning to discuss CATV operation in top-100 markets:

Morris Riklin, American TV & Communications Corp.; Donald I. Baker, Dept. of Justice; Barry Zolothan, Time-Life Broadcasting Inc.; Jack Harris, Association of Maximum Service Telecasters; Leland L. Johnson, Rand Corp.; William L. Putnam, Springfield Television Broadcasting Corp.

Panel 4, meeting afternoon of March 12 to discuss CATV operation in markets below top-100:


Panel 5, meeting morning of March 15, on questions of whether CATV system should be owned by public or educational entities:

Donald T. Vannatter, National Cable Television Association; Stuart Scharman, Ford Foundation; Dr. Albert Nord, Department of Health, Education and Welfare; Joan Cooney, Children's Television Workshop; William D. Wolfs, Black Efforts for Soul in Television; Frederick Rehman, Community Television Inc.; Edward F. Curtis, Rochester Area Education Television Association.

Panel 6, meeting March 15 in afternoon, will deal with question of appropriate regulations between federal, state and local regulatory agencies in dealing with CATV:

Bruce W. Rhode, National Institute of Municipal Law Fdn.; James E. Hospital Cablesystems Inc.; William K. Jones, New York State Public Service Commission; William Malone, General Telephone & Electronics operating companies; Paul Rodgers, National Association of Regulatory Utility Commissioners; Allan Novak, Directors of Public Utilities Commission of Illinois, Councilman, City of Boston; Kenneth A. Cox, Microwave Communications of America Inc.; Thomas P. Fox, Pennsylvania Citizens Committee for Broadcasting.

Panel 7, meeting March 16 to discuss same issues as Panel 1:

Richard Block, Kaiser Broadcasting Corp.; Paul L. Kindle, Computer Television Inc.; Irwin Karp, American Civil Liberties Union; Charlton Heston, Screen Actors Guild; John Sampers, NAB; Wil- don W. Case, Mid-Continent Telephone Corp.; J. Leonard Rajasch, Cox Broadcasting Corp. and Cox Cable Communications Inc.; Omie Davis, Academy of Radio and Television Arts.

Panel 8, meeting March 18 to discuss appropriate form of copyright settlement and its relation to commission's regulation of CATV:

Louis Nizer, New York attorney; David Horowitz, Columbia Pictures Industries; Bruce E. Ladd, American TV & Communications Corp.; Ernest W. Jones, Washington attorney; Douglas A. Milholen, Washington; J. Leonard Rajasch, G. Breyer, Harvard Law School; Barbara Ringer, Assistant Register of Copyright; Herman Finkstein, counsel for American Society of Composers, Authors & Publishers; Frederick W. Ford, Washington attorney.
has not yet acted on remand order.

In view of present status of case it was not clear how commission would react to assignment applications, which have not yet been filed. Some commission officials on Friday (Feb. 26) indicated agency would take dim view of proposed sale until issues raised in court's opinions were resolved.

However, others felt that if GCC Communications could satisfy complainants in Atlanta, it could probably satisfy commission, even to point of persuading it to grant waiver of three-year rule. Presumably, GCC Communications, in making survey of community to determine "problems, needs and interests" (see page 33), will keep classical-music interests of vocal minority (according to Strauss survey, 16% of community favor classical music) in mind.

Sales price is about same as Strauss Broadcasting paid for stations. Broker is Blackburn & Co.


Scott, Mathias to testify

Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.) are scheduled to be lead-off witnesses on second day of election-reform hearings being held this week by Senator John O. Pastore's (D-R.I.) Communications Subcommittee.

Also scheduled to testify that day (March 3) are Senator John V. Tunney (D-Calif.); CBS President Frank Stanton; Vincent T. Wasilewski, president of National Association of Broadcasters; Joseph Califano, general counsel of Democratic National Committee, and former FCC Chairman Newton Minow.

Senators Scott and Mathias last week introduced comprehensive campaign spending legislation (see page 58).

Witnesses on first day of hearings (March 2) will include Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of National Committee for an Effective Congress.

Full FCC controls: Kahn

FCC powers to govern cable television should be enlarged to include local and state regulation, Irving Kahn, chairman-president, Teleprompter Corp., New York, said in talk prepared for delivery at University of Chicago student communications seminar Saturday (Feb. 27). He also said Teleprompter will file its own application with FCC to build and operate earth stations to receive programs from satellites for distribution over cable TV systems.

Alluding to indictment by special federal grand jury in New York charging $15,000 bribe in 1966 to obtain cable franchise in Johnstown, Pa., Mr. Kahn indicated broader FCC power to regulate CATV would prevent some local officials from demanding payoffs for franchises (Broadcasting, Feb. 1).

There would be little reason for national cable system, satellite-fed, "if it merely added a fourth or a fifth network to join the endless game of follow-the-leader already being played by NBC, CBS, and ABC," Mr. Kahn said. "The prospect of satellite interconnection has relevance only in the diversity it can promote," he explained.

Five-year celebration

CBS News has developed special project titled The American Revolution: 1770-1783, under which at least two programs will be telecast on CBS-TV annually from 1971 to 1976 in celebration of U.S. bicentennial.

First, two-hour specials will be presented this year under sponsorship of Ford Motor Co., Detroit, through Grey Advertising, New York.

First episode, set for broadcast on April 6 (7:30-8:30 p.m.), centers around "interview" between CBS News correspondent Eric Severeid in role of American journalist of 1770 with Frederick Lord North (portrayed by actor Peter Ustinov), who was King George III's prime minister and pivotal figure in decision to resist colonial efforts at independence.

Set sales slump in '70

Total radio and TV consumer sales (foreign and domestic) for 1970 slipped below 1969 figures despite increased last quarter activity, according to Electronic Industries Association.

EIA figures show 1970 and 1969 TV sales: color 5,320,688 vs. 6,191,806; monochrome 6,900,056 vs. 7,116,083; and total sales of 12,220,744 vs. 7,116,083.


MCA renews credit line

MCA Inc. has renewed its revolving credit of $134 million with its present lenders, Bank of America, First National Bank of Chicago and Marine Midland Bank, New York.

Lew R. Wasserman, MCA president, said renewed credit is for term of six years with prepayment privileges. It also provides for periodic reductions of portion of credit. He reported that interest rate in loans under credit is ½ of 1% above prime commercial rate in effect from time to time.

Propose CATV regulation

Bills to regulate CATV in Illinois were introduced into state senate and house by Republican leaders, but Democratic leaders declined to join in proposals.

Bills would prevent radio-TV and newspapers from owning cable systems in state. Bills also provide for 10% state tax on gross revenues plus added 5% tax for local governments. Move follows Maryland activity along same lines (see page 65).

Frazier-All preview

Five CBS-owned television stations will carry Profile of a Champion: Frazier/All within five days of heavyweight title bout on March 8.

Half-hour special was produced by CBS-owned WCAU-TV Philadelphia, which will present program on Wednesday (March 3) from 8:30 to 9 p.m., while other outlets have air dates on Saturday (March 6).
We made a color TV with a better picture.

You made it number one in America.

A little over a year ago, we introduced Zenith Chromacolor. A totally advanced color TV system with a color picture that outcolored, outbrightened, outcontrasted and outdetailed every giant-screen color TV before Chromacolor.

We said that unless you actually saw Chromacolor in person, you couldn't possibly judge how good it really was. Millions of you came in to see it. And you made Chromacolor the number one giant-screen color TV in America. Chromacolor, with Zenith's powerful Handcrafted chassis and patented Chromacolor picture tube...that fully illuminates every color dot on a jet-black background to form the brilliant Chromacolor picture. If you haven't seen Chromacolor, visit your Zenith dealer and see what you're missing.

Chromacolor, in a complete selection of screen sizes.

Remember, there's only one Chromacolor and only Zenith has it. At Zenith, the quality goes in before the name goes on.
Dual-purpose commercials can hit two targets with one shot

Can one television commercial do the job of two commercials when the audiences are different—that is, when the actual user of the product is not the same person as the purchaser?

Many products are used by one set of individuals, but usually purchased by another. This is especially true of children’s products.

In our current economic climate, it would be highly desirable if advertising for these different audiences could be accomplished with one commercial, without sacrificing commercial effectiveness.

One of our clients, Binney & Smith, which manufactures Crayola crayons, uses television extensively to communicate with two audiences: the user—the child between the ages of 2 and 11—and the purchaser—the mother between the ages of 18 and 34. We use both children’s shows and daytime women’s shows, all network, to reach these two important target areas.

A close study of the various shows indicated that we were frequently picking up both the user and the purchaser in the same shows. For example, some of the daytime women’s shows deliver almost as many children in the 6-to-11 age bracket as they deliver mothers; and conversely, on some of the children’s shows, delivery of women is also fairly high, although not in the same proportions.

Though we determined that two different audiences can, indeed, be reached via a single broadcast vehicle, the challenge had just begun. The creative concept and execution of the actual commercial had to be so handled that, if shown on a daytime women’s show to reach mothers, the commercial would not alienate or “lose” the child viewer—or vice versa.

We were able to work it quite well for Crayola. The agency developed a bank of eight different commercials which have been successfully aired on both children’s and women’s shows and with apparently equal effectiveness.

This was accomplished essentially with a strong product identification. In almost every commercial the product is a natural and integral part of the story line. In most of the messages, the product is being used by children—in totally believable, unexaggerated situations—so that the child viewer can identify with the story.

Similarly, the viewing mother can see the whole thing from an adult viewpoint. For instance, the story lines emphasize that crayons are “quiet toys,” engaging the rapt attention of kids sometimes for hours while they create their own imaginary worlds on paper.

In these days of high-powered noise-makers, like chorlting dolls, sputtering tanks, screeching spaceships and va-rooming racing cars blaring forth from the video screen, what parent can resist the idea of a quiet toy—and also, incidentally, a quiet commercial?

We managed to achieve that happy crossroads of concept and execution that can catch the interest of two different audiences.

One of our basic appeals to the adult female audience is the fact that using crayons keeps a child quietly occupied, so that poor, harassed Mom has a few serene moments, if not hours, to do household chores or just relax, while Junior cranks out drawing after drawing.

At first, it appeared that we couldn’t do a commercial along these lines with a dual appeal. But a touch of humor, audio techniques inexpensively done, and strong product involvement did the trick.

All of these commercials have been developed as 30’s, although the time segments we’ve been purchasing have been 60-second slots. We discovered that piggybacks were particularly adaptable, enabling us to get specific messages about the product across within a minute’s time, by doing them as separate 30’s. Our decision to go with 30’s was also against the day when the networks would have more and more 30’s time segments available.

And we do not mean to negate the virtues of print media, because we do use a lot of print for all of our other clients, as well as for other Binney & Smith products.

But in the case of this particular children’s product—crayons—we have moved out of print and put all of the consumer advertising into network television. The reason is that there is really no way in print media to reach both the adult and children’s audience with a single insertion—and there is with video.

Another example of a “duo-appeal” commercial is what we’ve accomplished for another client, Millers Falls, which produces a line of power tools. A strong product feature is the safety of its shockproof line. This product was promoted into the Christmas season as a gift item involving both the husband and the wife, each talking about the product features from their separate viewpoints.

In this way, we achieved a balance in communicating to the purchaser—the wife buying it for hubby’s Christmas gift—as well as with the male half of the partnership, by acknowledging his technical know-how and highlighting the product advantages in masculine terms.

These are but two examples we cite in our experience of a creative concept worked out logically for appeal to both audiences. One commercial for two achieves significant savings in the product budget and works toward more efficient use of time purchases.

Charles W. Reinhart joined the management staff of Chirurg and Cairns, New York, 14 years ago as account executive and is now a vice president. His 25-year business experience ranges from copywriting to account management, advertising manager and marketing director, handling both industrial and consumer products. His over-all responsibility for the agency is in broadcast administration, where he is involved in everything from creative concepts through final commercial production and timebuying.
MONROE, LOUISIANA, INVITES YOU TO JOIN US FOR A SPARKLING HALF HOUR ON CBS-TV BROUGHT TO YOU BY KNOE-TV AND FORMER LOUISIANA GOVERNOR, JAMES A. NOE.

The story line of this delightful comedy has to do with a beautiful girl, Louellen Aden from Monroe, Louisiana, who went to Hollywood to "take the big step" after winning a beauty contest on that "big TV station" in Monroe, Louisiana.

The "big TV station" is KNOE-TV. There are many impressive figures we would like to have you know. But for openers, let us simply tell you that this "big TV station" delivers more homes* for the 5 p.m. ABC-TV News with Howard K. Smith and Harry Reasoner than the ABC-TV outlet in Houston. We are the 17th station* in the entire ABC-TV network for this newscast. That puts us ahead of such big cities as St. Louis, Minneapolis, New Orleans, and others. May we tell you more or would you contact the HR Television representative nearest you?

KNOE-TV
A JAMES A. NOE STATION
MONROE, LOUISIANA

Source: *Nielsen Station Index, average week audience estimates based on October 29-November 25, 1970. NBO, all market cycle.

Audience measurement of all media are estimates only—subject to defects and limitations of source, materials, and methods.
Whether you concentrate in the printed media or in skywriting, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. Broadcasting is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workday, money-making use.

Subscribe now ... pay later!

Broadcasting
THE BUSINESS BULLETIN OF TELEVISION AND RADIO

DATEBOOK

A calendar of important meetings and events in communications

Indicates first or revised listing.

March

March 1—New deadline set by FCC for filing all applications for direct broadcast systems. Previous deadline was Dec. 1, 1970 (Doc. 16495).

March 2—Convention, Georgia Cable Television Association. Towers motel, Augusta.

March 3—National Cable Television Association's spring meeting, Boston.

March 4—Senate Communications Subcommittee hearings on election-campaign reform measures (Broadcasting, Feb. 19). Room 5316, New Senate Office Building.

March 5—Convention, Georgia Cable Television Association. Towers motel, Augusta.

March 7—Annual meeting of New York Association of Broadcasters. Throby Hyatt House, Albany.

March 9—Meeting of New York Association of Broadcasters. Throby Hyatt House, Albany.


March 12—FCC oral argument and panel discussion on proposed rules governing diversification of control of CATV systems and other key CATV industry issues.

March 13—Meeting, board of directors, American Women in Radio and Television. Executive house, Stoneham, Mass. (

March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in satellite transmissions of radio and TV stations for purpose of program identification.

March 15—FCC deadline for ABC, CBS, and NBC to submit statements of intent to apply for satellite system (Doc. 16495).


March 17—Annual meeting and election of officers, Advertising Council, New York, Ambassador hotel, Los Angeles.

March 18—Annual stockholders' meeting, Cox Broadcasting Corporation. CBC headquarters, Atlanta.

March 18—Workshop, sponsored by Association of National Advertisers, on changing service requirements of advertisers and how they are being met. Plaza hotel, New York.

March 20—General convention, Florida State Cable Television Association. Colonnades Beach hotel, Palm Beach Shores.

March 22—International convention and exhibition, Institute of Electrical and Electronic Engineers. Coliseum and Hilton hotels, New York.


March 26—Region 10 conference, Sigma Delta Chi, Union, Wash.


March 26—National convention, Alpha Epsilon Rho, national radio-TV honorary fraternity. Avenue hotel, Chicago.

March 30—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—FCC deadline for Western Telecommunication Inc. to file for earth stations to be operated with systems proposed by other applicants.

March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).


April

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,000 or more subscribers. Previous deadline was Jan. 1.

April 2—Region 3 conference, Sigma Delta Chi, Cincinnati.

April 2—Region 4 conference, Sigma Delta Chi, Minneapolis.

April 6—Annual convention, Southern CATV Association, Sheraton-Peabody hotel, Memphis, Tenn.


April 17—Meeting of American Academy of Advertising, University of Georgia, Athens.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proposal. Previous deadline was Jan. 15. (Docs. 18110 and 18991).

April 16—Meeting, officers and executive board, Mississippi Broadcasters Association, Laurel.

April 16—Region 6 conference, Sigma Delta Chi, Minneapolis.

April 16—Region 7 conference, Sigma Delta Chi, Wichita, Kan.

April 17—Annual meeting and awards banquet, Georgia Associated Press Broadcasters Association. Marriott motor hotel, Atlanta.

April 19—23—23rd cine-meeting, International Film, TV, and Documentary Market (MIFED). Milan. For information and bookings: MIFED, Largo Domodossola 1, 20145 Milan.

April 21—George Foster Peabody Awards presentation and Broadcast Planners luncheon. Pierre hotel, New York.

April 23—Region 1 conference, Sigma Delta Chi, Hartford, Conn.


April 24—Region 8 conference, Sigma Delta Chi, Hot Springs, Ark.

April 24—11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage Center, Oklahoma City.

April 24—25—Region 2 conference, Sigma Delta Chi, Chapel Hill, N.C.

April 25—30—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers, Century Plaza hotel, Los Angeles.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

April 26—Public hearing of Canadian Radio-television Commission. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mont Royal hotel, Montreal.


April 30—May 1—Region 5 conference, Sigma Delta Chi, Terre Haute, Ind.

May

May 4—6—Spring meeting, Pennsylvania Community Antenna Television Association, Marriot...
Major convention dates to '71


hotel on City Line Avenue, Philadelphia.
May 5—Meeting, Missouri Association of Broadcasters. University of Missouri, Columbia.
May 5-6—Meeting of Kentucky Broadcasters Association. Executive Inn, Louisville.
May 7-9—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference. Sigma Delta Chi, Las Vegas.
May 7-9—Meeting, Kansas Association of Broadcasters. Raddison hotel, Wichita.
May 27-29—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).
May 18—Public hearing of the Canadian Radio-Television Commission. Bayshore Inn, Vancouver, B.C.
May 20—Spring managers meeting, New Jersey Broadcasters Association. Wood Lawn, Douglass College campus, Rutgers University, New Brunswick, N.J.
May 23-27—International colloquium, sponsored by Illuminating Engineering Society through its theater, television and film lighting committee.

New York, Information: Phillip Rose, 6334 Viscount Road, Malone, Ont.
May 25-26—Workshop, sponsored by television committee of Association of National Advertisers, on "The Segmented Viewing Public of the TV and How to Reach them." Plaza Hotel, New York.

June

June 4-5—Meeting of Wyoming Association of Broadcasters. Ramada Inn, Cheyenne.
June 6-9—Annual student radio seminar, sponsored by Kansas Association of Radio Broadcasters. Kansas State University, Manhattan.
June 10-13—Meeting of Mississippi Association of Broadcasters. Sheraton-Biloxi hotel, Biloxi.
June 14-16—International conference on communications, sponsored by Communications Technology Group and Montreal Section, Institute of Electrical and Electronic Engineers. D. M. Arkin, chairman, Queen Elizabeth hotel, Montreal.
June 17-19—Meeting of Missouri Association of Broadcasters. Holiday Inn, Lake of the Ozarks.
June 18—New deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was March 15 (Docs. 18110 and 18891).
June 19-23—Meeting of Georgia Association of

23rd CINE-MEETING
MILAN 19 - 25 APRIL 1971

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

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Brodcasting
Source October 1970 Readership Survey showing 33 readers per copy.
Needs extra ‘Sourcebook’

EDITOR: Thank you for listing us in the equipment section of the 1971 BROADCASTING CATV Sourcebook. We are certain that this listing will prove advantageous. Will you kindly send an additional copy?—Joseph S. Shrager, vice president, Herbach & Rademan Inc., Philadelphia.

Winner in two places

EDITOR: Your story dealing with the Freedoms Foundation and Ohio State awards (BROADCASTING, Feb. 15) correctly indicates that the Bell System video documentary, It Couldn’t Be Done, was accorded the principal award for television by the Freedoms Foundation. But it fails to mention that this salute to American achievement—now being shown in 126 countries in 30 languages under the U.S. Information Agency agis—also won an Ohio State award for impact on youth.—Jack Perlis, broadcast counsel—Informational media, American Telephone & Telegraph Co., New York.

(Due to the number of awards [102] only the names of the recipients were carried with the number of honors each received. The Bell System award was one of the six Ohio State awards credited to NBC and NBC News in the story.)

BEST man

EDITOR: Your article concerning the University of Chicago seminar on media (BROADCASTING, Feb. 22) lists Gilbert Mendelson as a representative of the Citizens Communications Center. For the record, Mr. Mendelson is associated with Black Efforts for Soul in Television and not CCC.—Albert H. Kramer, executive director, Citizens Communications Center.

(An advance from the University of Chicago was the source of the erroneous information.)

On both sides of the river

EDITOR: Thank you for announcing the formation of my company (BROADCASTING, Feb. 8). However, I would like to call your attention to the fact that we will represent radio and TV stations in both Kansas City, Mo., and Kansas City, Kan.—Bruce Schneider, Bruce Schneider & Co., St. Louis.

(In the list of cities in which the new rep firm operates, Kansas City, Mo., was omitted.)
AWARD-WINNING WKJG-TV* PRESENTS THE FIRST LIVING NBC NETWORK

* An NBC Affiliate

It's an all-new, live NBC network started by Wayne Rothgeb, WKJG-TV Farm Director. When Jamie, nannyn-goat co-star of the Rothgeb Farm Show, gave birth to triplets, Wayne named them N, B, and C. Each of the triplets was given to a 4-H Club member with the understanding that its first offspring would be returned to Rothgeb to be given to another 4-H Clubber, thus continuing the chain—the first living NBC network.

Idea-packed programming like this has brought Rothgeb and WKJG-TV award after award: ten consecutive annual "Good Neighbor Awards" from the Indiana Farm-City Committee, the Hoosier Farm Degree from the Indiana Future Farmers of America, the National "Oscar in Agriculture" for improving rural-urban relations, and many more.

WKJG-TV leads the way in Indiana.

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Last-minute clearance for Capcities

Dispersion of media ownerships, deal with minorities win approval of biggest deal as deadline rushes on

In an action uncommon for its suddenness and unanimity, the FCC last week approved the biggest and most complicated package of broadcast-station transfers in history. It granted the acquisition of nine Triangle Publications Inc. stations by Capital Cities, the simultaneous spinoffs of the six Triangle radio properties involved and the sale of two Capcities television stations and a satellite. Capcities is also buying Triangle's program-syndication business. In all, the transactions add up to $147 million.

The applications had been submitted to the agency last June but were presented to the commissioners, in the form of a voluminous staff report, only last Tuesday (Feb. 23). Within 24 hours the seven commissioners voted their approval without dissent. The basic contract in the transaction, Triangle's sale to Capcities, was to run out today (March 1) and was not to be extended ("Closed Circuit," Feb. 22).

Commissioner Robert T. Bartley, who has a long record of opposing approvals of station sales to group owners without a hearing, concurred in this decision with a statement expressing some misgivings but saying the total effect of the transfers would be a "diversification of control of mass media" and "an improvement in the general structure of broadcasting."

Commissioner Nicholas Johnson, who customarily opposes group acquisitions, also concurred but had not completed his separate statement late last Thursday.

In its decision the commission said the transfers would result in a dispersion of broadcast ownerships—an objective to be desired. It also cited as a factor in its approval an unprecedented agreement Capcities reached with citizen groups in the three cities where it will acquire television stations. The agreement calls for the company to commit $1 million over a three-year period to the development of programs reflecting the views of minority groups (Broadcasting, Jan. 11).

Capcities, already a major group as the owner of five television and 11 AM and FM stations, emerges as a greatly strengthened force. It becomes the owner of WFIL-TV Philadelphia, in the fourth-ranked market, and WNHK-TV New Haven, Conn., in the 21st, as well as KFRE-TV Fresno, Calif., in the 69th.

The television stations Capcities is selling—to comply with the commission rule barring ownership of more than five VHF stations—are in smaller markets than Philadelphia and New Haven. The TV combinations and the syndication business. In the transactions approved by the FCC last week Capcities is acting as a conduit for the assignment of Triangle's AM and FM stations. After all the trading is complete, Capcities will wind up acquiring the Philadelphia and New Haven VHF's, the Fresno UHF and the Triangle syndication for about $55.5 million.

Capcities is selling WTEM-TV and its satellite to Poole Broadcasting Inc. for $19 million and WSAZ-TV to Lee Enterprises for $18 million. It will receive a total of $14,455,000 in the sale of the stations are WTEM-TV Albany, N.Y., its satellite, WCDC-TV Adams, Mass., and WSAZ-TV Huntington, W. Va. Capcities estimates that its net weekly circulation in the top-50 markets will increase from 2,440,834 to 4,761,435 television homes.

Capcities other broadcast holdings are WROW-AM-FM Albany, N.Y.; WKBW-AM-FM Buffalo, N.Y.; WTVG-TV Durham, N.C.; WPRA-AM-AM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; ETRK-TV Houston; WJR-AM-FM Detroit, and KPOL-AM-FM Los Angeles

Capcities is paying Triangle a total of $110 million for the three AM-FM-Triangle radio stations—WFIL(AM) to Lin Broadcasting Corp., $11.5 million; WFIL(FM) to John L. Richer, the station manager, $1 million; KFRE(AM) to Walter Lake of McGavren-Guild-PGW, $875,000; KFRE-FM to Richard A. Ingraham and Richard A. Wagner, Californians with broadcast experience, and Mr. Wagner's father, Richard W., $105,000; WNHK(AM) to owners of WERN-AM-FM Westerly, R.I., $850,000, and WNHK-FM to the station manager, Robert Herpe, $125,000.

The commission's approval of the Capcities exchanges paves the way for Triangle to move ahead in its plan to

Trading in Walter Annenberg (l), principal owner of Triangle Publications and now ambassador to the Court of St. James's. Trading up is Thomas S. Murphy, chairman and president of Capital Cities Broadcasting.
dispose of the rest of its broadcast properties—WNBF-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa.; and WLYH-TV Lancaster-Lebanon, Pa. The purchaser—for $16 million—is George A. Koehler, general manager of Triangle's radio and television division. Like Capcities, he proposes to spin off the AM and FM stations.

What's more, the approval was likely to buoy hopes of the principals involved in two upcoming multistation transfers. One is the proposed $100-million-plus merger of Corinthian Broadcasting Corp. into Dun & Bradstreet, which involves the transfer of Corinthian's five television stations and which has been pending action at the FCC for a year. The other is the announced plan for the sale of Time-Life Broadcast's 13 AM, FM and TV stations to McGraw-Hill for $80 million, with McGraw-Hill selling off the radio stations.

The commission, in its order approving the Triangle-Capcities transactions, added a note of caution to future applicants. "Our approval is limited to the applications under consideration," the commission said. "Nothing is intended to suggest that we will give blanket approval to any and all 'spinoff transactions.'"

The point was made in a passage in which the commission held that Capcities' spinoff of the Triangle radio stations did not amount to trafficking. The commission said that, in acting as a conduit for the passage of the radio stations, Capcities is not violating the rule banning the sale of properties held for less than three years. The commission also said that any profit Capcities might derive from the sale of the radio stations would be remote. The "bulk" of any cash Capcities gets from the spinoffs must be paid at once to Triangle in application to Capcities' debt. Hence Capcities has no chance to use proceeds of the spinoffs in retiring its debt to Triangle, the FCC said.

The commission also sought to make clear its continuing concern with concentration of ownership in major markets. It held that acquisitions were subject to its top-50-market policy—which requires a compelling public-interest showing in connection with the acquisition of more than two top-50-market stations—even though the number of Capcities stations in that bracket remain fixed. The commission said it was concerned with substance rather than "form." For producing a compelling public-interest showing is particularly important when the purpose of station acquisitions is to increase the number of top-50 homes that the buyer's stations will serve.

But the commission held that Capcities had made the required showing. In part, this involved Capcities argument that the transactions will reduce combinations of control of media. The commission said the sales will reduce concentration of broadcast media in Philadelphia, New Haven, Fresno and Albany (where Capcities is splitting off a television station from its AM-FM affiliates) and will "clearly reduce" Triangle's concentration of control of television stations serving Pennsylvania. The commission also said that, on the national level, the audience increases Capcities will gain as a result of the transactions would be "offset by an equally substantial increase in the competition" to which its new stations are subjected.

Many of the questions about the sale addressed by the commission had been raised by Citizens Communications Center, in its own behalf and on behalf of a group of law-school students, in a petition to deny the assignment applications. The public-interest law firm withdrew the petition after Capcities, following a series of conferences with it and citizen groups in Philadelphia, New Haven and Fresno, adopted its $1-million Minority Program Project.

Capcities will apportion the funds among its television stations in the three cities over the next three years for programming designed to reflect the views, aspirations, problems and cultures of black and Spanish-surnamed minority groups. Capcities stations, a Capcities corporate production unit, or outside sources will produce the programming; the project is expected to generate about six hours of material per year for each station.

And, while Capcities says it will maintain full control over the programs, it has promised to engage in extensive consultations with the affected groups on the manner in which funds are spent and on the programs that are produced. It says it will give "great weight and careful consideration" to any objection raised by an advisory committee representing any of the groups.

The commission, describing the project as a "major programing commitment to convey the views of racial and ethnic minority groups to the public at large," included the Minority Program Project in its judgment that Capcities had made the required "compelling public-interest showing."

WNFL-TV Philadelphia is on ch. 6 and an ABC-TV affiliate; WNHC-TV New Haven, ch. 8, ABC-TV; KFRE-TV Fresno, ch. 30, CBS-TV; WTNV-AM Albany, ch. 10, CBS-TV; WCED-TV Adams, ch. 19, satellite of WTNV; WSAT-TV Huntington, ch. 3, NBC-TV.

WNFL (AM) Philadelphia is on 560 khz with 5 kw; WNFL-FM, 102.1 mhz, 27 kw, antenna height 650 feet; KFRE (AM), 940 kzh, 50 kw; KFRE-FM, 93.7 mhz, 68 kw, antenna 1,950 feet; WNHC (AM), 1340 kzh, 1 kw daytime, 250 w night; WNHC-FM, 99.1 mhz, 10 kw, antenna 950 feet.


Straus group sells its Middletown, N.Y. AM-FM

The sale of WALL-AM-FM Middletown, N.Y., by the Straus Broadcasting Group, New York, to a newly formed corporation, Oroco Communications Inc., was announced last week by R. Peter Straus, president of Straus. The sales price is reported to be in the neighborhood of $1 million ("Closed Circuit," Feb. 22).

The sale is subject to FCC approval. Oroco Communications is headed by James F. O'Grady Jr., who is president of RKO Radio Representatives Inc. Mr. O'Grady has submitted his resignation to RKO but will remain at his
WHIO reflects the music preference of Dayton Adults

Light and sparkling music ... helicopter reports ... information ... entertainment ... sports ... timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together weekdays to make WHIO number one among Dayton adults.*

*Source: ARB, Oct/Nov 1970, Metro Survey Area, Dayton Metro Share estimates, Monday through Friday, 6 AM-7 PM. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

A reflection of Dayton

WHIO Radio

A Communications Service of Cox Broadcasting Corporation

Represented by CBS/RSS Radio Spot Sales

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post until the FCC approves the transaction.

Straus also owns WMCA(AM) New York and WTLB(AM) Utica-Rome, N.Y., but is selling WTLB, also subject to FCC approval, to a local group headed by general manager Paul A. Dunn. It plans to concentrate its attention on WMCA.

Short-term renewals for Mass. stations

TV and satellite involved in personal-attack accusations by CATV's

The FCC has granted short-term license renewals to two Massachusetts television stations as a result of alleged violations of the personal-attack provisions of the Fairness Doctrine in the commonly owned stations' editorial policy. The commission also warned the licensee of WWLP(TV) Springfield and its satellite, WRLP(TV) Greenfield, that future violations could result in more drastic action.

Short-term renewal to April 1, 1972, was given to Springfield Television Broadcasting Corp., licensee of the two stations. The commission's action has stemmed from complaints by an association of New England CATV systems and Springfield Police Chief John F. Lyons.

Community TV Association of New England claimed that Springfield Television violated personal-attack rules in a series of anti-CATV editorials broadcast on WWLP(TV) and WRLP(TV) between February 1966 and February 1968. The association alleged in its complaint to the commission that the editorials included personal attacks against CATV systems within the reception area of the two stations. It stated that Springfield was therefore personally involved with the entities it had condemned in its broadcasts. The group also stated that Springfield Television had not regularly informed CATV systems of the broadcastst and had not regularly offered its TV facilities to CATV owners for time to respond. The group also charged that Springfield Television had never offered a pro-CATV viewpoint.

The licensee admitted the existence of the editorials but denied the charge that the stations were not regularly in touch with CATV owners. It further stated that offers of time to respond had been made to all CATV systems in the coverage area.

The commission said that Springfield Television had acted reasonably and in good faith in making time available for pro-CATV responses. The commission noted, however, that licensees that editorialize on matters concerning them personally "should exercise extraordinary diligence to achieve fairness." The commission required Springfield Television to submit a complete report at the time of its next renewal date on procedures instituted to achieve fairness in such editorialization.

The complaint from the Springfield police chief came in the wake of a 1969 editorial broadcast over WWLP(TV) and WRLP(TV) which accused the Springfield police department of "framing" a man convicted of a narcotics violation. Springfield Television contended that Chief Lyons was offered time to respond to the accusation and refused it. The police chief denied this.

The commission said in its action relating to this complaint that the Springfield editorials could be considered a personal attack within the meaning of its rules. The commission imposed no sanction, however, since the editorials took place during an FCC moratorium on personal-attack rules. At the time, the commission said, it was awaiting judicial review of the Red Lion case. Subsequently, no action was taken on personal-attack complaints voiced during this period. The commission did, however, instruct Springfield Television to submit a statement at license-renewal time describing its procedures in notifying individuals of their right to respond.

Springfield Television has been found guilty of fairness doctrine and personal-attack violations twice before—one in 1965 and again in 1967.

NAB finds two men to fill radio-board slots

The National Association of Broadcasters last week announced the designation of Robert R. Hilker, Suburban Radio Group, Belmont, N.C., and Harold R. Krelstein, Plough Broadcasting stations, as members of the association's radio board.

The two appointments were made under a change in by-laws that requires the designation of the runner-up candidate to a vacancy on the board when the incumbent resigns or changes his status in broadcasting. The change was voted recently by the membership in a mail ballot.

Mr. Hilker succeeds the late J. R. Marlove, WGRW-AM-FM Asheville, N.C.; Mr. Krelstein succeeds Perry Samuels, Avco Broadcasting Co., Cincinnati, who resigned from that position. Both terms end in 1972.

Court recognizes a UHF's dilemma

Tells FCC to reconsider Providence CP extension in view of CATV question

A now-dark UHF in Providence, R.I., has obtained a new, if only temporary, lease on life from the U.S. Court of Appeals for the District of Columbia.

The UHF station, granted to Channel 16 of Providence, R.I. by the FCC in 1953, went on the air in 1954 as WNBT(TV) and operated for 17 months before stiff competition from nearby VHF stations forced it to pull the plug. It had gone on the air under a special authorization and had not received a license to cover its construction permit.

(The WNBT(TV) call letters last year were assigned to a New York noncommercial outlet.)

The appellate court's action came last week when it reversed an FCC order denying Channel 16's application for an extension of time in which to complete construction. The court, in a unanimous decision, said the commission had acted "arbitrarily, capriciously and without rational basis."

Principally at issue is the permittee's reluctance to put the station back on the air until the commission decides what action it will take on the proposal of a CATV system, Vision Cable, to provide service in Providence. And a hearing the commission had ordered on that proposal in 1968, on the question of whether it would have an adverse impact on Channel 16, has been suspended pending the outcome of the major CATV rulemaking proceeding that is not yet completed.

The commission denied Channel 16's request for an extension of time to construct on the ground that the decision to postpone construction did not result from circumstances beyond the permittee's control. The commission rules permit extensions only for causes beyond a permittee's control "or upon a specific and detailed showing of other matters sufficient to justify extension."

The commission, which reached its decision after an oral argument, had denied Channel 16's request for full-scale evidentiary hearing on its application.

Whether the decision to postpone construction was beyond Channel 16's control or not, the court said the permittee has shown "other matters sufficient to warrant further extension"—namely, the circumstances of the case and the continued uncertainty of the CATV situation in Providence.

The court noted that only the commission can resolve the uncertainty regarding CATV and said it is "under-
standable that Channel 16 and those similarly situated are reluctant to commit large sums of money until they have a clear indication of what the commission’s cable policy is going to be."

The court added that it is "unrealistic" to say that Channel 16's delay in completing the station results only from economic considerations or the exercise of its business judgment. It said that even though "Channel 16 has been the victim of VHF," it "has amply proved its intention of getting back on the air by making further investments and commitments in the improvement of the station." This was a reference to funds spent in keeping the transmitter and studio available, on maintenance, repair and taxes, tower painting and lighting through the 13 years the channel has been dark, and on the purchase of 20 acres for a new tower and the purchase of new equipment.

"It would not be fair to wipe out this investment before the commission decides what to do," the court said. It also said that it did not see how cancellation of the Channel 16 permit would further the commission’s aims of promoting UHF television; not only is no one waiting to pick up the permit, the court said, no one has ever applied for the second UHF channel that has been available in Providence for the past 15 years.

In remanding the case, the court gave the commission no specific instructions. It simply directed the commission to reconsider the matter in light of the opinion. The opinion was written by Judge Burnita Matthews, senior judge of the U.S. District Court who was sitting with Chief Judge David Bazelon of the D.C. Circuit Court of Appeals, and Judge Harold Leventhal.

**Group owner of FM’s acquires TV permit**

The FCC last week granted the sale of a construction permit for WGM(TV) Gary, Ind., from General Media Television Inc. to Family Stations Inc. Consideration in the transaction was $20,000.

Family Radio is a religious-oriented organization which operates KEAR(FM) San Francisco; KEBR(FM) Sacramento and KEKR(FM) El Cajon, all California; and WFME(FM) Newark and WDN(FM) Camden, both New Jersey. Family Radio plans to operate WGM(TV) as a noncommercial, religious outlet, supported by the public.

General Media received a construction permit for the channel-56 facility Oct. 6, 1966. It subsequently applied to the commission for extension of time to build the station and a modification of its authorized facilities. The commission denied the request, saying that such an authorization could not be made without a hearing.

In its action last week, the commission simultaneously granted General Media’s request to complete construction and to change the proposed station’s technical facilities, before ownership is assumed by Family Stations.

General Media is controlled by Earl B. Glickman and others. Harold Champing is the president of Family Stations. Other principals of the group are Scott L. Smith, vice president, and Peter Stilts, secretary.

WGM(TV)’s construction permit authorizes power of 263 kw visual and 52 kw aurial. Antenna height above average terrain will be 310 feet.

**Former president files suit against Reeves**

Reeves Telecom Corp., New York, has been sued for more than $9 million by Richard Geismar, its former president and chief operating officer, who charged that he was dismissed from his post "without cause" and without remuneration and that defamatory statements were made about him following his ouster.

Named in the suit filed by Mr. Geismar in the U.S. Southern District Court of New York were the corporation and four of its directors, Chairman Hazard E. Reeves, Edward L. Glockner, Eugene Fryman and J. Drayton Hastie.

Mr. Reeves said last Thursday (Feb. 25) that he had not “been served with the papers.”

The complaint states that Mr. Geismar signed a five-year contract with Reeves Telecom, effective March 17, 1969, at an annual salary of $85,000, and was dismissed on July 1, 1970, without reimbursement.

Mr. Geismar claimed that upon joining Reeves Telecom, he was given “a false and misleading” picture of the company as one that was "basically sound." Mr. Geismar also said that Mr. Reeves "had knowingly overstated the value of the current assets of Telecom by more than $700,000 and understated its current liabilities by more than $300,000."

After his dismissal, Mr. Geismar said, Mr. Reeves published a resolution in which it was stated that Mr. Geismar had been ousted from his position "by reason of his failure to furnish to the board of directors proper and adequate information as to the corporation and otherwise properly to discharge his duties."

Mr. Geismar said the resolution was "defamatory of plaintiff, held him up to obloquy and shame and constituted libel and slander."

Mr. Reeves said last week that “all I know about this is what I read in the newspapers.” He added that "the company did poorly while Mr. Geismar was here and facts speak louder than words."

Reeves Telecom is active in videotape production and sound services and owns radio-TV stations and cable-TV systems. Reeves in the first half of 1970 had a net loss of more than $4.8 million, as compared with a net loss of almost $1.1 million for the corresponding period of 1969.
New platform, old antagonists

Hill panel hears broadcasters and cablemen re-enact same disputes they've had for years

A small group of members of the House of Representatives got a two-hour cram course on CATV and broadcasting last week—but they heard nothing that hadn't been said before.

The Capitol Hill meeting was sponsored by the Democratic Study Group's task force on communications, under the chairmanship of Representative Robert O. Tiernan (D.-R.I.). The group heard from representatives of CATV and broadcasting, as well as a lone representative of the copyright owners.

Broadcasters were defended by a group consisting of Kenneth Cox, former FCC commissioner now in private law practice and widely regarded as a cable-TV expert ever since his days as special counsel to the Senate Commerce Committee during its CATV investigation in the late nineteen-fifties; Dale Moore, kovo-tv Missoula, Mont., who is chairman of the cable-TV committee of the National Association of Broadcasters; David M. Baltimore, wbre-tv Wilkes-Barre/Scranton, Pa., and John Dimling, NAB's research vice president.

Cable advocates were J. Leonard Reinsch, chairman-president, Cox Cable Communications Corp. which is principally owned by group broadcaster Cox Broadcasting Corp., of which Mr. Reinsch is also president; Alfred R. Stern, president of Television Communications Corp., and a former chairman of the National Cable Television Association; Alan Novak, staff director of President Johnson's Task Force on Telecommunications Policy, which recommended the promotion of CATV because of its possibility for diversity in TV programming, and Gary L. Christiansen, general counsel of NCTA.

Mr. Cox said CATV regulation ought to be left in the hands of the FCC. He also said: Don't tinker with broadcasting—it may not be perfect but it is the best available. And, he added, if diversity of programming is the goal, let CATV originate its own programs and pay for them. The importation of distant signals by cable systems, he said, is a form of unfair competition since cable operators do not pay for the programs they provide their customers.

Mr. Moore, in a vigorous attack on CATV, said that the impact of cable falls most heavily on small-market TV stations. He added that a wave of FCC rulings has had a drastic effect on small-market broadcasters . . . who lack the funds to underwrite [extensive legal] activities. He warned: "Unless Congress and the FCC freeze further CATV development, broadcasting in rural areas will fall."

Mr. Baltimore, long a critic of the cable industry, said that in the past two years, his market has slipped from 44th to 58th and that the audience of his station has been diluted by half. He charged also that cable operators degraded the quality of wbre-tv's signal in order to give the impression that imported distant signals were better.

Mr. Reinsch called for the decision on CATV and broadcasting to be made in the market place, and added that "governmental action has always tended to lag behind technical progress." He said that the present FCC freeze on CATV is causing an even greater lag, since "cable communications is capable of performing many meaningful services for the public good." Broadcasting, he concluded, will endure because it possesses the "inherent strengths" of free enterprise.

Mr. Novak stressed the potential that CATV offers and said that this can best be realized by permitting the importation of distant signals. But, he added, the questions of copyright and fair compensation must first be decided.

Mr. Nizer reminded the Democratic panel that the question of copyright violations for the importation of distant signals will be answered soon—probably this spring—when a suit by CBS, charging Teleprompter Corp. with copyright violations, is argued in court.

An earlier battle, decided by the Supreme Court in 1968, held that cable TV does not require copyright payments.

Mr. Tiernan at one point suggested a cable-broadcast compromise, but later admitted that the discussion had shown such hopes to be futile.

Other members of the task force are: Brock Adams (Wash.), William Hathaway (Me.), Edward Koch (N.Y.), John Moss (Calif.), James Symington (Mo.), and Lionel Van Deerlin (Calif.).
Viacom spin-off plans belittled
Opponents claim CBS's steps won't assure autonomous operation; ask full FCC hearing

Two groups of petitioners seeking to block CBS's plan to spin off the company's CATV and program syndication interests to CBS stockholders are urging the FCC to hold a full-scale evidentiary hearing on that plan. They say the steps CBS has taken to assure compliance with commission rules are meaningless.

What's more, one of the groups—comprising of three minority stockholders in a San Francisco CATV system principally owned by CBS—even raises a question as to CBS's qualification to remain a licensee. It says that CBS's conduct in connection with Viacom demonstrates "the improvidence of either allowing the granting of new licenses or of continuing existing license status."

The plan under attack calls for CBS to distribute to its stockholders all of its stock in Viacom International Inc., the inheritor of CBS's domestic syndication and CATV operations. CBS announced the plan in June, saying this action would permit it to comply with commission rules barring networks from those activities, and could be done with the least cost to its stockholders.

But petitions filed in December by the minority stockholders in Television Signal Corp., of San Francisco, and by 11 program producers and syndicators persuaded the commission to block implementation of the plan at the 11th hour—the stock was to have been distributed on Dec. 31, 1970—and to ask CBS for a more detailed explanation of its plan (Broadcasting, Jan. 11).

Last month, CBS disclosed several steps it had taken beyond those originally contemplated as a means of assuring Viacom's independence (Broadcasting, Jan. 25). These include the establishment of voting trust agreements affecting Viacom stock to be distributed to CBS officials who would own more than 1% of the stock as well as to all other CBS officials who would own more than 100 shares of Viacom; and the expansion of the Viacom board to nine members, six of whom never had been officers, directors or employees of CBS. CBS also noted that, in time, the normal working of the stock market would result in the redistribution of Viacom stock to non-CBS stockholders.

Last week, the program producers and syndicators said the change is merely "cosmetic" and without "any real significance" and that the "number of economic interests" provide ample reason for expecting that, in practice, the operations of the two companies will be complementary.

They said the commission should hold a hearing to determine whether Viacom and CBS would continue under common control, in violation of the rules designed to promote competition in the program-syndication and CATV fields. The program producers and syndicators are among a group that has filed an antitrust suit against CBS and ABC in connection with the production of motion-picture films and programming produced by independents.

The minority stockholders took a similar position; they argued that the commission's rules don't provide for the kind of "blind trust" CBS has proposed as a means of assuring Viacom's independence and that CBS could maintain control over Viacom through CBS directors, officers or employees on the boards of Viacom subsidiaries. In addition, they argued that the transfer of microwave licenses involved in the proposed spin-off requires a hearing.

But the thrust of their complaint is deeper than the rules involved—neither of which is yet in effect: the CATV-network cross-ownership ban does not become effective until August 1973; the rule barring networks from syndication activities has been stayed pending the outcome of litigation.

The complaint by Marino Iacopi, Louis Benedetti and Frank Veroveucci Jr., who together own 19% of Television Signal Corp., grows out of their effort to block CBS from absorbing the company into Viacom without paying them what they consider reasonable compensation. CBS's top offer is $500,000; they say their interest is worth $5.7 million.

Mr. Iacopi, who founded Television Signal Corp., and his two colleagues, have taken their dispute with CBS to the federal district court in San Francisco, where they have filed an antitrust suit against the company seeking treble damages totaling $17.1 million and punitive damages of $50 million.

The three have alleged that CBS acquired control of the system through fraud and coercion and that it has used fraudulent practices to "milk" the company's assets, all for the economic betterment of CBS.

In one of a number of affidavits accompanying their filing last week, Willard A. Hargan, described as a CATV consultant, said his study of TVS's finances indicates that the expenses allocated to TVS either are the result of "gross negligence" or reflect the use of TVS funds for activities "other than the operation of Television Signal Corporation's CATV franchise in the city and county of San Francisco."

A letter from a former official of a CBS CATV subsidiary, Nur-Cal Cablevision, in Oroville, Calif., was included to buttress a charge that TVS was required to purchase materials from CBS's 100%-owned subsidiary, CATV Equipment Co., at prices higher than those available elsewhere. The former official, John Ray, said he was directed to buy from the CBS subsidiary, regardless of price.

The three stockholders last week also alleged that CBS has not been candid in its connection with the TVS complaint—including its expressions of surprise at their December petition aimed at blocking the spin-off. They incorporated an affidavit from their attorney indicating that CBS had been aware since August 1970 that they would seek relief in the courts and at the FCC if CBS pressed its plans to absorb TVS while leaving them "in a locked-in position."

They even disputed CBS's contention that the changes contained in the two antitrust suits—theirs and the program producers' and syndicators'—have been denied. They said that CBS has filed "no responsive pleadings" in their suit and has not even acknowledged that the suit has been made a part of their complaint before the commission.

The commission also received comments in the proceeding from the Urban Law Institute, an organization funded by the Office of Economic Opportunity that represents organizations of the poor throughout the nation. Basically, it supported the positions taken by the San Franciscans and by the program producers and syndicators and said "more complete divestiture entailing the sale of CATV facilities or other appropriate action" is required.

ULI said its concern is with the right of public access to the media, and asserted that right has been limited "under existing network practices."

It added that access and participation "are assured, the poor and all American minorities' constitutional rights will continue to be in grave peril."

Viacom buying Ponce CATV
Viacom International Inc., New York, has agreed to buy 80% of Telemundo CATV Inc., subject to the approval of Puerto Rico Public Service Commission. The Puerto Rican firm holds a franchise for construction of CATV system in Ponce. Other details of the transaction were not available.

Broadcasting, March 1, 1971
The list of eligibles for TV-board roll

All TV members of the National Association of Broadcasters were to have received last week a list of 150 television broadcasters who have declared themselves as candidates for nomination to the TV board. There are six vacancies to be filled, and two of the incumbents already have announced for re-election: William Grant, KOAA-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co., Miami Beach.


The NAB certification list is due to be issued once again, on March 8, at which time additional television broadcasters who have indicated that they are candidates for nomination will be added; at the same time those who were on the current list who have notified the NAB that they are no longer candidates will be deleted.

The election itself takes place at a TV meeting during the NAB convention in Chicago March 28-31. There candidates from the final list are nominated. After this members vote. NAM by-laws require that there shall be at least two nominees for each vacancy, which means that at least 12 nominations must be made at Chicago.

Members of the present TV board whose terms expire and who are not eligible for re-election are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WJJS-TV Winston-Salem, N.C.; and Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va.

Pittsburgh drops press fee following McCulla protest

A report that the city of Pittsburgh planned to charge broadcast-newsmen and cameramen a $12 fee for press cards, prompted Jim McCulla, president of the Radio Television News Directors Association and director of news for ABC West Coast, to fire off a protest telegram that has apparently succeeded in getting the fee dropped.

The wire to Pittsburgh Mayor Peter Flaherty said the unprecedented action "served to put a dollar size on freedom of the press." It was announced last Wednesday (Feb. 24) that the fees would be dropped.

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**Approved**

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).


- WJEN-AM Albany, N.Y., WDCG-TV Adams, Mass., and WSAS-TV Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. WJEN(TV) and WDCG(TV) to Poole Broadcasting Co. for $19 million, and WSAS-TV to Lee Enterprises for $18 million (see page 19).

- WWM(TV) Gary, Ind.: Sold by General Media Television Inc. to Family
business acting on a policy question that more properly belongs to Congress and the executive branch of the government.

Sanford Smith, general manager of the American Newspaper Publishers Association, told the meeting that the FCC thinking has changed from a case-to-case basis to "over-all regulation where newspapers are adjudged guilty as broadcast owners just because they are newspapers." He noted only two other groups now are prohibited from being licensees—aliens and felons, "and we do not want to join that peer group."

Noting the FCC also proposes that within five years a newspaper would have to give up any station it now owns in the same market, Mr. Smith said this will result in $1.9-billion worth of forced station divestiture. ANPA plans to file with the FCC in April to oppose such proposals, he said.

**CBS staff reductions hitting upper echelons**

The water was beginning to recede last week from the main wave of personnel cutbacks in CBS's retrenchment program (Broadcasting, Feb. 15, 22), and it became clear that some well-known, long-time broadcasting figures would be among the missing.

Ed Hall and Ed Scovill, veteran affiliate-relations executives, who were the managers of the department's Western and Midwest operations, respectively, were scheduled to take early retirement. Mr. Hall's Hollywood office reportedly is to be closed. Mr. Scovill operated out of New York headquarters.

Howard Kany, who had been director of international business relations for CBS Enterprises but had recently moved into the CBS/Broadcast Group in anticipation of the planned spin-off of Enterprises with Viacom International, also was reportedly set for early retirement.

In Washington, Robert Early, executive assistant to Theodore F. Koop, CBS Washington vice president, was let go.

In CBS News, William Cole, correspondent in Beirut, Lebanon. Larry Nathan, producer of CBS Radio's World of Religion, and Frank Kearns, a long-time correspondent, were among those released.

One of the highest ranking officers, if not the highest ranking officer, to leave was Norman Adler, a corporate vice president and general executive who in past years had been prominently identified with top management of CBS's subsidiary, Columbia Records. Werner

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**Regional press meeting scores divestiture plan**

FCC proposals prohibiting newspaper ownership of cable-television systems or broadcasting stations within the same market were attacked by the Inland Daily Press Association last week at its winter meeting in Chicago.

Association members adopted a resolution expressing "dismay and serious concern" that the FCC would consider restricting newspaper ownership of the electronic media. The members felt the FCC, as an independent agency, has no

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**SOUTH CENTRAL:** Strong daytimer with FM in multi-station market. Number one in billings and audience acceptance. Transmitter real estate included. Equipment in good condition. A good solid property. Priced at $325,000—20% down, 10 years.

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Wells, Houser await approval of Senate
Pastore notes FCC must face application backlog, satellite and CATV issues

The nominations of FCC Commissioners Robert Wells and Thomas Houser to new terms on the commission were favorably reported out of the Senate Commerce Committee last Wednesday (Feb. 24). The nominations went to the Senate floor, where a vote was expected any time.

The action follows the committee's confirmation hearings held last Tuesday (Feb. 23) under Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

Both Commissioners Wells and Houser are serving on the FCC under recess appointments made by President Nixon last January. Commissioner Wells was appointed in 1969 to fill an unexpired term that ends June 30. He resigned that appointment to be eligible for the present full term that runs for seven years from July 1, 1970. Commissioner Houser has been nominated to fill the remainder of the unexpired term of Commissioner Wells that runs until June 30.

At the outset of the confirmation hearings last week, Senator Pastore cited three major problems confronting the FCC—its large backlog of applications, the still-unresolved domestic-satellite issue and the CATV proceeding that is "still in a state of flux." De-
lays in dealing with these issues work "unjustifiable hardships on the public interest," the senator said.

After that reminder, the hearing focused on the two commissioners. Senator Robert Dole (R-Kan.) who is also Republican National Committee Chairman, described Commissioner Wells as "one of the most diligent, conscientious and objective members" of the FCC. Senator Charles Percy (R-Ill.) read a letter from Senator Adlai Stevenson III (D-Ill.) endorsing Commissioner Houser, then himself endorsed Mr. Houser, referring at one point to Mr. Houser's concern for minority interests.

Senator Pastore stated that he hoped Senator Percy would join him and black representatives in arranging a meeting with the White House "to see if we cannot persuade the President in the immediate future to make an appointment of a responsible black man on this commission." However, he added, "I can no more reject a qualified man because he is white than I could reject a qualified man because he is black." Senator Percy expressed his approval of that suggestion.

Senator James B. Pearson (R-Kan.) then cited Commissioner Wells's "personal, professional integrity" for the job.

FCC Commissioner Nicholas Johnson was present at the hearing, but did not testify. Instead he sent a letter to Senator Pastore in which he cited Commissioner Houser's "intelligence, independence, and lack of knee-jerk ideology."

He said the administration's nomination of Mr. Houser was a commendable action.

"The real test will come, of course, a few months from now when [Mr. Houser] will be up for reappointment to a term for a full seven years rather than for a few months," Commissioner Johnson said. "Having demonstrated the imagination to experiment with the novelty of quality appointments, will the administration now have the courage to stick with one once made?" he asked.

Senator Pastore broached the CATV issue, stating he hoped the FCC would not do anything to injure broadcast television. He said: "I would hope that this committee would not find itself confronted with a fait accompli. I would not want this thing to be decided irrevocably and then, of course, have this committee entrusted with the responsibility of unraveling it. I would

Pleus, corporate director of acquisitions, was also let go.

Just what the company-wide total for personnel departures would be could not be ascertained. CBS sources said it probably would be impossible to put even an estimate on it for weeks and probably months.

The generally reported goal of the cutback is a 15% reduction in CBS expenditures.

Md. assembly to tackle liquor ads, cable stations

Maryland Governor Marvin Mandel asked his General Assembly Thursday (Feb. 25) to place the growing cable-TV industry in that state under regulation of the state public service commission as a public utility.

If the bill, introduced in both houses, succeeds, the commission would acquire the power to control rates and set standards of quality for CATV services. Maryland presently imposes no state controls over its 18 cable-TV systems, which serve mainly rural areas.

Under the new proposal all existing CATV systems would continue operations provided they meet the legislation requirements and file rate reports and other required information within 90 days of July 1.

A similar bill was introduced two years ago and met strong opposition from CATV spokesmen.

Also in Maryland, a resolution has been introduced by state senator James F. Clark Jr., asking the assembly to urge the state's national congressional delegation "to work for prohibition of advertising of all alcoholic beverages on television and radio." Senator Clark contended that a ban on liquor advertising would be a justifiable follow-up to last year's ban on broadcast cigarette advertising.

Macdonald stays with House Communications

Representative Torbert H. Macdonald (D-Mass.) will continue to serve as chairman of the House Communications Subcommittee during the 92d Congress.

Mr. Macdonald's decision, affirmed by unanimous vote of the parent Commerce Committee and announced last week, ends speculation that he might move to the chairmanship of the Transportation and Aeronautics Subcommittee. That post fell vacant after the defeat last fall of Samuel E. Friedel (D-Md.).

Among the matters Mr. Macdonald says he wants the subcommittee to con-
hope that at some juncture you would allow this committee an opportunity to call the whole commission before it so that you can review with us in public session some of the thoughts that you have in mind before the big question is resolved...

Commissioner Wells said: “We need all the advice, ideas and information we can get, and expertise from here would be welcome.”

“My position is that the commission is an agent of the Congress and I would hope we could have these guidelines in this subject,” replied Commissioner Houser.

Inserted into the hearing record were letters to Senator Pastore from Senators Joseph M. Montoya (D-N.M.), George S. McGovern (D-S.D.), Hubert H. Humphrey (D-Minn.), Karl E. Mundt (R-S.D.), Thomas F. Eagleton (D-Mo.), Allen J. Ellender (D-La.), Quentin Burdick (D-N.D.), Mike Mansfield (D-Mont.), Milton R. Young (R-N.D.), Wallace F. Bennett (R-Utah), and John C. Stennis (D-Miss.). Each expressed personal views, or those of constituents, that CATV policy should be left to Congress to formulate and to the FCC to carry out.

At another point Senator Norris Cotton (R-N.H.) asked Commissioner Wells if he intended to serve a full seven-year term. “Yes, sir,” the commissioner replied. “I have no other definite plans in mind.” Mr. Wells is known to have thought about running for governor of Kansas if conditions turn favorable.

Later in the hearing William D. Wright, national coordinator for Black Efforts for Soul in Television, told Senator Pastore that a black commissioner would be more sensitive to, and representative of, black needs. For insertion in the record (and comment by the commissioners later) Mr. Wright asked what steps the nominees have taken to end discrimination in broadcasting or any other area of society.

Another witness appearing was attorney Anthony R. Martin-Trigona, who called on the nominees to reveal in advance their views on FCC matters, and maintained there should be a public interest lobby on the FCC.

Senators Philip A. Hart (D-Mich.) and Frank E. Moss (D-Utah) also submitted questions directed at Commissioner Houser.

Senator Hart asked for Mr. Houser’s feelings on possible FCC standards for telephone service; financing for the Globetrotters Communications, pointed out, however, that the men had accepted what was wvom’s offer. The increase was considered fair based upon a salary-adjustment study that was initiated long before the talks began.

The study included such factors as other comparable major-market operations, station sales volumes and prevailing wage scales.

A total of 11 men at wvom will receive the new pay, including four newsmen. Lucky Cordell, wvom general manager, who also acted as a mediator, explained the inclusion of the newsmen under the new agreement was one of his key points in presenting the employee case to ownership.

He said he feels that newsmen for too long have been treated as second-class citizens and he thinks their on-air contribution is equal to that of the disk jockeys.

On the other hand, he indicated, he was able to dissuade the employees from pressing their demands for extreme wage increases. These appeared to be based in part on their belief they had been so long underpaid and yet had contributed so much to building up the station to the point where it could command a sales price of $9 million last fall. Globetrotters Communications acquired wvom at that record price for
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It may be of interest to know that though we have had clients in 18 of the top 25 markets (currently we are working in 11 of them) we now have two clients below the top 125 markets.

Why? . . . Although it’s important to know how you are doing competitively if you own a station in the top 25, it’s even more important to know how you are doing in smaller markets. Fewer dollars go into smaller markets and with increased costs of operation, that coveted No. 1 position is more important in a small market than a big one. The truth is you can’t get too small to need to know how you are doing attitudinally in any market.

It might also be interesting to know that at any given time, about half our client list is No. 1 in their respective market, and they use the information we gather and recommendations we make to keep them that way.

The balance of our client list is composed of aggressive stations that are working toward that No. 1 position.

Our methods are both simple and complex. 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.

Gloom and doom from Michael Dann

Former CBS executive foresees bleak future for system he left

The commercial TV networks are in for a very rough, bumpy time in the months ahead, Michael Dann, vice president of the Children’s Television Workshop, predicted last Thursday (Feb. 25).

Speaking at a New England Broadcasting Association meeting in Boston, the former senior vice president in charge of programming for CBS-TV detailed reasons for his dark predictions, commenting that the future holds a “state of turmoil for the industry not only on the economic front but on all fronts.” He also recalled his Hollywood speech of last Oct. 13, when he said “the commercial network situation for the year 1971 on the economic front alone is so serious that I believe there is no chance for the network structure as we have known it to survive” (BROADCASTING, Oct. 19, 1970).

But there was more of the same black picture. He said there would be further network cutbacks in news, documentaries and specials, adding, “they will be substantially more severe than those the network presidents have already announced.”

Despite an increase in gross sales for 1970, Mr. Dann said, network profits dropped substantially—even before the loss of cigarette advertising. Network prime time collectively was not profit-
First tremors rattle 'substantial service'

FCC data shows stations far from proposed standards; commissioners indicate unease over inquiry

Some early indications of the complexities and disputes the FCC will face in its efforts to define the "substantial service" element in license-renewal proceedings appeared last week.

Three concurring and one of the two dissenting commissioners to the 5-to-2 vote adopting proposed rulemakings and inquiry into the license-renewal process two weeks ago (Broadcasting, Feb. 22) issued separate statements. And the FCC released figures indicating percentages of time presently allocated by TV stations to news, public affairs and local programing—key elements in the proposed definition for "substantial service."

In its notice of inquiry, the commission suggested guidelines, in terms of percentages of time devoted to local programing and programing designed to inform the electorate (news and public affairs), for determining "substantial service," as that term is used in the 1970 policy statement on comparative hearings involving renewal applicants. The commission said it would favor the incumbent in such hearings if he could demonstrate "substantial service."

The commission stressed that the guideline would be general and would not be automatically definitive, "either for or against" a renewal applicant. But the analysis of renewal applications released by the commission last week indicates that large numbers of stations would be required to upgrade their programing—particularly major stations in the case of public affairs—if they were to gain whatever security the suggested guidelines would provide (see tables).

Chairman Dean Burch, one of those who concurred, paraphrased Winston Churchill on democracy in expressing his feelings about the inquiry: "This may be the worst way of proceeding except when you consider all other ways of proceeding. Sooner or later—generally or in ad-hoc fashion—the agency must come to grips with the basic questions here raised."

He added that it might be better and more fair to do so "sooner and in a general inquiry than to await the slow accretion of policies formulated in narrow adjudications with limited records and limited participation by interested persons." But if the inquiry method does not prove feasible, he said, the commission will have to rely on the judgment of individual cases.

Commissioner H. Rex Lee expressed concern about the "inclusiveness and generality" of the standards and definitions suggested, adding that "their broad brush-and-sweep tend to neglect economic realities and structural differences within the broadcasting industry." What is realistic and financially reasonable for top-50-market stations, he said, may not be for stations in smaller markets.

He also said that there "seems to be some degree of shortsightedness" in a system that encourages local-live origination, local news and public affairs by broadcasters whose efforts to meet their public-interest obligations are undercut by CATV systems importing distant signals. The same could be said, he added, of small-market broadcasters faced with specialized programing demands imposed by competition and the growing law of community-group rights.

The third concurring commissioner, Nicholas Johnson, is a long-time advocate of set criteria for judging renewal applicants. And in his statement he seemed more troubled by what the commission left unsaid than by what it was proposing.

The notice, he observed, "is not necessarily a commitment to revise the performance levels upward in such manner as to continue to 'protect' approximately the same percentage of broadcasters as the present levels. Should it be?"

There remain, he said, "a great many open questions to be addressed in this inquiry—even apart from the most fundamental misgivings as to why we painted ourselves into this corner in the first place." Apart from the proposition that the commission must move, he added, "I'm open to suggestions on where we go."

Commissioner Robert Wells, who with Commissioner Robert T. Barkley dissented, said that "although many licensees will welcome the short-range benefits of having numerical requirements to meet," neither broadcasters nor the public will benefit from such a practice. Commissioner Wells, a former broadcast executive, expressed the fear that it would give broadcasters an incentive "to play these numbers game to satisfy the commission."

"If this occurs," he added, "the licensee will not be discharging his responsibility to operate the station in the public interest. If this country is to enjoy truly diverse programing, we must leave some measure of flexibility to the licensee. This policy will leave fewer decisions to management."

If the proposed guidelines are adopted, one decision the management of many large stations would be making is to up their amounts of public-affairs programing. The performance figures released by the commission indicate only 10% of the 67 major TV outlets involved, those with $5 million or more annual revenues, come up to the proposed public-affairs standard—5% (or almost seven hours a week).

About 57 stations that report revenues of less than $1 million annually—36 VHF affiliates, 15 UHF affiliates and six VHF independents—meet the standard for stations at the low end of the proposed 3-5% range for public-affairs programing. The stations are all in the 33d percentile of their respective

Tailored for radio

President Nixon was pictured last week by CBS News White House correspondent Dan Rather as a radio believer, particularly when the President is concerned with "complicated matters."

Mr. Rather said in a broadcast following President Nixon's "state of the world" radio message Feb. 25:

"Richard Nixon believes in radio. He thinks that in complicated matters you can get through on radio better than you can get on television because you don't have the visual element to sort of muck things up. He did not deal in any great detail on the war. He's trying to tamp down concern about the war at this time. A major television appearance would not have fit with that."

BROADCASTING, March 1, 1971
How FCC rates stations now

The FCC's suggested guidelines for determining the kind of "substantial service" that would give an advantage to a renewal applicant in a competitive hearing grew out of an extensive examination of service now provided by all television stations.

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<th>Percentage of total broadcast time devoted to news by class of TV station 1</th>
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<td>Percentile 2</td>
<td>Revenues over $5 million</td>
<td>Revenues less than $5 million</td>
<td>Revenues over $1 million</td>
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<tr>
<td>10</td>
<td>12.5</td>
<td>11.3</td>
<td>11.7</td>
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<tr>
<td>90</td>
<td>5.5</td>
<td>4.7</td>
<td>5.5</td>
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</table>

Number of stations in class: 67 78 149 110

1 Time devoted to news does not include time for commercial matter.
2 Percentiles can be best explained by means of an example. For instance, in column two the figure 11.0 across from the 25th percentile means that 20% of the 67 stations in the top-50 markets with revenues greater than $5 million devoted 11.0% or more of their program hours to news.

Source: Data from latest renewal forms.

Local programming in prime time,

The commission staff reviewed the stations' renewal applications, picking out the volume of news, public affairs and local programming, and noted the revenues the stations reported. Out of this study the staff produced the following tables, showing in what percentiles, from 10 to 90, stations in various categories will fall in terms of their news, public affairs and local programming.

<table>
<thead>
<tr>
<th>Percentage of total broadcast time devoted to public affairs by class of TV station 1</th>
<th>VHF AFFILIATES</th>
<th>UHF AFFILIATES</th>
<th>INDEPENDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In top-50 markets</td>
<td>Markets below 50</td>
<td>All markets</td>
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<tr>
<td>Percentile</td>
<td>Revenues over $5 million</td>
<td>Revenues less than $5 million</td>
<td>Revenues over $1 million</td>
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<tr>
<td>0</td>
<td>5.6</td>
<td>4.7</td>
<td>4.8</td>
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<td>10</td>
<td>4.4</td>
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<tr>
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<td>1.1</td>
<td>1.3</td>
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</table>

Number of stations in class: 67 78 149 110

1 Time devoted to public affairs does not include time for commercial matter.

Local programming between 6 and 11 p.m.

<table>
<thead>
<tr>
<th>Percentage of broadcast time between 6 and 11 p.m. devoted to local programming by class of TV station 1</th>
<th>VHF AFFILIATES</th>
<th>UHF AFFILIATES</th>
<th>VHF INDEPENDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In top-50 markets</td>
<td>Markets below 50</td>
<td>All markets</td>
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<tr>
<td>Percentile</td>
<td>Revenues over $5 million</td>
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<td>Revenues over $1 million</td>
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<td>16.6</td>
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<td>16.6</td>
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<td>75</td>
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<tr>
<td>100</td>
<td>5.0</td>
<td>4.7</td>
<td>6.4</td>
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</tbody>
</table>

Number of stations in class: 67 78 149 110

1 Time devoted to local programming includes time for commercial matter.

Local programming between 5:30 and 6:30 p.m.

<table>
<thead>
<tr>
<th>Percentage of total broadcast time devoted to local programming by class of TV station 1</th>
<th>VHF AFFILIATES</th>
<th>UHF AFFILIATES</th>
<th>VHF INDEPENDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In top-50 markets</td>
<td>Markets below 50</td>
<td>All markets</td>
<td>All markets</td>
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<tr>
<td>Percentile</td>
<td>Revenues over $5 million</td>
<td>Revenues less than $5 million</td>
<td>Revenues over $1 million</td>
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<tr>
<td>0</td>
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<tr>
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<td>12.1</td>
<td>9.3</td>
<td>8.1</td>
</tr>
</tbody>
</table>

Number of stations in class: 67 78 149 110

1 Time devoted to local programming includes time for commercial matter.

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32 (PROGRAMING) BROADCASTING, March 1, 1971
FCC OK's primer for local 'problems'

Catechism-guide expected to dislodge 90 cases now pending at commission

Broadcast licensees and applicants uncertain as to their obligations in responding to a question in FCC applications referring to ascertainment of community problems now have a 36-questions-and-answers primer to dip into for guidance.

The primer, originally drafted by the commission more than a year ago and then redrafted in light of comments received in an inquiry proceeding begun on Dec. 19, 1969, was adopted by the commission two weeks ago (Broadcasting, Feb. 22).

One immediate effect was to break the logjam blocking progress in some 90 hearing cases in which the ascertainment-of-problems question was at issue. They had been held up since March awaiting commission action on the primer ("Closed Circuit," Feb. 15).

The commission last week said that applicants in hearing cases will be given 90 days to amend their applications to bring them into conformity with the primer. Applications not yet designated for hearing may be amended as a matter of right.

The primer will apply to applicants for new facilities, some major changes in license and proposed assignees and transferees. Since the commission is considering dropping the ascertainment question for renewal applicants—and requiring them to respond simply to a question on their area's problems and what they have done to meet them—the primer omits reference to them. However, until other standards are adopted, renewal applicants will be required to comply with the primer.

The primer is essentially similar to the draft the commission submitted for comment. But some of the changes in the primer reflect the presence in the inquiry proceeding of citizens' groups, including Black Efforts for Soul in Television.

For instance, under the proposed primer, an application would be "subject to question" if it did not reflect consultation with representatives of a significant group. The adopted primer says such an application would be "defective."

The primer also makes it clear that, while lower-ranking station officials may consult with members of the general public in the ascertainment process, the job of dealing with community leaders must be handled by management-level officials.

In addition, it requires applicants to submit a showing as to the composition of the community in which they are seeking authorization to operate, and to report on broadcast matter they intend to carry to deal with specific problems in the area.

The primer notes that a broadcaster's obligation to areas outside of his city of license is secondary to that city. But it also asserts that he must ascertain and serve problems of major cities within his station's service contours or submit a showing as to why he does not intend to do so—for instance, the outlying city might have stations in the same services assigned to it.

The primer also attempts to eliminate the confusion it says has developed over what it is the commission expects the applicant to determine from his surveys and consultations. It is not simply program preferences, not whether a community wants western music or rock, the commission said in its order adopting the primer. Rather, it is interested in a larger question as to whether, for instance, a community needs schools or improved roads. Accordingly, the commission will ask not about "needs and interests," as it generally has in the past, but about "problems, needs and interests."

In its draft form, the primer used the word "problems" only, in an effort to eliminate applicants' "confusion." But, the commission said, a number of those who commented interpreted that as a major shift in its policy. Some said the government was imposing its judgment on broadcasters.

The commission last week said no change in policy had occurred and that the only judgment "imposed" on broadcasters is that they be "responsive to the problems of their communities"—a judgment which the commission says is required under the Communications Act.

Court defends media in libel decisions

Supreme Court rules on cases involving 'Time' magazine, two newspapers

The U.S. Supreme Court last week expanded the protection it has already afforded news media against libel.

In two cases involving politicians, it held that even stories that were false or that dealt with incidents remote in time were not necessarily grounds for libel.

And in a third case, it held that Time magazine could not be accused of malice because it failed to make clear, in a story dealing with "police brutality," that it was reporting allegations.

Although the cases involved newspapers and a magazine, the court's decisions would appear to give the same protection to radio and television.

In the two newspaper cases, the court held that accusation of criminal conduct against an official or a political candidate is relevant to his fitness for office and, therefore, subject to the test laid down in the New York Times decision.

In that case the court held that officials cannot collect damages for defamatory falsehood unless malice is established.

One of the cases involved a report in the Ocala (Fla.) Star-Banner that the mayor had been charged with perjury in a civil rights case. Actually, the charge had been made against the mayor's brother.

But the court last week held that the case must be governed by the rule holding that public officials seeking to recoup damages for libel must prove malice—that is, that the story was published in reckless disregard of the truth or falsity.

The other newspaper case involved $10,000 judgments a jury had returned against the Concord (N.H.) Monitor and the North American Newspaper Alliance because of a Drew Pearson column, published on Sept. 10, 1960. It described a former New Hampshire congressman who was running for the Senate as a "former small-time bootlegger."

The jury, acting on instructions from the trial judge, held that since the alleged activities occurred during the 1920's and involved the candidate's private life, the newspaper and NANA were guilty of libel.

In overturning that judgment, the court held that, "as a matter of constitutional law . . . a charge of criminal conduct, no matter how remote in time or place, can never be irrelevant to an official's or a candidate's fitness for office for purposes of applying the

The court decision in the Time magazine case expressed the view that publishers who maintain standards designed to avoid "knowing falsehoods or reckless disregard of the truth" are entitled to the assurance that errors that do occur will not subject them to indeterminable financial liability.

The court said the magazine's failure to state that it was dealing in allegations may have reflected a "misconception." But, it added, it did not constitute "malice".

Chance for TV and film skills offered minorities

Third World Cinema Corp., New York, has been formed to provide opportunities for minority talent and crews in the motion-picture industry and to train them for jobs in the film and television fields.

Ossie Davis, black actor-playwright-director, will serve as president of the organization. He said the company plans to produce motion pictures in New York and will begin work immediately on "The Story of Billie Holliday" and will incorporate a foundation, the Institute of New Cinema Artists, to train minority-group members in more than 40 related film trades.

Third World Cinema intends to obtain its financing mainly from financial institutions and private investors, but the New York Model Cities Administration has requested approval for using $400,000 of supplementary funds to buy an equity in the company, it was stated. In addition, the Manpower Career Development Administration of New York is considering an initial budget of $200,000 to implement the training program of the organization.

ASCAP revenues attain record levels in 1970

American Society of Composers, Authors and Publishers revenues reached record highs during 1970, but distribution of nearly $10 million received in settlement of licensing agreements with ABC and CBS have been held up pending conclusion of litigation on the method of disbursement.

The $9,920,000 net proceeds of the network settlements covers payments for license fees for the period 1962 to 1969 and was to be paid to members in accordance with a special distribution plan proposed to members in September 1970, a plan submitted to and approved by the Department of Justice. In December of last year, ASCAP sent letters to its members saying that the special distribution was being abandoned and the monies would be lumped in with those available for the payments to be made later that month. On Dec. 14 a publisher-member filed suit in federal court in Los Angeles to enjoin that distribution. Eight days later a New York judge ruled that the funds should be placed in escrow until the case could be decided. The federal court judge in New York ruled, on Jan. 29, that the monies could be distributed as part of the regular December payments. On Feb. 11 the money was released from escrow and part of it was distributed. Before the distribution could be completed, a restraining order was filed in Los Angeles pending appeal of the publisher-member's suit. A ruling is expected today (March 1) in New York.

Total domestic receipts for ASCAP reached $65,073,000 for 1970. Some $62,739,000 came from licensing fees while the remainder was from interest on investments and dues. A total of $43,469,000 has already been distributed in 1970. The remainder of the $52,986,000 available for distribution last year is still awaiting the outcome of the legal action.

ACT sets off on different tack

Women want stations to recruit citizen views on children's programing

Action for Children's Television is attempting to recruit television stations in its campaign to have standards established for children's programing. In a letter sent to 120 TV stations, ACT requested that the stations broadcast a 30-second spot containing a message prepared by that organization twice a week on separate days between 7 p.m. and 11 p.m., from March 1 to May 3.

The group's proposal was prompted by the FCC's invitation for comments aimed at the possible establishment of guidelines for children's programing (BROADCASTING, Jan. 25).

The Boston-based citizens' group's proposed broadcast announcement stated in part: "The Federal Communications Commission would like to know . . . what you would like to see on TV for children; what you feel about commercials aimed at children. In January the commission published a notice of inquiry asking questions about kids' TV. Until May 3, they will accept replies from broadcasters, advertisers and the public.

Replies on the commission's notice of inquiry are expected to come from broadcasters and advertisers, ACT noted last week, but the group expressed a belief that the public, under the present conditions, might go uninformed in the matter. "The FCC has no mechanism for involving the public of their rights in this area," said ACT President Mrs. Evelyn Sarson. "But it is vital for the public to realize that every letter and formal comment to the FCC will have a definite effect on action by the commission."

Mrs. Sarson, however, expressed limited optimism for the success of ACT's request. The ACT president commented that she did not expect a large response from the stations. She doubted that stations would willfully accept public-service announcements calling on their audience to comment to the commission about their own programing. Thus far, said Mrs. Sarson, the only response from those contacted came from two Boston stations: Wnac-tv has agreed to air a 30-second spot carrying an abridged version of ACT's proposed message. Wsbn-tv has referred the ACT letter to its Washington attorney.

Mrs. Sarson was "not sure" about what steps her organization would take in the event that the group's proposal does receive little response from the television stations. She did not rule out the possibility of a joint action of some sort by ACT and three other groups with which ACT is affiliated, but she was not sure if any effective legal measures could be taken to insure the success of the proposal.

Two weeks ago, ACT and the three other groups—National Citizens Committee for Broadcasting; Council on Children, Media and Merchandising, and the Office of Communications of the United Church of Christ—assembled the commission to require stations to open up their programing records, in order to insure the validity of their forthcoming responses to the commission's invitation for comments (BROADCASTING, Feb. 22).

ACT was the first organization to bring up the current question of children's programing. Last year the group asked the commission to impose tighter control of children's programing on broadcasters, asking for more variety in shows designed for young people and for a total ban on commercials during these shows (BROADCASTING, Feb. 9, 1970).

Is the American dream dirty?

Noncommercial wttw(tv) Chicago refused to air eight minutes of National Educational Television's The Great American Dream Machine last Wednesday night (Feb. 24) because it considered a bedroom skit to have questionable taste. NET officials said wttw was not the only outlet to refuse to carry the sequence, two others also reported
declining, but their identities were not known.

The disputed portion of the show came just before 9 p.m. in Chicago and WTTW felt too many youngsters were still up at that time. The station substituted live studio volunteers accepting phone calls of subscriptions to support WTTW.

Robert Fuzy, WTTW program director, said the disputed sequence was not in keeping with the rest of the program—"It was obviously an attempt to shock with a dirty joke." The skit showed a man and girl (clothed) on a bed talking about a love affair.

Program notes:

Army football • The TNC Networks have been granted the radio rights to Army football games for the 1971 season. The highlight of the series will be the traditional Army-Navy game which TNC carried last year to more than 400 stations around the world.

Foreign flikks • CCM Films Inc. has begun a television leasing service. The company has an initial catalogue of 150 shorts and documentaries, many of which are award-winning foreign films previously released only to educational groups. Address: 34 MacQuesten Parkway South, Mount Vernon, N.Y.

TIPS under contract • Transmedia Production Services Inc., the video-tape postproduction subsidiary of Transmedia International Corp., New York, will handle post-production and distribution for three advertiser-syndicated series: The Galloping Gourmet, Young & Rubicam — Freemantle International Inc. (both New York) series, in 120 markets; The Jan Tyson Show, Young & Rubicam — Hunt-Wesson Foods Inc., Fullerton, Calif., in 60 markets; and The Sports Challenge, CPM Programs Inc.—Colgate-Palmolive Co., both New York, in 80 markets.

McGee back • NBC News Correspondent Frank McGee, ill since Nov. 20 with an intestinal disorder, will return as co-anchorman on NBC-TV's early evening news show tomorrow (March 2). Rejoining David Brinkley and John Chancellor, Mr. McGee will anchor the NBC Nightly News report from New York.

High-brow radio • A new stereo music program, Classical Wax, is being produced and syndicated by WPJB (FM) Providence, R.I. The program will feature previews of new classical releases, plus interviews with their conductors or performers. In addition to these "spotlight" albums to be heard in their entirety, shorter selections from other albums will be played, followed by critical commentaries of the complete works. The host of the program is Barry Law-

CBS report enrages Pentagon's friend

Hebert blasts 'antimilitary' documentary (which he didn't see) on military PR

Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee and one of the military's staunchest friends on Capitol Hill, didn't see last week's CBS News documentary, CBS Reports: The Selling of the Pentagon, which took a critical look at the massive public-relations and promotional activities of the Department of Defense. He said he had read about it in the New York Times. But that secondhand exposure was more than enough for Mr. Hebert, who promptly raged forward to denounce the program as antimilitary, inaccurate, "the most misleading and damaging attack on our people over there that I have ever heard of."

The documentary claimed that the Pentagon tries to counter what it considers to be the antimilitary stance of network-TV reporting by making war heroes available for taped home-TV reports by pro-Pentagon legislators. The program used a sequence from a tape showing Chairman Hebert who at one point in that segment asserted: "I'm one of those who believe that the most vicious instrument in America today is network television."

His office had co-operated with CBS in providing a film of Mr. Hebert interviewing a former U.S. prisoner of war. He said it was given with the understanding that it would be used in a special on POWs.

The Times review called the Hebert segment of Selling a "propaganda film" for the DOD where Mr. Hebert was seen "interviewing a Green Beret in a program for the taped home-district TV reports from pro-Pentagon politicians."

"All I ask for is accuracy," said Mr. Hebert, who stated that the film was for a New Orleans TV program he had been doing for 18 years. He also denied that the POW was a Green Beret.

During a committee session later last week Chairman Hebert was questioning witness Roger T. Kelley, assistant secretary of Defense for manpower and reserve affairs, on the Army's paid recruitment ad campaign (Broadcasting, Feb. 22). He asked whether any contracts for advertising had been agreed to by the networks, including CBS.

An affirmative reply from Mr. Kelley brought this response from the chair man: "Well, I'll explore the area of any funds being spent in that area in view of the multitude before the Senate the military by the chains [networks]." He added: "I'm sick and tired of our putting out money to people who are trying to degrade the uniform and stir up the people of this country."

The CBS News production, narrated by Roger Mudd and aired on CBS-TV last Tuesday (Feb. 23) at 10-11 p.m. EST, detailed the Pentagon's wide-ranging operations in the areas of radio, television, motion pictures, newspapers and exhibits. In summary, Mr. Mudd said: "On this broadcast we have seen violence made glamorous, expensive weapons advertised as if they were automobiles, biased opinions presented as straight facts. Defending the country not just with arms but also with ideology. Pentagon propaganda insists on America's role as the cop on every beat in the world."

"Not only the public but the press as well have been beguiled—including at times, ourselves at CBS News. This propaganda barrage is the creation of a runaway bureaucracy that frustrates attempts to control it."

BROADCASTING, March 1, 1971
Ford's better ideas include ETV news

Foundation allocates major part of broadcast funds for such programming; EBS gets $9.2-million slice

The Ford Foundation last week announced over $11.8 million in grants to noncommercial TV, allocating the bulk of the money for continued funding of national program production and for additional news and public-affairs programming.

Biggest grant went to Educational Broadcasting Corp., New York, which received $9.2 million for national and local programming through mid-1972.

Included in the announcement was a $1-million grant to the Corp. for Public Broadcasting for "partial support of a national advertising program for public television."

Also receiving Ford monies were various sources of programming and individuals or organizations planning to conduct studies in ETV.

Grants made for "continued support" of "newspaper-of-the-air" shows went to KERA-TV Dallas (Public Television Foundation for North Texas) which received $660,000 to expand the coverage area of its Newsroom program in view of a transmitter relocation, and to WETA-TV Washington (Greater Washington Educational Television Association) for its "newsroom" show that started in March 1970. The foundation gave WETA-TV a $400,000 supplementary grant to support news-program costs.

Of the $9.2 million granted EBC in New York, $1.2 million was allocated for local programming through June 30, 1971, by EBC's WNET-TV New York. Educational Broadcasting Corp. represents a merger last year of the staffs of National Educational Television, which has been ETV's primary program producing service, and WNET (then WNDT-TV).

The local programming area at the New York station includes a planned "newsroom" show as well as various other community-oriented public-affairs efforts, including remote broadcasts from various points in New York City.

WNET officials indicated its new show—a half-hour nightly—would be in the "newsroom" format and would be the station's first regular news program since last September when the station discontinued its 10-11 p.m. Newsfront show.

The foundation said that the Dallas and Washington Newsroom programs follow the concept initiated in 1968 by KQED-TV San Francisco, in which newsmen report and analyze local and regional news events and then question each other to give added depth and interpretation to the stories. Ford's grants to cover costs of the news shows in these three cities, plus a fourth in Pittsburgh, now total approximately $5.5 million, it was said.

Educational Broadcasting Corp.'s 1971 budget for the merged operation, according to Ford Foundation, is $17 million. In addition to Ford's $8.5 million, the foundation said, EBC will receive $4 million from the Corp. for Public Broadcasting. The remainder is to come from public contributions and other sources, the foundation said.

EDC's budget for fiscal 1971 starts July 1.

According to the Ford Foundation, EBC is expected to continue to provide an average of three hours weekly of national programming to Public Broadcasting Service, which is noncommercial TV's networking facility. EBC, it was reported, is fashioning a schedule for next year "that is expected to stress a wider variety of program styles and formats."

The Ford Foundation's announcement noted that the $1-million grant to CPB will enable the government-supported organization, through PBS, to continue a national advertising campaign that seeks a larger audience for noncommercial TV. Ford reported that 17 advertisements have already appeared in 51 publications, including magazines, metropolitan dailies and weekly magazines. (The ads, Ford officials said, attempt to increase station identification locally, inform the public of the range of programs available on ETV and develop PBS as the "Fourth Network.")

CPB also received $40,000 from the foundation to support in part a study by Louis Harris and Associates. The organization will attempt to determine the attitudes and viewing habits of the noncommercial-TV audience.

The Academy for Education Development also received partial support for a feasibility study to be conducted by Douglass Cater, journalist and former special assistant to President Johnson. Mr. Cater's project, toward which

TV cameras gain entry into House

First coverage records Connally appearances at committee hearings

Television cameras showed up at full committee hearings of the House of Representatives for the first time last week, when all three TV networks and UPI Film covered both the Banking and Currency Committee and the Appropriations Committee in the Capitol.

The TV coverage of a House subcommittee took place two weeks ago when WHTG-TV Washington had a camera crew covering a hearing held by the Subcommittee on Education of the House Education and Labor Committee. The Metromedia station received the approval of the subcommittee chairman, Representative John Brademas (D-Ind.), to take cameras into that hearing room.

Last week's film coverage by TV occurred principally because Secretary of the Treasury John Connally, former Democratic governor of Texas now with the Nixon administration, appeared at both House committees. Actually, it was a double first for the House Appropriations Committee which has never before permitted any news coverage of its sessions.

Under present procedures, TV newsmen who want to cover a House committee with cameras ask the House Radio and TV Gallery to get permission from the chairman of the commit-tee. The gallery also gets the word from the committee chairman as to whether cameras will be permitted even when no request has been made by TV news reporters.

The House policy that heretofore forbade TV cameras, radio microphones, and still picture-taking of House committee hearings originated with the late Speaker Sam Rayburn (D-Tex.) in the late 1940's. It was reversed last year when the House adopted reorganization plans. Among them was the provision permitting TV cameras into a hearing room. The committee may by majority vote overrule the chairman on this point. Among other restrictions, the new rules limit the number of TV cameras to no more than four, and require that lighting levels be kept as low as possible (BROADCASTING, Oct. 16, 1970).
Thomson, an own firm, to million July 111Íetrnat101'Wl on The Black port production educational Television Association communications and encourage "construc-

AM-FM CASTING, funds

tawa

Another noncommercial grants an-
nounced were $25,000 to Chicago Edu-
cational Television Association to sup-
port production of 60 half-hour shows on The Black Experience, for which Dr. John Hope Franklin of the Uni-

versity of Chicago is consultant and
Charles Branham, a doctoral student in
history at the university, is to be
on-camera person; $17,235 for national
distribution of 13 shows of Bird of the
Iron Feather series, also about blacks
and produced under a $500,000 foun-
dation grant and distributed by PBS.

Also, a $400,000 supplement was
granted to support Hollywood Tele-
vision Theater, directed by Lewis Freed-
man, whose productions include "The
Andersonville Trial" and "Big Fish, Little Fish," already telecast, "Mont-
serrat," to be seen March 2, and "Poet Game" in April. Planned for next sea-
son are adaptations of John Dos Passos' novel "USA" and Clifford Odets' "Awake and Sing."

A $10,000 grant went to Joseph P.
Kennedy Jr. Memorial Hospital for sup-
port of the National Symposium on
Children and TV held last October un-
der joint sponsorship of the hospital,
Action for Children's Television (ACT)
and Boston University. Detroit Educa-
tional Television Foundation received
a $350,000 loan from the foundation for
the purchase by its wTVs(TV) of a for-
er Storer Broadcasting plant. The
Kresge Foundation is providing $400,-
000 toward the purchase and the Ford
Foundation loan will be secured by a
first mortgage.

International

Another Bushnell
buy down the drain

$18.7-million withdrawal
is second major purchase
to be called off

Bushnell Communications Ltd. of Ot-
tawa has announced it is unable to
raise the necessary funds to buy the
Canadian Marconi Ltd. broadcast prop-
erties in Montreal and must forfeit a
$4.4-million deposit.

The Canadian Radio-Television Com-
mission had approved Bushnell's pur-
chase of CFCF-AM-TV, CFQR-FM and
CFCX (shortwave), all in Montreal, last
July (BROADCASTING, July 20, 1970). But Stuart Griffiths, president of Bush-
nell Communications, said the company
could not go through with the $18.7-
million purchase because it could not
raise the money before a Feb. 26 dead-
line.

Mr. Griffiths said Bushnell's poten-
tial backers in the purchase decided not
to put up the funds after an investiga-
tion into the situation. He said that
although they found no problem in his
own firm, they just decided not to make
an investment in Canadian broad-
casting.

Bushnell announced earlier this
month that it could not go through with
the planned purchase of the
Thomson-Davies radio and TV stations
in Ontario because it lacked sufficient
funds to complete the $7.75-million
purchase. As a result, Bushnell had to
forfeit an $825,000 deposit (BROAD-
casting, Feb. 15). The Thomson-
Davies stations are CKWS-AM-FM-TV
Kingston, CHEX-AM-FM-TV Peterbor-
ough, CFCH-AM-TV North Bay, CKOR-
AM-FM Timmins, CJXL(AM) Kirkland

Lake and CJYT(AM) New Liskeard,
all Ontario.

Despite the setbacks in the efforts to
buy the Thomson-Davies and Marconi
properties, R. N. Brining, Bushnell's
vice president and treasurer, said he
knows of no lack of confidence among
Bushnell's investors. He said possible
investors in the major purchases are
just unsure of the future.

He attributed the scarcity of capital
to the general economic situation and to
the Canadian-content regulations adop-
ted by the CRTC. (The new Canadian-
content rule for AM radio stations went
into effect Jan. 18, and TV stations
must comply with new Canadian-con-
tent regulations by October of 1972.)

Both the present economic condition
and the Canadian-content rules de-
veloped after the preliminary sale
agreement with Marconi was signed,
Mr. Brining said.

He said Bushnell would be confirm-
ing its expansion plans in the next four
months and has been hoping to add
CATV systems to its operations, even
though the CRTC failed to approve
a previous Bushnell cable purchase pro-
posed last July.

Bushnell shares have dropped from

Title bout on TV overseas

ABC International Inc. has acquired
television rights to the Joe Frazier-
Muhammad Ali world heavyweight
bout March 8 for 13 TV stations in
Latin America and Korea, it was an-
nounced last week by Kevin O'Sullivan,
president ABC International.

The event will be telecast live via satellite to
ABC Worldvision stations in Puerto
Rico, Korea, Panama, Costa Rica, Co-
lombia and Chile and by delayed broad-
cast to Honduras, El Salvador, Nicar-
agua, Guatemala, Ecuador, Bermuda and
Dominican Republic.

a high of $29.50 in May 1969 to a
low of $4 at the close of trading on
Friday, Feb. 19.

Now that the sale of the Montreal
stations to Bushnell has failed to ma-
terialize, Canadian Marconi must de-
cide whether to sell the stations or re-
quest an exemption from the CRTC
sale order. Don Martz, vice president
of broadcasting for Marconi, said the
firm has not decided what it will do.

He noted that when the sale to Bushnell
was agreed to, Marconi had a cash
problem. But that is gone now, he said.

Abroad in brief

Order from East

An order for color video-tape production equipment totaling $230,000 has been placed by Radi-
otelevizija, Skopje, Yugoslavia, through Ampex Great Britain Ltd. Three video-
tape recorders, a color-TV camera and
switcher will be installed in RETV's
new production center in Skopje, ac-
cording to an Ampex spokesman.

Rich-Ramos formed

W. Robert Rich and Vincente Ramos have formed Rich-
Ramos Associates, New York, to func-
tion in the area of international TV-film
distribution. Both have resided from
TelCom Associates, New York, TV pro-
gram buying and marketing company,

Full European service

SSC&B-Lintas, International, New York, has purchased substantial interest in Norway Reklame-
byraa A/S, Oslo. Purchase gives SSC&B-
Lintas full-service offices in every West-
ern European country and will bring its
b Lifings close to $20 million in the four
Scandinavian countries.

BROADCASTING, March 1, 1971
It's multiple choice on political bills

No end to reforms proposed for election campaigns as witnesses prepare for Senate hearings this week

Broadcasters who are scheduled to appear before Senator John O. Pastore (D-R.I.) and his Communication Subcommittee hearing on political spending legislation—set to begin tomorrow (March 2)—undoubtedly will vigorously oppose some of the provisions of a bill introduced late last week by Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.).

Broadcasters had hoped the bill would treat all media alike. It does, except in one respect. It requires broadcasters to accept political advertising, but it does not require newspapers, magazines or billboards to do so.

And, the Republican political spending bill also calls on broadcasters to give a little more for political campaigns. In an introductory section to its provisions on broadcasting, the bill (S. 956) states: "Broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues. . . ."

Another bill scheduled for introduction early this week by Senator George McGovern (D-S.D.) would prohibit broadcasters and newspapers from selling time or space at more than their lowest unit rate. A similar provision is in the Scott-Mathias bill.

On the House side last week Representative John B. Anderson (R-Ill.) and over 50 co-sponsors introduced a package of four bills (H.R.'s 5088, 5090, 5093 and 5096), one of which provides public subsidization of political-TV time.

The Senate bills are likely to figure in Senator Pastore's hearings that are scheduled to run through March 4. They will deal with a reform bill (S. 382) co-sponsored by Majority Leader Mike Mansfield (D-Mont.) and Senators Howard W. Cannon (D-Nev.) and Pastore, along with related proposals. These may include a measure (S. 1) by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), as well as the Scott-Mathias and McGovern legislation.

The Mansfield-Cannon-Pastore bill is nearly identical to the bill the same senators introduced in the waning days of the 91st Congress. It prohibits a candidate for the offices of President, senator, congressman, state governor, or lieutenant governor from spending on broadcast campaign advertising more than seven cents per vote cast for the same office in the last preceding general election, or $20,000, whichever is greater.

It also provides that the same candidates may not spend in nonbroadcast media more than 14 cents per vote cast in the last election or $40,000, whichever is greater.

In addition, it repeals Section 315 of the Communications Act (equal-time requirement) for presidential and vice presidential candidates and stipulates that broadcast time charges may not exceed the station's lowest unit rate.

The Gravel-Pearson bill limits campaign spending in both primaries and general elections to 10 cents per registered voter in a candidate's district or $40,000, whichever is greater. The limitation applies to broadcasting, billboards, newspapers and periodicals. The measure calls for free TV-radio time for presidential and vice presidential candidates and repeals Section 315 for those candidates. In the case of paid time, a candidate could not be charged more than the station's lowest unit rate. The bill is also sponsored by Senators Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.) and Edward W. Brooke (R-Mass.).

At a news conference last Thursday (Feb. 25), Senator Scott indicated that his bill has not been fully endorsed by the White House, and that FCC Chairman Dean Burch—who is scheduled to appear at the Pastore hearings—may be the administration's spokesman on the political spending issue. Chairman Burch was appointed by President Nixon and served as chairman of the Republican National Committee under Senator Barry Goldwater.

The Scott-Mathias bill provides that detailed reports must be filed by candidates and political committees directly to an independent Federal Elections Commission. The Federal Elections Commission would make annual reports and keep its files open for public inspection. It would also be charged with conducting audits and reporting violations to law enforcement officials.

Under the measure an individual may not contribute more than $15,000 to a presidential campaign; $10,000 to a Senate campaign, and $5,000 to a House campaign. Candidates for President or Vice President could not contribute
more than $50,000 to his own campaign. The limit is $35,000 for Senate candidates and $25,000 for House candidates.

The bill would repeal Section 315, but only as it relates to the offices of President and Vice President. The sale of broadcast time and print space to candidates would be made at the lowest unit rate during specific pre-election periods. However, the legislation stipulates that only broadcasters may not refuse to sell "reasonable" time to legally qualified candidates.

The tax incentives for small political contributions provide a maximum $25 tax credit or a maximum $100 tax deduction.

Additionally, the bill provides that a specified amount of political mail may be sent at the rate now offered to non-profit organizations.

Senator McGovern's legislation would provide federal assistance to federal-office candidates in the form of drawing accounts in the Federal Treasury. The Treasury would pay campaign bills after receiving invoices from candidates.

In general elections, drawing accounts for Senate and House candidates would amount to 50 cents per vote cast in the average of the last two prior elections for the office in question. For presidential general elections, the account would be computed state by state, in each state where the presidential candidate appears on the ballot. It would amount to 25 cents per vote cast in the preceding election. Assistance to candidates in primary elections would be in all cases amount to one-half that available to major-party candidates in the comparable general election—25 cents per vote in House and Senate primaries, 12½ cents for presidential primaries. Assistance would not be available in uncontested elections. Under the formula, the annual cost of the federal campaign assistance would amount to $93 million, or 69 cents for each voting age. New parties or minor parties would be eligible for drawing accounts one-fifth the size of the major parties, provided they polled a certain percentage of votes in the last election or could provide a specified number of petition signatures.

No funds could be spent by or for a candidate in excess of two times the amount of the federal subsidy.

The bill also prohibits broadcasters and newspapers from selling time or space to federal-office candidates at more than the lowest unit rate sold to commercial advertisers.

A key feature of the bill is that enforcement of the disclosure provisions would be based on automatic monitoring of each candidate by his opponent. The bill provides for full reporting by all political committees, daily reports by all suppliers of services to candidates, publication of candidates' reports in newspapers and the establishment of a supervisory Federal Elections Commission.

The legislation permanently suspends Section 315 to allow appearances by all major-party nominees without giving equal time to minor-party candidates.

The bill sets a limit of $50 on private contributions to campaigns and provides a tax credit of half of the first $50 of any political gift.

The Anderson bill would eliminate loopholes in the Corrupt Practices Act by extending its coverage to primaries and conventions and by requiring Washington and political committees to register and report.

It sets ceilings on individual contributions at $5,000 for presidential campaigns, $2,500 for Senate campaigns and $1,000 for House campaigns. Some higher ceilings are placed on committee contributions.

The measure also limits amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telephones. Candidates for the House could spend 30 cents per registered voter; candidates for the Senate could spend 25 cents, and candidates for President, 20 cents.

The bill provides public subsidization of television time in the amount of five half-hour blocks for presidential candidates, three for Senate and two for House candidates in the 35 days before a general election. It also gives reduced mailing privileges to Senate and House candidates.

Additionally, the legislation would require full disclosure of the names and addresses of all contributors and vendors of campaign supplies and establish a Registry of Election Finance in the General Accounting Office to administer the law, publish and analyze reports and make investigations of violations.

The bill would also establish a 50% tax credit for contributions to federal candidates up to $50 annually.

The roster of witnesses scheduled to testify on the first day of the Communications Subcommittee's hearings next week are Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of the National Committee for an Effective Congress.

Those scheduled to appear the following day include Senator John V. Tunney (D-Calif.); CBS President Frank Stanton; Vincent T. Wasilewski, president of the National Association of Broadcasters; Joseph Califano, general counsel of the Democratic National Committee, and Newton Minow, former FCC chairman and chairman of the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era.

Other witnesses will be Julian Goodman, president of NBC; Leonard Goldenson, president of ABC; Joseph Beirne, president of the Communications Workers of America; Washington political analyst-activist Philip M. Stern; Charles M. Kinolving Jr., vice president of the Bureau of Advertising, New York; Robin Ficker, unsuccessful Democratic primary candidate for the Maryland state senate last year, and John Gardner, chairman of Common Cause.

Poll opposes curbs on any particular medium

A nationwide survey of adults by the Roper Organization Inc., New York, shows that 63% of the population is opposed to legal limitations on specific forms of spending for political campaigns.

The results of the poll, which was conducted in January among 1,993 men and women 18 years and older, are being announced today (March 1) by the Television Information Office, which commissioned the survey. TIO revealed that 21% want no limits imposed upon campaign spending, while another 42% favor limitations but believe the candidates should be left free to determine how those expenditures should be made.

Respondents were asked if limits should be placed on spending in certain specified promotional and advertising outlets. Curbs were favored by 10% of the sample on paid political TV programs; 7%, sound trucks; 6%, billboard; 5%, newspaper advertisements; and 7%, paid political radio programs.

Roy Danish, director of the TIO, commented that the findings indicate that "there is not a widespread popular desire to limit campaign expenditures for broadcasting time." He added that "there appears to be a reasonable wish to see total expenditures held to some fixed limit with latitude to the candidate to use the available funds to his best advantage."

Solid 1970 for NH&S

Needham, Harper & Steers Inc., New York ad agency, announced last week that billings and revenues in 1970 reached record levels of $141 million and $19,270,000, respectively. The agency said billings amounted to $26 million more than in 1969, while 1970 revenues were $3,483,000 higher than in the previous year. Billings in 1970 include $130 million for NH&S in North America and $5 million for agency's share of USP-Benson Australia.
Look what we did to the world's finest tape cartridge system...

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

GATES
A DIVISION OF HARRIS-INTERTYPE

Court reviews cigarette ad ban

Six radio stations, NAB claim ban violates
Constitution in not applying to all media

To broadcasters generally, the $240 million they used to receive annually in cigarette advertising is something they try not to think too much about as they seek out sponsors to fill the time that was vacated on Jan. 12 by act of Congress. But a three-judge federal court in Washington last week began pondering the merits of a suit that could result in some or all of that cigarette money pouring back into broadcasting.

The suit, brought by five owners of six radio stations, and supported by the National Association of Broadcasters in a friend-of-the-court appearance, maintains that the act banning cigarette commercials on radio and television is unconstitutional. It alleges the law violates the First Amendment guarantee of free speech and the Fifth Amendment guarantee of due process. Both claims hinge on the charge that Congress discriminated against broadcasting—specifically, radio, in the broadcasters' suit—in not applying the same kind of ban to all media.

A Justice Department attorney arguing the case for the government asked the court to dismiss the suit. L. Patrick Gray III, an assistant attorney general, seeking to use the broadcasters' financial stake in the outcome of the case against the challengers, said they were attempting "to translate a pecuniary loss into a First Amendment activity."

Even assuming the act does raise a First Amendment issue, he said, it is not unconstitutional on that ground. He said Congress had "a legitimate statutory concern" in enacting the law; "there is a cognizable public health issue" involved—and has been since 1965, when Congress enacted the law requiring a health-hazard warning on cigarette packages. Furthermore, he said, commercial speech "is less vigorously defended than other kinds of speech."

Nor does the act violate the Fifth Amendment, even though it does single out radio and television for special treatment. He said the act rests on governmental studies made over the past five years and should not be set aside. The court, he said, would be "usurping the legislative function" if it were to go behind a legislative record which, he maintained, "provides a reasonable basis" for the action taken.

Attorney Paul Dobin, appearing for the five broadcasters said, however, that while commercial speech may not merit the same kind of protection as, say, a political debate, it cannot be banned without compelling a very high standard of judicial debate and in his view, the ban on broadcast advertising of cigarettes—at least radio advertising—does not pass that kind of muster, primarily since Congress has not seen fit to ban cigarette advertising on other media. He said that Congress did not study the question of cigarette advertising in other media and had simply "lumped" radio and television together without attempting to distinguish between them in terms of money spent on either one or of their respective impact on the public.

But, asked Circuit Court of Appeals Judge Skelly Wright, a member of the three-judge panel, couldn't Congress take up the question of advertising in other media at a later date? "Congress doesn't have to address itself to all evils at one time," he said.

But, Mr. Dobin said, Congress did not indicate it would turn to other "evils" later. He noted the act banning cigarette commercials from radio and television bars states and other government agencies from banning cigarette advertising from other media on grounds of health. The tobacco interests, he said, wanted the bill; it protects their advertising in other media.

He also pointed out that the act's declaration of policy says nothing about reducing consumption of cigarettes. Congress couldn't say that, he said, "because they regularly vote funds to subsidize the production and sale of tobacco and the advertising of cigarettes in other countries."

Mr. Dobin said he was not suggesting that a court decision upholding the broadcasters' free-speech contention would prevent Congress from dealing with cigarette advertising. "You should tell Congress," he said: "You did something wrong in applying this just to radio; you were afraid of stirring a hornet's nest. That's not a legitimate reason for inhibiting free speech."

"If there is a clear public policy to discourage the advertising and consumption of cigarettes," Mr. Dobin added, "then it wouldn't violate the First Amendment."

John Summers, general counsel for the NAB, was cut off by Judge Wright shortly after he began speaking, the victim of a misunderstanding as to how much time he would be allowed; he had expected to be given a half hour, the
amount of time each of the other lawyers was allowed. Instead, the court had intended to give both sides a half hour each, for a total of one hour.

However, Mr. Summers managed to make the point that if the court did not agree with Mr. Dobin’s argument, it could still hold that there were “less drastic means” available to Congress than those it selected for dealing with cigarette-and-health problem.


The advertiser as prime-time producer

Ogilvy’s Eaton calls for sponsor-developed programs to fill freed network periods

The FCC-ordered prime-time programming cutbacks can and should re-open the market for advertiser-sponsored programs comparable to network productions in quality yet lower in cost. This opinion was expressed to members of the Hollywood Radio and Television Society by Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather Inc., New York.

The advertising-agency vice president said he expected it would take $34-35 million worth of product to fill the time periods networks have been forced to vacate and that advertisers would be willing to provide the funds if they can be shown that the reward will outweigh the risks.

Using This Is Your Life, which O&M revived for Lever Bros., one of its clients, as an example, Mr. Eaton said there was a whole new “middle market” where shows could be produced at a cost of $60,000 to $70,000 per half hour as opposed to networks figures said to be near $100,000. His calculations were based on spot TV versus network cost-per-thousand figures.

He said that his agency had encountered two surprises when they first offered This Is Your Life. “We would have been happy to clear 50 or 75 major markets when we first offered the program,” Mr. Eaton said. “But the networks cut back service in January and we have cleared over 150 markets to date. We could have 200 markets if we wanted them.” The program was sought for network exposure by ABC, but the sponsor is said to have felt it could obtain better exposure by staying in syndication.

“The second surprise was about commercial time,” Mr. Eaton continued. “Our calculations were based on four commercial minutes per half hour, which we knew most stations accept, even though their networks use three. We were surprised when the first request came through for a five-minute format,” he said. “And guess who asked for it—the ABC O&O’s, the flagship stations of the network.”

Mr. Eaton continued that those complaining about the lack of funds with which to create programs do not even consider the advertiser, who will develop the shows, if it can be demonstrated that the possible benefits outweigh the risks. He noted that some of the larger sponsors who some consider program advertisers are really shifting their budgets into spot. Mr. Eaton cited another client, General Foods, whose spot budget now is $50,000,000. He pointed out that Sears, Montgomery Ward, and other retailers would soon become among the biggest spenders in spot TV.

“What about the fourth network?” Mr. Eaton asked. “The door is now wide open for a new distribution network as an alternative to today’s inefficient nonnetwork distribution methods. We must get on with development of products for the middle market for the 1972 season. It is time for the industry to get its head out of the sand,” he concluded.

Mony selects sports for network ad plunge

An estimated $1.2-million purchase on ABC-TV by Mutual of New York represents the major insurance firm’s first use of network television. According to Mony, the purchase totals 54 commercial announcements. The ways include participation in golf series (the campaign was to start with the 53d PGA championship over the past Feb. 27-28 weekend), The American Sportsman series on Sundays, and such shows as NCAA football pregame and highlight shows in the fall.

The campaign was announced last week by John G. Kelly, second vice president for public relations at Mutual of New York. Mr. Kelly said that TV’s “dynamic components—pictures, sounds, color, emotion and viewer involvement—will enable Mony to relate its name [pronounced ‘money’] to the financial planning and insurance needs of the public.” The slogan underlying the ad theme is “It’s good to have Mony in your future.”

The company said it chose sports as the network programing most likely to reach prospects for its products. Mony described them as life, health, group and pension insurance in addition to variable annuities and its mutual fund.

Mony will also back network TV with co-op ads (a 30-second version of its network commercial) and merchandising materials keyed to the television campaign, and furnished to insurance agents urging them to contact the local TV station “for help in preparing your commercials.” A print of the TV-commercial is to be made available to the agent through Vernet Hayden.

Kingen Feleppa O’Dell Inc., New York, has changed its corporate name to KFO Inc. Richard Feleppa (I.), formerly executive vice president of the agency, becomes president succeeding Larry Kingen, who resigned last December. Robert O’Dell (r.), formerly vice president, was elected executive vice president and creative director. Agency headquarters remain at 293 Madison Ave.
Moment of truth for new calendar

To some dissent from stations and local accounts standard billing period goes into operation now

The new standard billing month for spot television and radio, which theoretically went into effect in January but for practical purposes will take effect with invoices for March business, is beginning to create a stir as the time for the switch-over approaches.

The atmosphere appears to be taking on some urgency both because of the approaching deadline and also because some agencies reportedly have sent out word that they will not accept invoices submitted on the old basis. Through station reps, the American Association of Advertising Agencies is currently distributing a sort of catechism that also reports that all AAAA member agencies support the new system and specifically naming the top-20 spot-TV agencies as being on record for it.

The new system, designed to simplify bookkeeping and expedite payment of bills, calls for the last Sunday of each month to be treated as the end of the month for billing purposes (Broadcasting, Dec. 7, 1970). A parallel feature defines the "standard broadcast week" as running from Monday through Sunday. Together the two changes conform billing for rotation plans with monthly end dates so that, according to advocates, most invoices will cover complete cycles and thus reduce uncertainties and misunderstandings and speed up payments.

The system was devised and approved by the AAAA, the Radio Advertising Bureau, the Station Representatives Association and the Television Bureau of Advertising, and the Association of National Advertisers agreed to recommend that advertisers approve it. Stations were asked to start billing on the new basis in invoices for January business.

By coincidence, however, both January and February this year ended on Sundays, so March is the real effective month because its last Sunday is the 28th, three days before the calendar end of March.

Though most reps have approved the new plan, and indicate that most of their stations are going along with it—reportedly including more than 200 TV stations and an unspecified number of radio stations—intermittent complaints have been heard, chiefly from radio stations. Their main complaint appears to be that since all of their clients, particularly local clients, will not accept billing on the final-Sunday basis, the stations will be required to maintain two systems—one for clients on calendar-month billing and one for those on the new system.

There has also been considerable grumbling among stations on grounds that they should have been consulted before the plan was approved by the associations.

The loudest public objection yet, however, came last week from Tele-Rep, which announced it favors the idea of a standard week/month but objects to the final-Sunday cutoff as a serious troublemaker for rep and station bookkeeping. Tele-Rep proposed that each quarter be arbitrarily set up to include two four-week months followed by a five-week month.

Al Masini, president and general manager of Tele-Rep, said that for reps and station managers "the whole spot-TV business is based upon a comparison of the current calendar month versus the same calendar month last year."

The final-Sunday plan, he contended, would require a revision of all 1970 figures to conform with the final-Sunday months of 1971, and, since five-week months vary from year to year, the figures would have to be reworked each year. His plan, with one five-week month consistently in each quarter, would require only a reworking of 1970 figures to permit comparison, Mr. Masini said.

"Tele-Rep's commission system, as is the case with most reps, is paid monthly and is based upon a monthly increase/decrease this year versus last, by agency and by product within agency," he said. "Thus each individual product would have to be adjusted each month. Most stations have a similar system for local salesmen."

More than that, he continued, "considering the slowness with which invoices are paid, any final adjustments will affect not only the original yearly figures but the reworked figures as well. Both stations and reps will have to keep two sets of books continually. Furthermore, if there are any stations at a rep that do not elect to go to the standard broadcast week and month, a third set of books will have to be maintained at the rep for these stations."

Even ardent advocates of the final-Sunday cutoff agreed that Mr. Masini raised valid points, but those close to the development of the new standards said the 4-4-5 concept he advocated had been seriously considered by the standardization committee. In the end, they said, a majority felt the final-Sunday advantages outweighed those of the 4-4-5 approach.

One of the final-Sunday advantages was said to be to simplify accounting.
procedures between agencies and their clients. Mr. Masini said he realized agencies as well as broadcasters and reps have problems but that he felt the scope of the problems of both sides should be brought out into the open so that the "best solution" could be better ascertained.

He circulated his proposal to other reps, SRA, TVB and others close to the issue with a request "that the industry take another look at the merits of the 4-4-5 system."

Those who helped develop the new standards felt that most of the problems in the new system could be compared with 28/31sts of a 31-day month last year, or months could be converted to weeks and the results of the first four weeks of each period could be compared. Or the months' sales could be averaged by days and totals for the same number of days compared.

Some authorities agreed that converting last year's figures to a weekly basis could be a big job "at first," but they also maintained that even in comparing full-calendars, months' some adjustments have always had to be made—adjustments for differences in the number of weekends in the month, for example, and for the dates when various holidays fell.

They saw no need for dual-billing operations merely to accommodate some clients on final-Sunday billing and others on a calendar-month basis. After the final Sunday, they said, stations can prepare and send invoices to those agencies or clients on the final-Sunday basis and at the calendar end of the month they can bill the rest, "the way the gas comes to your house."

Some 1,900 copies of an AAAA series of questions and answers regarding the new system were being distributed to station managers by reps, according to SRA, which said all but one of its members was supporting the plan. The exception, according to SRA, was a radio rep who wanted to consult further with his stations before reaching a decision.

The AAAA letter, by Robert Purcell of the association staff, who is secretary of the standardization committee, said all AAAA members—who together place 80% of all agency-placed advertising in the U.S.—support the new plan.

Moreover, he said, all of the top 20 spot-TV agencies as reported in Broadcasting last Nov. 23 are specifically on record in favor of the proposed system, and these account for 66% of all spot-TV billings (see story page 42).

Mr. Purcell said any station may bill on the final-Sunday basis, whether it is using the relatively new standard invoice form or not. "Of course," he added, "the new system was designed with the standard invoice in mind, and the ultimate goal is for all stations to bill on the new final-Sunday system using the standard invoice."

To indicate that billing is on the final-Sunday basis, he said, stations should insert the final-Sunday date—March 28 on invoices for March—at the appropriate place on their invoices. AAAA and TVB are exploring the possibility of sending all station rubber stamps to mark their invoices, and radio stations might want to buy their own stamps or stickers.

If agencies billed on the final-Sunday basis are returned by agencies as unacceptable, Mr. Purcell said, "if the problem is simply a question of the acceptability of the new billing system," stations should advise him. He said AAAA would work with the agencies and that if the problem was with a client, AAAA would help the agency to point out that an ANA committee has endorsed the final-Sunday system, as has Procter & Gamble, General Foods and many other advertisers."

For answers to other questions, he said stations should feel free to talk to members of the joint industry committee on standardization of broadcast billing, which is headed by George Arnold of Young & Rubicam.

He identified other members, in addition to himself, as John Amey, Katz Agency; M. S. Kellner, SRA: Robert Kennedy, Dancer-Fitzgerald-Sample; Lawrence Loiello, Ogilvy & Mather; Frank Moore, Interpublic; Jonne Murphy, RAB; Albin Nelson, TVB; Richard Passanant, Harrington, Righter & Parsons; Michael Rich, Leo Burnett Co., and Robert Washburn, Ted Bates & Co.

"Any major undertaking of this kind is difficult," Mr. Purcell wrote, "and the changeover period will give headaches to everyone concerned. The broadcasting industry and the agency business, however, have looked at the enormous problem we currently live with, considered the ultimate benefits of the new system and have agreed to work together to make it a reality. We hope we can count on your early support."

The bandwagon gets crowded

All AAAA members now said to support new billing periods

Agencies on record in support of making the final Sunday of each month the standard cut-off for spot-TV and spot-radio billing purposes (see page 42) include all of the top 20 spot-TV agencies as listed by Broadcasting for 1970 (Broadcasting, Nov. 23, 1970), the American Association of Advertising Agencies said last week.

In fact, AAAA said in a letter being distributed to station reps, all AAAA member agencies support the plan.

Lists compiled by other sources indicate the number of specific commitments to the new system is growing.

The 20 named by AAAA: Ted Bates, BBDO, Benton & Bowles, Leo Burnett (though Burnett was said to be in the midst of data-processing revisions that would prevent or limit its participation in the first few months), Compton, Cunningham & Walsh, Dancer-Fitzgerald-Sample, D'Arcy, Doyle Dane Bernbach, Erwin-Wasey, William Esty, Foote, Cone & Belding, Clinton E. Frank, Grey, McCann-Erickson, Ogilvy & Mather, S&CB, J. Walter Thompson, Wells, Rich, Greene and Young & Rubicam.

Other sources said Lennen & Newell and Kenyon & Eckhardt were among other major spot agencies on record.
for the plan.

It was assumed that all offices of all or most of these agencies would accept final-Sunday billing. Other agencies reported as supporting the plan, in a list compiled by various sources—by the Katz Agency, H-R Representatives, Station Representatives Association and AAAA—include the following:


Campbell-Mithun and Knox Reeves in Minneapolis were reported as leaning toward the system but not definitely committed.

In Atlanta the list was said to include Burke Dowling & Adams (subsidiary of BBDO), Burton-Campbell, Harris & Weinstein, Liller Neal Battle & Lindsey and Tucker Wayne.

Henderson Advertising, Greenville, S.C., and Bloom Advertising and Sam Price Co. of Dallas were also said to support the plan.

In Detroit the list included Campbell-Ewald, MacManus, John & Adams and Ross Roy Inc.

Los Angeles agencies were reported to be Ayer / Jorgensen / McDonald, Brown Clark & Elkus, Carson/Roberts, Honig-Cooper & Harrington and Reach McClinton Anderson McConnell.

In Philadelphia, Aitkin-Kynett, N. W. Ayer, W. B. Doner, Kalish & Rice, Lewis & Weightman Inc. were said to have approved the system.

So were Vansant Dugalde in Baltimore, Botsford Ketchum in San Francisco and Fox Sweeney & True in Denver.

Moss checks chances for ad-effects ‘institute’

Legislation aimed at determining the impact of advertising on society may be introduced by Senator Frank Moss (D-Utah), chairman of the Commerce Committee’s Consumer Subcommittee.

Senator Moss has instructed the subcommittee staff to examine the feasibility of a measure that would create a National Institute of Marketing and Society within the U.S. Public Health Service or the National Science Foundation.

There is a substantial amount of knowledge concerning the behavior of individuals subjected to advertising, but much of it is housed by businesses interested in a fairly narrow range of information, said Senator Moss. He added that much of that knowledge “is obscured by the economic self-interest of the sponsors of the research.”

The proposed institute could objectively examine “the psycho-social impact of advertising” and make it available for public scrutiny, he said.

Nixon outlines broad consumer plan

President proposes a public advocate, injunctions to hit false advertising

The nation’s consumers last week got the word from the White House as to what President Nixon wants Congress to do for them. But to some in Congress, it is too little; they prefer their own proposals.

The President’s consumer message covered a wide range of activities. But one of particular interest to those dealing with regulatory agencies and certain to spark a fight in Congress involves consumer advocacy.

He suggested that a consumer advocate that would represent consumers before regulatory agencies and the courts be placed within the existing structure of government. He said this would be “a better approach than the creation of still another independent agency which would only add to the proliferation of agencies without dealing with the problem of effectiveness.”

But he said he would withhold specific recommendations pending the receipt of comments, due April 20, on the report of his Advisory Council on Executive Organization (Broadcasting, Feb. 15). The council had suggested that a consumer advocate be placed within the Federal Trade Practices Agency that would take over many of the functions of the Federal Trade Commission. But if Congress determined to press ahead without awaiting his suggestions, the President urged it, “as an interim measure,” to place the advocacy function within the FTC.

The proposal was promptly denounced as “half-hearted” by Representative Benjamin S. Rosenthal (D-Lenox Hill, N.Y.). Along with Representative Florence P. Dwyer (R-N.J.), he is heading a bipartisan coalition backing a bill (H.R. 4429) to create an independent consumer agency.

The bill is similar to one that passed the Senate last year over the President’s objections but died in the House Rules Committee on a tie vote. The House Government Operations Committee is expected to hold hearings on the Rosenthal bill soon, and the Senate Government Operations Committee is reported ready to give early consideration to a companion measure being prepared by Senator Abraham A. Ribicoff (D-Conn.).

Representative Rosenthal, who was critical of the entire message, said the “few positive steps” in it “are outweighed by halfsteps, sidesteps and backsteps to confuse and mislead the consumer.”

The message was similarly regarded by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. He said that the administration “remains out of step with the congressional march toward full consumer justice.”

Among his specific complaints was the message’s failure to recommend that the FTC be given power to impose penalties for fraud and deceptive practices and to require restitution to consumers of money lost through such practices.

However, the President does propose legislation giving the government new power affecting advertising. One proposal would authorize the FTC to obtain court injunctions that would halt immediately allegedly deceptive or unfair advertising and other practices. At present, such practices can continue until a case is adjudicated.

The President also renewed an appeal for legislation that would empower the Justice Department to move against manufacturers who engage in specified fraudulent and deceptive advertising and selling practices.

The proposal, in addition, would give consumers victimized by such practices the right to band together in class-action suits to seek damages. However, they could bring such cases only after the successful termination of a suit brought by the Department of Justice. Some congressional Democrats, including Representative Rosenthal and Senator Magnuson, say stronger class-action legislation is required.

In addition to his legislative proposals, the President issued an execu-
tive order creating a White House Office of Consumer Affairs to advise him and to analyze and coordinate all federal activities in the consumer field. He named Mrs. Virginia Knauer, now his special assistant for consumer affairs, director of the new office. Last year, Congress did not act on legislation he proposed to create such an office.

The President also indicated plans for using the mass media, "including the Corp. for Public Broadcasting," in disseminating consumer information. He said he has asked Elliot L. Richardson, secretary of Health, Education and Welfare, to work with Mrs. Knauer in developing such a program.

Goodrich back to TV with sports programing

The B. F. Goodrich Tire Co., Akron, Ohio, will return to television after a one-year absence with a concentrated campaign for its passenger-car tires.

Beginning March 7, Goodrich will co-sponsor a variety of network sporting events such as the National Basketball Association playoffs, college and professional football, the Stanley Cup hockey playoffs, and the Amateur Athletic Union track and field meets. BBDO, New York, is the agency.

Business briefly:
The Post Division of General Foods Corp., White Plains, N.Y., through Grey Advertising, New York, will begin a network and spot-TV campaign for its new cereal, Post Cinnamon Raisin Bran. The 30-second spots are scheduled to begin in April and run for 10 weeks.

Ohio Art Co., Bryan, Ohio, toy manufacturer, through Stahl Associates, has purchased a weekly 10-minute segment for 52 weeks on CBS Radio's Arthur Godfrey Time for its Etch-A-Sketch drawing toy. According to CBS Radio, Ohio Art is the first toy manufacturer to buy time on the program for a full year.

Also in advertising:


Going south = Lewron Television Inc., New York TV equipment facility house, will make its equipment available to advertisers and television-commercial producers who wish to film spots during baseball's spring training season in Florida. The firm will maintain a Norelco PCP 70 hand-held camera and videotape recorder from March through May.

Heavy TV campaign for Tijuana Smalls

General Cigar Co., through Ogilvy & Mather Inc., both New York, is introducing Tijuana Smalls little cigars nationally with what it terms the heaviest television schedule in its history. The product was introduced experimentally last year in selected areas.

The schedule, which was to be launched last Friday (Feb. 26), calls for a sustained prime-time campaign on the three TV networks and a national spot campaign.

Ninety-second commercials were to be Sunday (Feb. 28) on ABC's Sunday night movie and again today (March 1) on NBC's Monday night movie. These 90-second commercials are made up of three different but consecutive 30-second spots. Other spots to be used during the campaign will be 30- and 60-second commercials.

How TV-network billings stand in BAR's ranking

Broadcast Advertiser Reports network-TV dollar revenues estimates—week ended Jan. 31, 1971
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total minutes week ended Jan. 31</th>
<th>Total dollars week ended Jan. 31</th>
<th>1971 total minutes</th>
<th>1971 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>$465.9</td>
<td>$268.0</td>
<td>$800.6</td>
<td>66</td>
<td>$382.4</td>
<td>242</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,510.5</td>
<td>3,128.8</td>
<td>13,993.6</td>
<td>1,629.5</td>
<td>5,796.0</td>
<td>857</td>
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<tr>
<td>Saturday-Sunday</td>
<td>1 p.m.-6 p.m.</td>
<td>1,517.5</td>
<td>5,048.0</td>
<td>1,072.7</td>
<td>6,238.9</td>
<td>367.5</td>
<td>6,229.3</td>
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<tr>
<td>Monday-Saturday</td>
<td>8-11 p.m.</td>
<td>522.0</td>
<td>1,407.3</td>
<td>509.2</td>
<td>2,152.7</td>
<td>520.4</td>
<td>3,223.1</td>
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<tr>
<td>Sunday</td>
<td>6-7 p.m.</td>
<td>341.0</td>
<td>378.5</td>
<td>164.0</td>
<td>2,040.3</td>
<td>211.8</td>
<td>1,056.2</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>5,324.2</td>
<td>23,101.7</td>
<td>5,354.5</td>
<td>24,494.7</td>
<td>6,813.1</td>
<td>31,114.8</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign off</td>
<td>211.6</td>
<td>1,395.4</td>
<td>157.8</td>
<td>849.6</td>
<td>475.7</td>
<td>1,941.0</td>
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<tr>
<td>Total</td>
<td>$9,426.8</td>
<td>$36,781.5</td>
<td>$11,101.4</td>
<td>$50,021.7</td>
<td>$10,285.8</td>
<td>$8,227.2</td>
<td>1,826</td>
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</table>
The EBS fiasco: an almost disaster

Investigations fly in Washington as weekend blunders point to weak links in attack-alert chain

The FCC took a first step last week to prevent another Emergency Broadcast System false alarm by authorizing the broadcast desks of the Associated Press in New York and the United Press International in Chicago to authenticate emergency messages with government officials beginning last Saturday (Feb. 27). Both wire services will not move EBS activation messages unless confirmed by other government sources.

The move was taken following recommendations by a National Industry Advisory Committee that met in Washington last Thursday and Friday (Feb. 25-26).

Until last week, the New York AP office and the UPI Chicago office merely had been transit points, passing along automatically emergency broadcast messages—which for 10 years have always been test messages to confirm that the system is working.

On Saturday (Feb. 20) at 9:30 a.m. EST, the usual test message from the Civil Defense Warning Center in Colorado Springs turned out not to be a test—but the real thing, an official, formal alert.

The error was made by a civilian employee of the center who inadvertently inserted a prepared emergency-action notification perforated tape into his transmitter, instead of the usual test tape. The warning center is located in the same complex in Colorado Springs as is the North American Defense Command. NORAD, however, was never at any time involved in the mistaken alert.

Most TV and radio stations questioned the message's authenticity because it arrived at the anticipated test time, even though it carried the correct authentication code word for the day. Most stations hurriedly checked their area's key EBS stations and finding them broadcasting as usual (except in one instance) held off going into emergency operation. Each area in the country has a designated key station that is tied through a "dedicated" private teletypewriter line directly to the White House.

Within minutes following the erroneous alert, a cancellation message was transmitted from Colorado Springs to the part of the warning center which is a part of the Army's civilian defense office, and the failure of broadcasters to follow EBS procedures.

Early last week, the FCC sent out a questionnaire to all broadcast licensees asking for information on what occurred that Saturday morning when the alert came through, and also for recommendations. Broadcasters were asked to respond by Monday (March 8).

But a random check of stations throughout the country last week showed clearly that most broadcasters, knowing that this was the time for the test, held off putting the EBS procedure into effect until they confirmed the authenticity of the message from other sources.

In Chicago, however, WON(AM), the primary alert station in that area, marched right down the right path after it received the alert.

The wire scenario reads as follows: 8:36 a.m., AP and UPI teletype messages completed in news room. 8:38 a.m., message delivered to AM master control and authenticated with proper code word. 8:40 a.m., message re-authenticated with engineer in charge at transmitter at Hancock, Ill. 8:44 a.m., WON initiated EBS procedure by broadcasting part one of pre-recorded cartridge containing standard message to the public. This was followed by carrier off-on and tone transmittal designed to activate an emergency receiver at other stations. This was followed by the broadcast of part two of the pre-recorded cartridge.

8:46 a.m., just as the cartridge began a repeat of the message, UPI notified its customers that the alert was in error. The EBS procedure was immediately stopped and WON went back to normal programming after a brief announcement had been made of the error. 9:13 a.m., official authenticated message received canceling false emergency notice.

Not all stations, however, moved so rapidly. KFWB(AM) Los Angeles, for example, reported that its newsmen suspected the alert notification from the beginning and began checking other sources, including the Westinghouse News Bureau in Washington. The en-
engineer on duty that morning tuned to KFI(AM) in Los Angeles immediately, since that is the primary EBS station for the area, and heard the retraction announcement.

In the New York area, executives of key EBS stations said they were immediately suspicious of the alert message for a variety of reasons. One of the most frequently mentioned was that the alert moved at the same time that test EBS messages regularly move and, as one said: "The odds against a real emergency actually happening at exactly the same time that the tests are run seemed astronomical." Stations undertook to double check in various ways but, because of their suspicions, elected to remain on the air with normal programming.

At WABC(AM) in New York, whose key responsibility is for the Hudson Valley and Catskills areas, officials said newsmen on duty were immediately suspicious because several factors did not coincide with various criteria they have drawn up for double checking. For one thing, they said, the ABC network was not feeding emergency reports as it would have been if the alert were real.

Officials at WNBC(AM), New York, which has responsibility for New York's five boroughs, were suspicious for similar reasons and especially because the alert came when tests normally are conducted, they said, and the "panic wire"—a ringing of bells that is supposed to accompany a real alert—"remained mute." They alerted appropriate people to stand by but stayed with regular programming, while continuing to check, including calls to the Associated Press and United Press International radio wires. By the time the checks were made, the cancellation message came.

Executives at WOR(AM) in New York, whose responsibility is New Jersey, said they were suspicious of the message for several reasons. In addition to the timing, they said, the message was incomplete. If the alert had come during, say, the Cuban missile crisis, they said, they might have switched to emergency programming, but in the absence of any such crisis conditions—and in view of all the indications that the message was erroneous—they elected to continue regular programming while they double checked the validity of the alert. They also kept in mind the potential chaos that might result if they and other stations switched to emergency operations and the message proved false.

In Washington none of the major stations went off the air. The reason is simple; all are tied in on a special line directly to the White House and it was immediately apparent when nothing came over the special line that the emergency message was in error. The same direct circuit to the White House exists for all four networks; their Washington news bureaus are tied to the White House over ever-ready dedicated telephone lines.

But throughout the country many stations' growing role in warning system began with advent of atomic weapons

How to inform the American public if World War III were literally on the wing has been a matter of tremendous concern to the U.S. government since the early days of the cold war. The development of sophisticated weaponry quickly outmoded the sirens-warning systems of World Wars I and II. Sirens simply did not have the penetrating capability to warn the public, the enemy would have; they didn't cover the whole country and were not capable of being heard by all of the people all of the time.

Thus, some 20 years before the Emergency Broadcasting System fiasco two weekends ago (see page 46) began the voluntary Conelrad system—a complicated formula using random clusters of key radio stations on two specified frequencies to warn citizens of an impending attack. It was also intended as a means of getting the President on the air to talk to the nation. Conelrad was designed in this complex fashion to prevent enemy-manned bombers from "homing" on radio-station frequencies.

The advent of intercontinental ballistic missiles changed that picture. No longer was it necessary to confuse the enemy by shifting radio frequencies. Missiles are guided to their targets by the stars and other guidance systems.

They don't need to home on radiation from a target.

So, it was with some relief that broadcasters were able in 1963 to drop the Conelrad system and install in its place the Emergency Broadcast System. Conelrad equipment, which at once became obsolete, had cost broadcasters several million dollars. EBS, also a voluntary service, is designed to do two things—warn the public of an emergency, and get the President on the air—all on a five-minute alert message from the White House. Basic to the system is the requirement that it function in a five-minute lead time. The system goes into operation only on direct orders of the President.

What happened Feb. 20 was that the system was activated by a single man at the National Emergency Warning Center which has been designated by the White House the task of alerting broadcast stations.

Under EBS, all radio stations meeting certain requirements are eligible. The most important of these criteria is the ability of the station to interconnect to national, state and local civil-defense operational areas. If the station meets all the requirements, the FCC issues it a national defense emergency authorization (NDEA) that permits it to remain on the air after notification of a national emergency. All other stations must leave the air at this time. At present, there are 2,800 stations holding NDEA's, the preponderance of which are AM stations. However, a substantial number of FM stations are included and some TV stations which participate solely through their audio channels (the video transmissions cease).

Among the principal problems in establishing EBS has been the determination of how to alert broadcasters to the existence of an emergency so that the system could be put into effect. Three alerting methods are in existence. The first is for the White House to order notifications to be sent out to all stations via the teletype circuits of the Associated Press and United Press International.

The second method is through a "dedicated" private, and heretofore confidential, teletype circuit that links the White House with the TV and radio networks and key radio stations throughout the country, as well as AT&T. All network-affiliated stations would receive the alert by way of the internal circuits of the networks.

The third method is off-air monitoring of key NDEA stations in all areas by all other radio and TV stations. All broadcast stations are obliged to have equipment for this type of monitoring.

Since the object of all this is to alert the public, a fourth method, still under development, is to develop a circuit in radio receivers that would, whether the set is off or on, automatically sound an alarm. Prototypes of this system have been tested during the last year.

A fifth system, still not in being, is one that has been urged by the Office of Civilian Defense, an arm of the Department of the Army. This envisions the establishment of a network of low-frequency radio transmitters that would, with the proper receiver in the hands of the public, become another source for warning the populace of an attack.
stations failed completely in moving into the emergency procedure. Many of the stations said that by the time the wire-services message was brought upstairs to the newsroom, the cancellation was included.

This is what has so disturbed the FCC and its industry-advisory group, as well as leaders in Congress and at the Pentagon. Investigations are under way at all levels.

FCC Commissioner Robert Wells, who is the designated defense commissioner, ordered a detailed questionnaire sent to all broadcast licensees by the middle of last week. The questionnaire asks all TV, AM and FM licensees whether they subscribe to AP or UPI or both, whether there is any type of external alert system associated with the wire-service teleprinters, whether they received the emergency alert on Feb. 20, what time station employees saw it, what action station took, and if none, why.

The FCC interrogatory also asked for comments or recommendations.

The Pentagon announced immediately that it is conducting an investigation of the error. Louis Smoyer, the Colorado Springs warning center chief, has already revised the positions of the emergency tapes so that the real warning is now segregated by itself in a desk drawer.

W. S. Eberhart, the civilian clerk who made the mistake, was quoted as saying: "I can't imagine how the hell I did it." He has been at the warning center for 15 years.

In Congress, the reaction was also immediate. Senator John Stennis (D-Ala.), chairman of the Senate Armed Services Committee, said the committee has begun an investigation of the occurrence. He said also that he believes a study of the entire emergency broadcast system is called for—not only to guard against another error but also to determine why the message did not get the attention it deserved. The alert tests, Senator Stennis added, "appear to have become so routine that many television and radio stations fail to give an alleged and possibly catastrophic emergency message the attention which it demandd."

Senator Robert P. Griffin (R-Mich.) called not only for an Armed Services Committee investigation of the error but also for "a thorough investigation of the civil-defense warning procedures as well as the whole civil-defense structure and operation in general."

Senator Robert C. Byrd (D-W.Va.) said the "inexcusable blunder" not only raises questions that must be answered but also reveals carelessness and ineptness. "The country," he said, "should have been made painfully aware that not only the military blundered, but also that many radio and TV stations are obviously not prepared to play the role expected of them in any warning system."

Senator John O. Pastore (D-R.I.), who was presiding at the nomination hearings of Robert Wells and Thomas Houser to be FCC Commissioners (see page 28) virtually opened his questioning of Commissioner Wells with the words: "What happened?"

In addition to the Saturday morning EBS tests, a similar Sunday evening test is made also over the AP and UPI circuits. This also has been going on for 10 years. Ironically, the test on the Sunday following the error also became a bloopier of sorts: the warning center failed to "capture" the AP circuit due to a technical malfunction. Every three months, all broadcast stations receive a sealed envelope containing the authentication code words for each day of the 90 days.

The industry-advisory council meeting that took place in Washington last week originally had been scheduled to prepare for a panel discussion of the EBS to be held at the National Association of Broadcasters Convention in Chicago next month. It was hurriedly augmented with other members called in by the FCC after the Feb. 20 fiasco. Vincent T. Wasilewski, president of the NAB, is chairman of the full NIAC, which represents all elements of the telecommunications industry.

Little harmony in translator views

AMST wants interference protection for stations; NCTA asks same for cable

Broadcasters and translator and CATV interests last week sounded discordant reviews of the FCC's proposed revisions to bring television-translator station rules into harmony with the new regulations covering FM translators.

The proposed rules provide in part that a translator application will not be granted if the station would be within the predicted grade-B contour of an adjacent channel TV station; that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect other translators; and that translators will be prohibited from causing interference to the input signals of other translators (Broadcasting, Jan. 18).

In comments last week, the Association of Maximum Service Telecasters Inc. took issue with the entire proposed rulemaking, contending that the rule changes that will result "will still not put the VHF and UHF translator services on a sensible and efficient basis." AMST called for a revamping of existing policies by adoption of a "consistent and comprehensive plan for translator service and not periodic patchwork modification of the rules."

AMST contended that rather than extend the present translator noninterference concepts as proposed, the commission should adopt "a suitable mileage separation that would be based upon the interim-limited standards such as proposed by AMST in 1966 and now under consideration." Continental Urban Television Corp., licensee of KSOC-TV (ch. 36) San Jose, Calif., and UHF translator operator, also sought a provision in the proposed rules for mileage separation requirements to "insure" interference protection.

AMST added that "a more comprehensive approach to translator nonduplication problems should be adopted by the commission, noting that the proposed rules should be modified to allow a regular TV station licensee the opportunity of improving its service in its principal city before applying for compensation of another person to duplicate its programs in those portions of the principal community where the local station's signals cannot be received."

Wometco-Skyway Broadcasting Co., licensee of WLOS-TV (ch. 13) Asheville, N.C., and VHF translator operator, contended in its comments that the proposal to ban new translators from operating within the predicted grade-B contour of an adjacent channel TV station would "seriously impede use of VHF channels for translators and discourage applicants from applying for them. In many cases," it said, "VHF translators are the practical and sometimes the only way for local TV reception to be obtained."

Comments were also filed by the National Cable Television Association and Teleprompter Corp., multiple CATV owner, both of which urged the commission to consider the relationships between translators and CATV systems in its proceeding.

NCTA contended that noninterference with CATV systems by translators would help "to remove inconsistencies between the rules governing two services with which the commission considers to be supplementary to television broadcast service." NCTA added that rebroadcast consent, on a program-by-program basis, from the source of the program, should be required of translators so long as a similar rule, "in the form of interim procedures, is imposed on CATV's."

Teleprompter urged more stringent proposals, one of which would provide that translators assume the prime re-
responsibility of protecting CATV systems from interference by translators. Teleprompter further urged that if a translator failed to assume the responsibility in working with CATV systems to eliminate translator-caused interference or any other condition of technical operation by the CATV system that would result in operation inconsistent with the FCC's proposed CATV technical standards, the translator's operation should be suspended.

The commission last week extended the time for filing comments and reply comments in this proceeding to March 8 and March 19, respectively.

Sync solution for Tchaikovsky simulcast

Engineers and producers have overcome compatibility difficulties for a planned stereo FM-television simulcast of Tchaikovsky's "Queen of Spades."

The problem originated in efforts to synchronize the video-taped portion of the program with the sound track, which was recorded on a 16-track audio recorder. Engineers at noncommercial WGBH-FM-TV Boston, where the opera was produced; producers of the National Educational Television Opera Theater; and audio producers at RCA in New York conceived their ideas to design a playback synchronizer capable of providing speed variations to produce nearly instantaneous synchronization of the video and audio tapes. By utilizing the synchronizer, the sound track was locked to the video tape at constant speed.

"Queen of Spades" was not taped live, as previous simulcasts have been. Performers were video and audio taped in segments at the WGBH-TV studios. To add genuine reverberation effects, the sound track was carried by telephone lines to placers on the stage of Boston's Jordan Hall, picked up by microphones at the rear of the hall and fed back to WGBH-TV for re-recording. The 16 audio tracks were then mixed down to two for the stereo broadcast.

The result of these efforts was to be aired simultaneously yesterday (Feb. 28) by noncommercial TV and FM stations in New York, Boston, Washington, Los Angeles, San Francisco and Chicago.

In another experimental operation involving simultaneous transmission with FM and WLC-FM both Nashville, Tenn., were to air one hour of programing in "quadraphonic" stereo yesterday also. Originating in the studios of WSM-FM, two of the four audio channels were to be carried via telephone to WLC-FM for transmission. The effect for the listener with two stereo-FM receivers is the sensation of being in the middle of the orchestra.

Satellites: more time, more new proposals

As FCC extends its deadline for filing, AT&T announces plans for a bigger system

AT&T announced last week that it plans to double the capacity of its projected domestic-satellite system by adding an extra satellite to the system. At the same time, the FCC extended the deadline for filing applications for a domestic-satellite service from March 1 to March 15 with concomitant two-week extensions for reply comments and for applications for earth stations.

In its original filing with the FCC last fall, in conjunction with the Communications Satellite Corp., Washington, AT&T said it planned to use two satellites with one as a backup. Each satellite would be capable of providing eight TV channels (or 2,400 voice channels).

At the same time AT&T said it would build five earth stations at New York, Chicago, Los Angeles, Atlanta and Dallas-Houston area (Broadcasting, Oct. 19, 1970). AT&T estimated its capital investment for the revised system would be about $96 million; payments to Comsat, it said, would be about $37.5 million a year over a seven-year period. Comsat would be responsible for procuring, launching and maintaining the satellites in geostationary orbits for AT&T use, as well as providing tracking, telemetry and control facilities.

The AT&T announcement came the day after Comsat announced that it planned to file an application with the FCC for a comprehensive, multipurpose system to provide a wide range of communications services, including TV and radio circuits. Another application is expected also from Microwave Communications Inc. and Lockheed Aircraft Corp.

The FCC action was at the request of Fairchild Hiller Corp. and Western Tele-Communications Inc. In granting the extension, however, the commission said that it "would be reluctant to grant any extension which would substantially delay consideration" of those firms who have already submitted "timely" applications.

Earlier, the commission accepted the applications by Hughes Aircraft Co., General System Companies (GT&E) and Hawaiian Telephone Co. for domestic-satellite facilities, but told Hughes that its applications to use additional facilities to transmit TV programs to CATV systems were incomplete.

The commission told Hughes it failed to establish eligibility to use microwave frequencies proposed for terrestrial interconnection between Califon, N.J., and San Juan Capistrano, Calif., earth stations and its operating centers. It asked for more information in this area.

Hughes and the others filed their applications last year (Broadcasting, Dec. 28, 1970-Jan. 4).

The first application for a domestic-satellite system was filed last August by Western Union. It asked for permission to put up three satellites, to build six earth stations and 31 terrestrial microwave relay stations. The Western Union proposal estimated a capital investment of $95 million. Its application also said it would charge a flat fee of $105,000 monthly per channel for TV programs.

Ampex order for Pittsburgh

An order for over a million dollars worth of equipment has been placed with Ampex Corp., Redwood City, Calif., by Television Production Center, Pittsburgh. The order is for video-tape production and post-production gear. TPC will, on March 15, begin offering full tape production, remote facilities and distribution services for producers, advertisers and broadcasters in the eastern United States. Included in the order are three AVR-1 videotape recorders and computer-aided programing, switching and slow-motion systems.

THE LEADING CONTEMPORARY SHOULD GROSS $2.50 . . .

per person in its metropolitan area annually.
(That's $2,500,000 annually in a metro of 1,000,000 persons.)
We help contemporary stations exceed $2.50
by persuading major retail advertisers to spend more.
Our device is the Key Account Plan — KAP.

YOUNG ADULT MARKETING INC.
KEVIN B. SWEENEY, PRESIDENT
19526 VENTURA BLVD. • TARZANA, CALIF. • (213) 681-7017

BROADCASTING, March 1, 1971

49
Storer group cuts its airline losses

Northeast's improvement enables company to turn '69 loss into profit in '70

Storer Broadcasting Co., Miami Beach, Fla., has reported profits in 1970 totaling $3,793,620, or 90 cents per share. These figures offset a loss in the previous year of $2,677,910 or 63 cents lost per share.

A Storer spokesman said the most significant contributing factor in the favorable comparison between the two years was the diminished losses of Northeast Airlines, of which Storer owns 86.1%. The company's share of Northeast's loss amounted to $10,021,000 in 1970, compared with $20,100,000 the year before. Extraordinary items attributed to Northeast, after taxes, were $356,000 in 1970, $2,271,000 in 1969.

Before extraordinary losses, Storer's profits were $4,149,000 in 1970, compared to a loss of $406,000 the year before.

Broadcast-related performance in 1970 was down, according to the Storer report. While station revenues in the past year were virtually the same as in 1969, increased expenses, due to the general economic recession, caused a decline in broadcast-related operations from $20,943,000 in 1969 to $19,381,000 in 1970.

Profit for broadcast-related operations also declined in the fourth quarter of 1970, to $6,693,000, from $7,543,000 in the corresponding period a year ago. But Storer's over-all fourth-quarter profits in 1970 totaled $296,000, compared with a loss in the same period of 1969 of $5,952,000. The 1969 loss, however, was primarily attributed to an extremely large extraordinary item included in the last quarter of that year, chiefly related to deficits incurred in operating the airline.

The proposed merger between Northeast Airlines and Northwest Airlines, meanwhile, continues to be stalemated. Northwest is dissatisfied with conditions imposed on the transaction by the Civil Aeronautics Board, which has already approved the merger (Broadcasting, Feb. 15). Northwest has indicated that unless the matters are resolved to its satisfaction, it will exercise its option to terminate the agreement. Both airlines have petitioned the CAB for reconsideration of the restrictions.

For the year ended Dec. 31, 1970, Storer has reported:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.90</td>
<td>($0.63)</td>
</tr>
<tr>
<td>Revenues from broadcast operations</td>
<td>64,553,427</td>
<td>64,041,454</td>
</tr>
<tr>
<td>Net income**</td>
<td>3,783,620</td>
<td>($2,677,910)</td>
</tr>
</tbody>
</table>

Note: Net income figures for both years include losses of $756,496 and $1,585,917, respectively, net of income tax effect, for minority interest of Northwest Airlines Inc., which is required to be recognized under generally accepted accounting principles.

Cowles revenues decline in 1970

Cowles Communications Inc., New York, station owner and publisher, has reported a net income of $647,000 or 16 cents a share, including extraordinary items, in 1970. In 1969, the firm had shown a net loss of $1,883,000 or 47 cents a share including extraordinary items. After deducting extraordinary items, however, Cowles showed an operating loss of $2,287,000 or 58 cents a share in 1970, compared to earnings of $291,000 or seven cents a share in 1969.

Gross revenues last year were $145,832,000 compared with $158,917,000 in 1969 after excluding revenues from discontinued operations of $7,343,000 and $12,259,000 respectively.

Cowles Communications stockholders will vote March 24 on the proposed sale of some of Cowles's properties, including WREC-TV Memphis, to the New York Times (Broadcasting, Nov. 2, 1970).

Included in the extraordinary items is the stock sale of Television Communications Corp., sale of Star Publishing Corp., Magazines For Industry Inc. and Cowles Encyclopedia operations.

Worldwide billings boost JWT earnings

Record billings and earnings for 1970 were reported last week by the J. Walter Thompson Co., New York. Worldwide billings climbed by $33 million, while domestic billings dropped $7 million. The company's net income rose by 10% to $7.3 million from $.66 million in 1969.

The company said that in 1970 it had retired substantially all of its long-term debt and raised its quarterly dividend from 20 cents to 25 cents a share.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.96</td>
<td>$1.89</td>
</tr>
<tr>
<td>Commission billings</td>
<td>279,994,964</td>
<td>265,656,524</td>
</tr>
<tr>
<td>Net income**</td>
<td>3,762,679</td>
<td>3,860,743</td>
</tr>
<tr>
<td>Weighted average shares</td>
<td>1,918,144</td>
<td>2,080,797</td>
</tr>
</tbody>
</table>

Signal Co.'s take a financial tumble

The Signal Companies Inc., Los Angeles-based conglomerate that owns 49.9% of Golden West Broadcasters, group owner there, reported a net loss of nearly $48.5 million for fiscal 1970. The loss was the result of the company's previously announced plans to write off $32,421,000 relating to the development of turbine engines by the Garrett Corp., a Signal subsidiary. Also included in the mark-downs was the company's stock portfolio, which was reduced $25,187,000 to year-end market value. In addition, a $5-million write-down in what the company terms small, marginal gas and oil properties was also
taken. Lastly, an extraordinary loss of $5,822,000 was incurred relating primarily to the disposition of petroleum refining and marketing assets at year-end.

The write downs wiped out $19.940,000 in net income, earned during 1970, down from the more than $52.3 million the company earned in 1969. Sales were also down from the 1969 figures.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>(loss)</td>
<td>$ (2.06)</td>
<td>$ 2.52</td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>$1,487,711,000</td>
<td>$1,503,293,000</td>
<td></td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$48,450,000</td>
<td>$52,310,000</td>
<td></td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>19,054,000</td>
<td>20,756,000</td>
<td></td>
</tr>
</tbody>
</table>

Company reports:

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported a continued downward slide in earnings for the third quarter. William E. Roberts, board chairman, previously indicated that net income for fiscal 1971 would be well below that for 1970. Mr. Roberts noted that the company anticipated a recovery for fiscal 1972, beginning May 1, 1971.

For the nine months ended Jan. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 0.25</td>
<td>$ 1.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>$224,919,000</td>
<td>$229,850,000</td>
<td></td>
</tr>
<tr>
<td>Net income</td>
<td>$2,739,000</td>
<td>$11,444,000</td>
<td></td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>10,874,406</td>
<td>10,837,372</td>
<td></td>
</tr>
</tbody>
</table>

Media General Inc., Richmond, Va., publisher and group broadcaster, registered a slight decline in revenues and income in 1970 over the preceding year, after extraordinary items. Income comparisons for 1970 and 1969 were based on restatement of income in 1969 to reflect operations of all companies since acquired on a pooling-of-interests basis.

For year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1.83</td>
<td>$ 1.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>$127,135,404</td>
<td>$120,016,852</td>
<td></td>
</tr>
<tr>
<td>Net income</td>
<td>$6,342,564</td>
<td>$5,862,426</td>
<td></td>
</tr>
<tr>
<td>Extraordinary items</td>
<td>($192,950)</td>
<td>$117,992</td>
<td></td>
</tr>
</tbody>
</table>

Communications Satellite Corp., Washington, reported an increase of $22,564,000 in operating revenues last year over previous year’s figures. Less than 1% of firm’s total revenues, however, came from television interests.

For year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 1.75</td>
<td>$ 0.71</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues</td>
<td>$69,598,000</td>
<td>$47,034,000</td>
<td></td>
</tr>
<tr>
<td>Net income</td>
<td>$17,501,000</td>
<td>$11,128,000</td>
<td></td>
</tr>
</tbody>
</table>

John Blair & Co., New York station representative, reported revenues for 1970 reached a record high of more than $65 million but net earnings slipped by 10% from 1969 levels. Francis Martin Jr., president of Blair, said “the operations of the company for 1970 were affected by the general softness of the economy and the corresponding effect on advertising expenditures.” He added that City News Printing Corp., East

---

**Booth Newspapers, Inc.**

has formally acquired

**WTwo-TV**

of Terre Haute, Indiana

(We the undersigned initiated and assisted with negotiations)

**J. N. WELLS & COMPANY**

Brokers and consultants to broadcasters and publishers

325 West Park Avenue

Wheaton, Illinois
MPO Videotronics, New York producer of television commercials, reported a substantial decline in profits in its fiscal year ended Oct. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Average shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.24</td>
<td>$16,492,265</td>
<td>$138,141</td>
<td>948,783</td>
</tr>
<tr>
<td>1969</td>
<td>$0.64</td>
<td>$17,136,756</td>
<td>353,163</td>
<td>901,263</td>
</tr>
</tbody>
</table>

**Financial notes:**

- Tele-Communications Inc., Denver-based multiple-CATV owner, has announced closing of that firm's merger with Centre Video, State College, Pa., CATV operator. Centre Video becomes a wholly owned subsidiary of TCI. Value of the transaction is placed at $7.6 million. Centre Video board of directors ratified merger Nov. 25, 1970, and its stockholders ratified pact Dec. 8, 1970. Transaction increases TCI's total number of CATV subscribers to more than

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb 25</th>
<th>Closing Feb 17</th>
<th>Closing Feb 11</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Outstanding</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

- Avco: AVS N 15% 6% 6% 6% 14 25% 9 11,400 203,593
- Bartel Media: BMC A 6% 6% 4% 6% 14 25% 9 11,400 203,593
- Cablecom-General: CCN A 6% 6% 6% 6% 14 25% 9 11,400 203,593
- Combined Communications: CCL N 6% 6% 6% 6% 14 25% 9 11,400 203,593
- Cablesystems: CCL N 6% 6% 6% 6% 14 25% 9 11,400 203,593
- A Moved in 1970.

**CATV**

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Feb 25</th>
<th>Closing Feb 17</th>
<th>Closing Feb 11</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Outstanding</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>
- America: ACO A 9% 9% 9% 9% 18 25% 29 21 24 0.600 10,356
- American Electronic Labs.: AE A 7% 7% 7% 7% 18 25% 29 21 24 0.600 10,356
- American TV & Comm.: AM A 7% 7% 7% 7% 18 25% 29 21 24 0.600 10,356
- Burrell & Sim: CGG A 13% 13% 13% 13% 25% 29 21 24 0.600 10,356
- Cablecom-General: CCN A 6% 6% 6% 6% 14 25% 9 11,400 203,593
- Cable Information Systems: CIP A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Citizens Financial Corp.: COO A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Columbia Cable: CII A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Communications Properties: CPP A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Cox Cable Communications: COO A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Cypress Communications: CIP A 15% 15% 15% 15% 25% 29 21 24 0.600 10,356
- Entron: ENT A 3% 4% 4% 4% 8% 2% 9 18 21 24 0.600 10,356
- General Instrument Corp.: GRN A 4% 4% 4% 4% 8% 2% 9 18 21 24 0.600 10,356
- Silverling Communications: GRL A 4% 4% 4% 4% 8% 2% 9 18 21 24 0.600 10,356
- Tele-Communications: TPL A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356
- Teleprompter: TPL A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356
- Television Communications: TEL A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356
- Viacom: VIA A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356
- Viacom: VIA A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356
- Viacom: VIA A 10% 10% 10% 10% 25% 29 21 24 0.600 10,356

Total 38,840 $1,483,927

52 (FOCUS ON FINANCE)
135,000, through 21 states.

- National General Corp., Los Angeles, insurance and leisure-time company, and its subsidiary, Digital Development Corp., San Diego, digital-computer operations firm, have jointly filed with Securities and Exchange Commission for registration of 2,100,000 shares of common stock of Digital Development (representing all shares outstanding of Digital Development). Shares will be offered to National General shareholders on subscription basis. Exchange will be through cash and exchange of National General common stock or by exchange of National General common stock alone. Loeb, Rhoades & Co., New York, will head team of underwriters.

- Interpublic Group of Companies has filed for registration with the Securities and Exchange Commission 750,000 shares of common stock, 400 of which are to be offered for public sale. Remaining 350,000 are shares outstanding. Shares will be offered for a maximum of $18, through Smith, Barney & Co. underwriters. Interpublic group, based in New York, is engaged in advertising, public relations, market research and sales promotion.

- LVO Cable, Tulsa, Okla., has filed for registration of 374,000 shares of common stock with Securities and Exchange Commission. Earlier report had listed LVO Cable as having issued 340,000 shares (Broadcasting, Feb. 22). Offering price will be $12 maximum per share, through CBWL Hayden-Stone Inc., New York.
New gains in color and multiset TV homes

Penetration nears 50% and 40% respectively, with affluent households leading the way

The number of American households with more than one television set and at least one color set continues to grow. According to the latest figures from the American Research Bureau, 46% of all TV homes have color, and 39% have more than one receiver; Nielsen Station Index data yield similar figures. These represent a gain of seven percentage points in color ownership, and six in multiset ownership, over estimates published early last year in "Telestatus" (BROADCASTING, Feb. 2, 1970; March 2, 1970).

Not surprisingly, the color and multiset homes (which overlap considerably) concentrated in upper-income brackets. Among households with annual income of over $10,000, color ownership is 40% above the national average; multiset ownership, 53% above the average.

The following local-market color and multiset ownership data are taken from the Nielsen Station Index, and the markets refer to Nielsen Designated Market Areas (DMA). All information is based upon replies to the NSI household sample in each DMA.

Telestatus cautions that the figures are sample-base estimates, subject to error.

"Telestatus" appears in the first Broadcasting issue of each month. A report on local-market UHF ownership as measured by ARB will appear in April.
Broadcast advertising


Edward Acree, president, Cargill, Wilson & Acree, Richmond, Va., agency, elected board chairman. Harry M. Jacobs, executive VP, elected president.

Raymond F. Ferguson, account supervisor, and Herbert A. Miller, manager of radio-TV production, Warwick & Legler, New York, named VP of parent.

Enid S. Futterman, copywriter, Grey Advertising, New York, elected VP.

Richard N. Risteen, senior VP and general manager, Bozell & Jacobs, New York agency, joins Warwick & Legler there as senior VP in account management.

Frank P. McDonald, VP, associate media director and manager of media planning, Cunningham & Walsh, New York, named VP and director of TV-program operations.

Marion Calale, media director, Young & Rubicam, New York, appointed to newly created position of director of advertising, Rheingold Breweries there.

Hal Walton, marketing supervisor, Robert E. Wilson, New York agency, joins pharmaceutical-advertising division, BBDO, New York, as media director.

William L. Gregory, media buyer, Clinton E. Frank, Chicago, appointed media planner.

Paul Schultman, broadcast-account executive, Doyle Dane Bernbach, New York, joins Gardner Advertising there as director of programming.

Craig E. Deitschmann, creative group supervisor, Campbell-Mithun, Chicago, appointed creative director, Noble-Dury & Associates, Chicago agency.

James R. Bostic, director of advertising and merchandising, American Motors, Detroit, appointed director of marketing planning. Henry P. McIhale, director of marketing plans and research, appointed director of merchandising.

David C. Agate, media buyer and planner, Kenyon & Eckhardt, Chicago, joins Theo. Hamm Brewing Co., St. Paul, as media-services manager.

Richard A. Game, account executive, ABC Radio, Chicago, and James G. Flatbush, account executive, WABC-TV, New York, are both named vice-presidents, I. Christo Co., New York, station representative, join CBS Radio in same capacity. Mr. Game will work in CBS's Chicago office and Mr. Flatbush in New York.

Robert B. Farrow, director of national sales, Plains Television Stations, and operations director, WICS-TV, Champaign-Danville, Ill., appointed general sales manager, WICS-TV, Springfield, Ill., and WICS and WICS are Plains stations.

Thomas R. Blose, manager, H-R Television Representatives, Atlanta, joins Petry Radio Sales there in same capacity.

Michael Davison, associate media director, Erwin-Wasey, Los Angeles, appointed to newly created position of di-
Burton C. Person, director of corporate planning, CBS, appointed director of planning, CBS Broadcast Group.

David J. Lavin, chairman, Sugardale Foods, Canton, Ohio, and Roland S. Tremble, recently named VP, finance, Downe Communications (Broadcasting, Feb. 15), elected directors of Downe. Mr. Lavin was president of Imperial Broadcasting Co., operator of cable systems in Canton and Louisville, Ohio, before Imperial was acquired by Downe last year.

Cecil M. Sansbury, independent management consultant in communications industry, named president and general manager, WNFL(AM) Green Bay, Wis.

William G. Evans, general manager, WDFF-TV Chattanooga, named executive VP of Park Broadcasting of Tennessee, licensee of WDFF-TV.

Donald O. Williams, business manager and assistant secretary-treasurer, Trans Video Corp., division of Cox Cable Communications, San Diego, named VP and general manager of Trans Video.


Joseph P. Losgar, chief engineer, WRFM, named VP in charge of engineering.

Peter B. Wolcott, in independent real estate business, named VP and general manager, KGFF(FM) St. Louis.


James G. Croll, Midwest sales manager, Broadcasting magazine, Chicago, and former manager, KQAA-TV Colorado Springs, joins Quality Media, division of Kaiser Broadcasting, group owner, as Midwest manager, Chicago.

George S. Carr, formerly senior account executive, WBBG-AM-FM Philadelphia, appointed general manager, WMMI-AM-FM Frederick, Md.

Milton Louis Bohard, sales manager, WIRE(AM) Indianapolis, appointed general manager, WGES-AM-FM there.

Robert L. Lamb, general sales manager, WATI(AM) Indianapolis, appointed general manager.

John F. Feeney, director of promotion, NBC, New York, appointed station manager, KHON-TV, Honolulu.


John J. Miller, manager, KCSR(AM) Charleston, Neb., joins KCOL(AM) Fort Collins, Colo., in same capacity. He is succeeded at KCSR by Irvin Burkey, sales manager. Wil Huettt, program manager, KCSR, also appointed assistant manager.

Jack Stockton, program manager, WBBM-FM Chicago, appointed director of operations.

Corey Meyer, operations supervisor, WDBO(AM) Orlando, Fla., appointed to same position at WDBO-FM.

Mike Maddex, executive director, World Evangelistic Enterprise Corp., licensee of WEEC(FM) Springfield, Ohio, named president.

Programing

Jack Arden, New York manager, Television & Radio Features, named VP. Company was formerly Radio Features Inc.

James F. Denyer, account executive, McFadden, Strauss and Irwin, Los Angeles PR firm, named director, publicity and promotion, Paramount Television there.

Jack Ragel, VP and media director, Campbell-Mithun, Chicago, joins Media Corp. of America, New York, program producer, as VP and general manager.

Bob Johnston, account executive, CBS FM Sales, New York, joins CBS-owned WBBM-FM Chicago as program director.

Arthur Elliott, program director, KOTV-TV Tulsa, Okla., appointed program manager, KHOU-TV Houston, Texas. Both are Corinthian stations.

Oliver M. Parcher, assistant program director, WSB-TM-FM South Bend, Ind., appointed creative director.

Cosmas P. Bolger, assistant to supervisor, post-production operations, CBS, Hollywood, appointed supervisor.

Arthur B. Leffler, research analyst and sales-promotion writer, WABC-TV New York, joins ABC Radio there as production coordinator.

Elmer Smalling III, senior editor, Transmedia Production Services, New York

program producer, appointed to additional position of editing supervisor for video tape, post-production operation.

Roger Gimbel, independent producer, appointed head of TV production, Tomorrow Entertainment, Los Angeles, newly formed subsidiary of General Electric.

Bill Turner, producer-director, WSM-TV Nashville, appointed production director.

Bill Taylor, program director, and Frank Scharf, production manager, WDBO(AM) Orlando, Fla., appointed to same position at WDBO-FM.

Gwendolyn J. Wooten, public service and continuity director, WXYZ-AM-FM Houston, appointed director of community affairs and public-service program producer, WTTG-TV Washington.
assumes additional responsibilities of Jerry Zigmond, director of exploitation there, who retires.

Evelyn Payne, national director of utilization, Children's Television Workshop, New York, elected VP, community relations.

Timothy M. McLean, staff writer, BROADCASTING magazine, Washington, joins National Association of Educational Broadcasters, Washington, as staff associate, information services.

Robinson B. Brown, director of program promotion, WCCO-AM-FM Minneapolis, enters independent field as PR director, Donnybrooke International Speedway, Brainerd, Minn.

Equipment & engineering

Mac Ferguson, systems engineer, Akron CableVision, Television Communications Corp., CATV subsidiary, Akron, Ohio, appointed chief engineer of TVC.

John L. Martin Jr., special assistant to president, Communications Satellite Corp., Washington, elected assistant VP.

John P. Woodman, regional marketing supervisor, General Electric, Syracuse, N.Y., appointed manager, customer services, CBS Electronic Video Recording Division, Rockleigh, N.J.

Allan D. Harwood, general manager, Aero-Marco Co., Seattle, closed-circuit TV firm, appointed director, applied engineering department, CableGuide, firm specializing in televised TV-program listings and news there.

Allied fields

Robert L. Coe, lecturer on radio and television at Ohio University, Athens, since retirement from broadcasting in 1967, elevated to professorship. Mr. Coe, 68, began career at KSD-AM (St. Louis, was manager of operations for the elecoid Television Workforce, 1948-52; manager of station relations of DuMont network, 1952-55; VP, station relations, ABC, 1961-67.


Deaths

H. Bart McHugh Jr., 64, VP, TV programming, McCann-Erickson, New York, died Feb. 19 at Doctors hospital there after long illness. Mr. McHugh, who joined M-E in 1961, was previously head of broadcast media department, J. Walter Thompson there. He was also senior adviser, National Catholic Office for Radio and Television, New York, in addition to position at M-E. He is survived by his wife, Marion, and one son.

Richard Sanville, 62, former CBS producer, director and writer, died Feb. 15 of cancer in Hollywood. He is survived by his wife, Jeanne, and one daughter.

William Lava, 59, composer, arranger and conductor, died Feb. 20 of heart attack in Los Angeles. He is survived by his wife, Lee, and two daughters.

N. Paul Neilson, 55, PR officer, Bureau of East Asian and Pacific Affairs, State Department, died Feb. 19 at his home in Washington, after heart attack. Mr. Neilson began his career as news commentator, ABC, New York and WBBM-AM-FM and WGN(AM) Chicago. Mr. Neilson is survived by his wife, Rhoda, and one daughter.

Jack Walker, 48, operations VP, WLIB-AM New York, died Feb. 25 at Lenox Hill hospital there after complications developed from stab wounds inflicted New Year's eve (BROADCASTING, Jan. 11). Mr. Walker allegedly was stabbed by probationary technician, according to station authorities. Mr. Walker, who joined station in 1959, had been named to operations post six months ago. He is survived by his wife and one child.

For The Record

As compiled by Broadcasting, Feb. 16 through Feb. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, ass.—auxiliary, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, kw—kilowatts, LS—local station, mph—megahertz, mod.—modification, mhz—megahertz, m—miles, n—neutral, NPSA—presidential service authority, SCA—suburban communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w—watts, yrs.—years.

New TV stations

Start authorized


Final action

■ Homewood and Birmingham, both Alabama—FCC denied application by Birmingham Broadcasting Company (applicant for a new TV at Birmingham, for review of memorandum opinion and order, in which review board enlarged hearing issues against Birmingham Broadcasting Co. (Docs. 13546, 16760-61, 16758). Action Feb. 18.

Action on motion

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al), TV permitting, on request of broadcast bureau, extended to March 8, to file proposed findings of facts and conclusions, and to April 8 time to file replies (Docs. 15461, 16760-1, 16758). Action Feb. 10.

Other actions

■ Review board in High Point, N.C., granted motion by Furniture City Television Company Inc. for extension of time through Feb. 19 to file responsive pleadings to petition to enlarge issues filed by Southern Broadcasting Co. (WGHP-TV). Action Feb. 18.


Existing TV stations

Final action

COMMERCIAL RADIO
Consulting Engineers
1812 K St., N.W.,
Washington, D.C. 20006
Member AFCCE
Phone: 202-626-4000

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

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1711 N St., N.W.
296-2315
WASHINGTON, D.C. 20036
Member AFCCE

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

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—50306
Phone: (Area Code 303) 333-5552
Data Fone (303) 333-7801
DENVER, COLORADO
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-6360
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Cleveland, Michigan 49036
Phone: 517-278-6733

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

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

ROSNER TELEVISION SYSTEMS
ENGINEERS-CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903
Member AFCCE

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

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6000 Colubia Road
Bethesda, Md, 20034
(301) 229-6600
Member AFCCE

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

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4586
Member AFCCE

JULES COHEN
& ASSOCIATES
Suite 716, Association Bldg.
1145 19th St., N.W., 659-3707
WASHINGTON, D.C. 20036
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 233-4664
(301) 827-8725
Member AFCCE

COHEN & DIPPEL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Masonry Bldg.
781-0711
Washington, D.C. 20004
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W., Hudson 3-8000
WASHINGTON, D.C. 20036
Member AFCCE

E. HAROLD MUNN, JR.
CONSULTING ENGINEERS
2922 Teleslar Ct. (703) 560-6800
Fax Church, Va. 22042
Member AFCCE

ORRIN W. TOWNER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

ROSENA UNTEL
CONSULTING TELEVISION SYSTEMS
ENGINEERS-CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903
Member AFCCE

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

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014
Member AFCCE

SERVICE DIRECTORY

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—Among Them, the decisions making today owners and
managers, chief engineers and technicians—applicants for adm
en tv and facsimile facilities.
*1979 Readership Survey showing 3.9 readers per copy.
Summary of broadcasting
Compiled by FCC, Feb. 1, 1971

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<th>On Air</th>
<th>Licensed STA</th>
<th>CPE's</th>
<th>Total On Air</th>
<th>Not On Air</th>
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<td>0</td>
<td>17</td>
<td>196</td>
<td>16</td>
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</tbody>
</table>

* Special Temporary Authorization.

1 Includes 25 educational AMs on reserved channels.

2 Indicates 4 educational stations on reserved channels.

Nov. 17, 1970, enacting hearing issues on applica-
tions of Southern for license renewal of WGHMP-
TV, and Furniture City Television Co., for CP

Actions on motions

1. Hearing Examiner Charles J. Frederick in High
Point, N.C. (Southern Broadcasting Co. (WGHMP-
TV) and Furniture City Television Co.), TV
proceeding, rescheduled hearing from Feb. 23 to
March 2, in High Point, at place to be an-
nounced (Doc. 18906-7). Action Feb. 16.

(WTV) TV-Corp. (WTV-TV) and Hampton
Roads Television Corp.), TV proceeding, granted
motion by Hampton Roads and extended through
Feb. 22, time to file motion to compel
answers to interrogatories (Docs. 18791-12). Action Feb. 16.

3. Hearing Examiner Forest L. McClenning in
Washington (United Television Co. [WFAN-TV]
N.C., TV proceeding, granted motion by
United Broadcasting Co., and continued
hearing from Feb. 9 to Feb. 16 (Docs. 18539, 18561-

4. Hearing Examiner James F. Tenney in New
York (WBIX-TV and Forum Communica-
tions Inc.), TV proceeding, granted petition
by Forum for leave to amend application to reflect
stock distribution (Docs. 18711-2). Action Feb. 16.

5. Hearing Examiner James F. Tenney in Chas-
ington (N&O Jefferson Standard Broadcasting Co.
(WBTV-TV)), TV proceeding, denied motion by
Southern Broadcasting Co. for postponement
of hearing date (Doc. 18880). Action Feb. 11.

Other actions

1. Review board in Tallahassee, Fla., et al.,
scheduled oral argument by counsel for Missis-
ippi-Mississippi Authority for Educational Television Stations
reconsideration of license of WCCO, at
March 11 at 2:00 p.m. (Docs. 19131-37). Action Feb. 11.

2. Review board in Durham, N.C., granted
motion by Triangle Telecasters, licensee of WRDU-TV
there, to extend period of time to which
licensee is entitled to renewal of application for

Rulemaking petition

1. WMAB-TV Jackson and WMAB-TV State
College, both Mississippi-Mississippi Authority
for Educational Television Stations request
amendment of rules to allow station to
revert to and receive and reserve ch. 12
instead of ch. 13 at Booneville, Miss., for educa-
tional use; application to add all references
in FCC's published ch. 12

Call letter application

1. WTVI-TV (TV), New Jersey Public Broadcasting
Authority, New Brunswick, N.J., Requests
*WNJB-TV.

New AM stations

Starts authorized

1. WKCB Hindman, Ky.—Authorized program
operation on 1340 kHz, 1 kw-D (500 w-CIF). Action Jan. 22.

2. WQFT Garyville, La.—Authorized program
operation on 1010 kHz, 390 w-D. Action Dec. 22, 1970.

3. WTRQ Warsaw, N.C.—Authorized program
operation on 1560 kHz, 10 kw-DA-CH-D. Action

Jan. 20.

Final action

1. Hearing Examiner Lenore G. Ehrg in Warren
and Parma, both Ohio (Howard L. Burris, et al.), AM,
proceeded, granted petition by Jellico
Telecasting Corp., TV, hearing examiner's

2. Hearing Examiner Lenore G. Ehrg in Hones-
dale, Pa. (Wayne County Broadcasting Corp.), TV,
hearing examiner's order to vacate hearing,
conditioned, changed date of exhibit to March 1,
and hearing date from Feb. 18 to March 5 (Doc. 19038). Action Feb. 9.

3. Hearing Examiner Charles J. Frederick in
Whitley City, Ky., and Jellico Tenn. (McCormick
Broadcasting Corp. and Jellico Broadcasting Corp.), TV,
hearing examiner's order to vacate hearing,
conditioned, changed motion to vacate

4. Hearing Examiner Millard F. French in Frank-
lin and Hackettstown, N.J. (Louis Vander
Price Corp.), AM, proceeding, granted
petition by Radio New Jersey for
leave to amend application to show change in employment
of one of its owners (Docs. 18231-2). Action Feb. 16.

5. Chief Hearing Examiner Arthur A. Gladstone
in Livingston and Pikesville, both Tennessee
(Sound Inc. of Livingston, Tenn., Pikesville
Broadcasting Co.), AM, proceeding, determined Hearing
Examiner Chester F. Naumowitz Jr., as
president officer, scheduled prehearing conference for
March 22, and hearing for April 19, ordered that
all proceedings take place in Washington (Doc. 19145-6). Action Feb. 5.

6. Hearing Examiner David I. Kraushaar in Eupora
and Tupelo, both Mississippi (Tri County
Broadcasting Co., Radio Tupelo), AM proceeding,
granted petition by Tri County for
leave to amend its application (Docs. 19026-7). Action Feb. 12.

7. Hearing Examiner Jay A. Kyle in Owensboro
and Hawesville, both Kentucky (Edward G.
Atlinger III, et al.), AM, proceeding, set aside
prehearing and hearing, for hearing examiner's
opinion and order released Feb. 11 and ordered
amendment to be accepted except for
3:00 a.m. time; ordered in
view of Broadcast Bureau's opposition to petition
for leave to amend filed by Hancock
County Broadcasters, that there will be oral argument on

8. Hearing Examiner Chester F. Naumowitz Jr. in
Indianapolis (Star Stations of Indiana Inc., et al.), AM-FM,
proceeding, denied petition by Star Stations of Indiana Inc., Indianapolis
Broadcasting Inc. and Central States Broadcasters Inc. for
omission, and to compel answers to interrogatories No. 2; ordered broadcast bureau to submit

Other actions

1. Review board in Jacksonville, Ala., dismissed
appeal from hearing examiner's ruling by
University Broadcasting Co. for failure to comply
with rules applicable to such appeals (Docs. 18999-900). Action Feb. 18.

2. Review board in Parmelee, Ohio, denied motion
by North East Communications Corp. for
temporary restraining order to file petitions
to enlarge issues. Action Feb. 17.

3. Gateway Broadcasting Co., Yazoo City, Miss.,
Requests WYAZ.

Existing AM stations

Final actions

1. KSUN Bisbee, Ariz.—Broadcast Bureau granted
CP to increase D power to 1 kw and install

2. WPFO Denver—Broadcast Bureau granted mod.
of license to specify hours of operation from
6:00 am. to 12:00 midnight. Action Feb. 16.

3. KSST Davenport, Iowa—Broadcast Bureau
granted license covering use of former main
trans. As all main trans. Action Feb. 16.

4. KNDY Marysville, Kan.—Broadcast Bureau
granted mod. of license covering change in
St. Michael's radio control center. Action Feb. 16.

5. KTIS-AM-FM Minneapolis—Broadcast Bureau
granted mod. of licenses covering change in
St. Paul in proving radio control to
St. Cloud. Action Feb. 16.

6. WIZN Binghamton, N.Y.—Broadcast Bureau
granted mod. of license to change studio location
to 1913 Vestal Parkway East, Vestal, N.Y. Pro-
visions of rules waived to extent of permitting
establishment of main studio beyond corporate
limits of Binghamton. Action Feb. 16.

7. KOLO Reno—Broadcast Bureau granted CP to

(Continued on page 65)
Help Wanted Management

RADIO

Vice President/General Manager position in top 10 market. Outstanding opportunity for dynamic executive to manage station in a large, well-established market with a rich history of success in local news and entertainment. Experience in all aspects of station management, including programming, sales, production, and station operations.

Manager, Small NYS market. Good base, plus incentives. Must have 12 years' experience. Box 1, BROADCASTING.

Sales manager . . . . far west Texas major market AM-FM seeks top-flight, hard-working salesmen. Must be honest, pay bills and make sales. Right man can become station manager. Requires first-class selling. Small market country, boy salesman don't have to apply. Box C-297, BROADCASTING.

General manager wanted: Two stations, 1,000 watt day and 5,000 watt FM station, New Orleans. Man willing to work for 25% of net. Only interested need apply. Box C-10, BROADCASTING.

South Florida--FM station seeks damage-own-ship stock option. You must be good! We have the money.  Be the talent we sell. Box C-32, BROADCASTING.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. A successful track record or will consider training experienced announcer who want a new challenge. Midwest or East Coast. 40,000. Resume, photo. Box C-11, BROADCASTING.

Salesman opening in one of Tennessee's oldest stations under continuous ownership. Guaranteed salary plus commission. Insurance and auto expense. Must have NAB TAB and member of RAB. Plenty room for advancement, area's leading broadcaster. Send complete information in confidence. Box C-21, BROADCASTING.

Salesman. $10,000-$15,000 start. Reasonable potential $25,000 first year for go-getter. Large-market entry $17,000-$25,000 on major radio sales. Protected list of all qualified local radio sponsors who can afford stations and who have good paying record. Should be self-starter, independent, interested in going to work to manage, direct. Please family living, E.O.E. Send resumes, references and current picture. Box C-62, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn., to travel at his expense to see our station. His experience is selling both large and small accounts and making plenty of cold calls . . . . he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership and which can develop new others. Are you that salesman? Start to $12,500 plus commissions . . . . plus benefits with young three-station group buying. . . . call Michael Schwartz . . . . 203-521-5550. . . .

Announcers

Minneapolis-St. Paul opportunity with a going station. New FM. Must be self-starter, know how to sell radio. If you are that man you will make $15,000 to $20,000 with competitive benefits. Phone please calls. Mail resume, picture, and all other pertinent Box KX1, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

Cedar Rapids: Expanding group has opportunity for successful radio salesman. Must have future management potential. Call 319-322-3822. Must move to Cedar Rapids. Please call Larry Povenvein, 618-942-2181 evening 618-993-5151.

Announcers continued

Morning-man with warmth and gusto! A 24-hour, top 40 operation, in Seattle, Washington, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch security company, apply with resume and tape to: Program Director, Box 1800, BROADCASTING. This position will be filled as soon as a qualified candidate has experience, save your stamp. Equal opportunity employer.

Morning man for modern country format, warm, adult, sincere pro with top-40 or MOR background. Must be family man with 15-10 years experience in major market radio. Salary open, we'll pay for the right man. Send resume with tape. Send resume, tape, references, photo. Box B-226, BROADCASTING.

Newly opened Morning-show. Box 1, BROADCASTING.

Branding new station, new equipment C&W format. Single station operation, minimum sales, and salary requirements. Box B-255, BROADCASTING.

Announcers with pleasant, personable voice needed for beautiful station in greater Milwaukee. Mail tape of commercials and headlines with resume to Box C-45, BROADCASTING. Equal opportunity employer.

Where all have the mature-aged, pleasant personality, DJ's gone? If you like decent wages (up to $10,000 as starter for the right man), pleasant, suburban living from NYC loves to do morning shows, are interested in a bright future with a growing organization, can read a comm.-cliner-scan, has a proven track record (age 30 or over), and with more than 5 years experience, now is the time! You must have reasonable knowledge of music from the mid-30's to current, graduate from College of Dental Hygiene, serious, modest, but with ambition, who wants to continue, into a successful life, to become an announcer. Send resume, tape, references, photo. Box B-226, BROADCASTING.

Program Director--AM-FM station. Send resume, references, photo, and letter of introduction. Box C-45, BROADCASTING.

Situations Wanted Management

Manager—medium market. Presently sales manager with 11 years additional broadcast experience, prograrnmg, administration, analytical, creative, since 1964. E.O.E. Send resume, photo, and letter of introduction. Box C-24, BROADCASTING.

General manager seeks new challenges. Strong sales background. Three years experience with top rated station in market of 300,000. Age 31. Family man. Current income, $18,000.00. East Coast, Southeast or Midwest only. Box 229, BROADCASTING.

General manager, sales manager, salesman, top rate producing with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Freelancers to produce, narrate tape cassettes. Good voice, editing skill essential. Box C-42, BROADCASTING.

Technical

Chief engineer needed who knows AM directional. FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer needed. Our FM is re-firing. Can you handle 3200+ watts? Also 500 watt non-directional AM? Paid retirement, many fringes, 25+ years old this, small-medium market. Reply Box C-9, BROADCASTING.

First phone—assistant chief for daytime-oriented 100,000-watt station. Must have technical attitude, with desire to work and learn. Ground floor opportunity to assist in construction of new transmission, technical, and automation systems. Will consider beginner with ability. Rush complete background to Box C-44, BROADCASTING.

Programming, Production, Others

Program director for brand new C&W format station. Single station market. Send resume, references, and requires. Box 1, BROADCASTING.

Expanding corporation needs P-D—production expert with tight board and administrative ability for medium country station. Box B-271, BROADCASTING.

Creative mind for commercial production, program-airing assistance, etc. in creative station. Box C-24, BROADCASTING.

Assistant general manager, up to $10,000 start. East Coast. A good place to work. Box C-64, BROADCASTING.

We have an opening for a fully qualified engineer with directional antenna experience and announcing experience. Complete job description available. If you are looking for a permanent home call WBSC, Benetville, S.C., A. Ken Harmon, General Manager.

News

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty with 11 years additional broadcast experience, prograrnmg, administration. Analytical, creative, since 1964. E.O.E. Send resume, photo, and letter of introduction. Box C-42, BROADCASTING.

Manager's golf game improves . . . . meanwhile, back at the station, as assistant general manager, I've coordinated sales-promo—administration—merchandising—publicity—community—oriented, co-concious operation. Young, dedicated, family, idea man. Latest idea . . . . end this frustration. If you have management challenge may I hear from you? Box C-45, BROADCASTING.

Husband-wife team. Ten years experience—management, sales, continuity, news, air personalities, bookkeeping, first phone. Seeking solid future, preferably coast. With time, talent, money. Box C-49, BROADCASTING.

11 years radio-television. Move up to management. 33, married, children. Box C-53, BROADCASTING.

General manager: Experienced AM-FM and TV, Sober, reliable family man, 38. Twelve years experience--N.Y. or Pennsylvania. Box C-54, BROADCASTING.

General manager—employed top 50 market—seeka speaks for itself—prefer Southeast. Reply Box C-70, BROADCASTING.
Announcers

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

Experienced and handicapped, are you in your thinking? (512) 895-2855 or Box C-95, BROADCASTING.

Female-announcer/disc-jockey/newsreader-versatile/creative 3rd-endorsed/experienced. Available immediately. Box B-167, BROADCASTING.

Manning week with play-by-play. Want something permanent--5 yrs. play--rock, MOR, country--drought deferred. Box B-179, BROADCASTING.

Experienced professionally trained announcer. Three years college--political science major. Will relocate. Box B-204, BROADCASTING.

MOB, first, BA, small market, Calif., anywhere 315-476-8966, Box B-209, BROADCASTING.

Soul or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Major suburban market jock, seeks solid spot with good station, M.D. & P.D. background too. Top reference: (516) 798-0935 or write Box B-228, BROADCASTING.

Professionally trained announcer B.A. degree seeks position in sportscasting/play-by-play. Box B-257, BROADCASTING.

Professionally trained announcer and musician, married, stable. Willing to relocate. Box B-277, BROADCASTING.

Major market all-night announcer wants better hours. Family, pets... Box C-2, BROADCASTING.

Metro markets only! Top 40, MOR first phone, seven yrs. experience. Mature, stable, veteran. $180 per week minimum. Tapes and references are waiting. Box C-4, BROADCASTING.

Metro rockers! No hype-six yrs. rock expe., first phone stable, smooth, bright sound of authority. Box D-14, BROADCASTING. Tapes requested. No small markets. Box C-5, BROADCASTING.


DJ, tight board, good news, commercials, 3rd phone. Box C-7, BROADCASTING.

Young, first phone rock or MOR jock, seven years experience. Top market but will relocate. Box C-15, BROADCASTING.

Young man 24 yrs old, 21 yrs college, soon to graduate from Columbia School of Broadcasting. I have many years of experience in the field. Prefer East coast market. Box C-23, BROADCASTING.

Columbia School of Broadcasting graduate, 26 yrs old, skilled; obligation completed, good voice, Prefer east coast market. Box C-26, BROADCASTING.

Combe-man-annoncer DJ, with 1st phone license operates tight board--solid performer. Trained in New York City. Box C-27, BROADCASTING.

First phone pro, five years experience, (including PD) family guy, polished air sound, creative copy, producer, including with 21 top 100 power house rocker, seeking rocker or MOR with room to grow. Box C-29, offers only. Box C-36, BROADCASTING.

Available Immediately, recent graduate Don Martin School of Radio & TV, Have 1st phone, can run tight board, tight board, top news, sports, etc. Have sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box C-37, BROADCASTING.

Young English, experienced any format. N.Y.C. school educated and will go anywhere no ticket, tapes etc. Available, help please. Box C-38, BROADCASTING.

Newsmen, or staff announcer, MOR country format. Tight board, versatile DJ. Box C-39, BROADCASTING.

DJ--radio--production, experienced, third, college, good voice... Box C-41, BROADCASTING.

Broadcasting, March 1, 1971

占有率

Mature salesmen-announcer. Proves sales-excellent management ability. Class voice. Strong on production new voice creative and dependable. Write Box B-223, BROADCASTING.

Announcers continued

Jack with first seeks small/medium outlet. News, music, ratings successful. Rock or MOR, 3 yr exp. experience. Box C-56, BROADCASTING.

Black DJ, beginner, professionally trained, creative, versatile, 1st board, MOR, country--drought. Available immediately. Box C-57, BROADCASTING.

Announcer, salesman, salesman, experience versatile, creative, tight-board, 3rd endorsed. Box C-58, BROADCASTING.

MOR-play-by-play--phone talk--copy--news--3rd--28--married--military--over write Box C-59, BROADCASTING.

Bright young woman, quality presentation, some college, Available immediately. Box C-60, BROADCASTING.

Dickie-anewser & salesman. 1 Experienced. 2 Dependable. 3 Versatile. 4 Tight Board. 5 Third endorsed. Box C-72, BROADCASTING.

Four years experience, high ratings, more than creative production. Call 219-743-6411.

Girl Friday--annoncer-copierwriter. Miss Lee, 329 West 2nd, West Palm Beach, III. 60616.

Over 10 years in radio. Rock, MOR, C&W, production, news. I'm 26, single, looking for responsible position in radio or break in T.V. First refer- ences First Class Radio, Mrs. Window, 25 South Pine, Cortez Florida 81321.

Over Confident? No, I just know that I can be a whole lot of help for any station. All I need is a chance. 3rd ticket. Rick Conley, 3240 Marshall Rd. Apt. 211, Kettering, Ohio 45429.

Third phone: Columbia School of Broadcasting student. anyone, anytime, Married, 31 yrs old, 84th, #2202, Laurel, Md. 20101. (301) 725-6003.

Available Immediately: 27, experienced CW/MOR, Bruce Tambellini, Leomin, Michigan 906--337-0573.

Twenty, single, first phone, broadcast graduate. Available immediately. Andrew Graham, 1901 Miles Avenue, Billings, Montana 59102.


1st phone, announced in experience and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Will consider other. 1800 Bluebird Lane, Monster, Indiana.

Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, refer- ences, creative and strong on commercials, seeking position with future. Samuel Ginn, 493 Grant Ave., Bronx, N.Y. 10456.

Like announcing and living on clean air, 25 yr. college degree, veteran. All types of broadcast experience available. Paul Hennessy, 4749 Radio Ave., Lakewood, Calif. 90712.

Old fashioned, informal man. Want similar format even shifting. 15 yrs. radio, 1st, 40's. Smith, Orleans (302) 843-0125.

If you are in the market for a new voice in radio, one with a first personality, and sales ability. Please contact me for tape, phone and resume. Will relocate anywhere advancement is guaranteed. Jim Connery, 763 San Benito Rd., Salinas, Calif. (408) 484-1526.

Great openings start with Brian Cledennen, 500 North State St., Cleveland, Ohio 44113, (216) 274-7595. So, if you're interested in good radio, get in on it. Good consideration will be given. Box C-32.

Southwest or coast. Versatile broadcaster, 15 years experience, seeking permanent position in smaller market. Good references, third, available now. 400-252-9356.

Technical

First phone technician; veteran, 25, seven years experience in microwave, digital electronics. Seeks opportunity in broadcasting. Resume on request. Kenneth Ewing, 156-1141 Aperz Avenue, Florence, N.Y. 11367.

Situations Wanted News

Reporter, cameraman, good voice, looks, aggressive government reporting specialty, degree, five years part-time experience. Prefer larger cities. Write Box C-1, BROADCASTING.
Television

Situations Wanted Management

Aggressive sales manager, 6 years TV and radio experience. Young, ambitious. Desire to move up to sales desk when 35, then direct larger market and greater diversity of shows. Valued reputation and references. Box C-40, BROADCASTING.

Sales

Successful TV salesman desires more financial opportunity. Top salary for 1970, but limited income potential because of market size. Write Box B-287, BROADCASTING, to talk with this young, hungry salesman.

Experienced young (27) TV syndication salesman interested in challenging selling position. Has major role in distribution placement of This Is Your Life. Contact Gary Greene, 7041 Woodward Drive, Hollywood, 90068, Calif. (213) 874-8519.

Announcers

Competent, dedicated, professional. Ten years experience. Looking to relocate with progressive station. Box C-6, BROADCASTING.

Technical

Attention stations! 1st phone technician limited experience—needs job immediately! Will relocate. Box B-280, BROADCASTING.

First phone—20 years exp., transmitter or maintenance. Box B-276, BROADCASTING.

Chief or assistant engineer for TV and/or radio operation. Fourteen years experience all phases of radio and TV. Currently overseas. College graduate. All offers considered. Box C-51, BROADCASTING.

News

Career-minded newshound, 25, experienced writer-producer with good working knowledge of film and tape, some air work, seeks general or beat reporting, radio-TV top market 25. Box B-238, BROADCASTING.

Professional TV journalist—10 years major market experience: Anchorman/reporter/cameraman. Produced documentary/news features, advertising, FL credits. VTR, film, resume available. Box C-22, BROADCASTING.

Experienced string reporter now in fifth market; six years TV, 6 yrs. I'm a stringer, will add strength to your news block. Reply immediately to Box C-49, BROADCASTING.

Professional TV meteorologist with experience seeks new affiliation. (312) 334-8781.

FOR SALE Equipment

Hollens-fluxorex. Large stocks—bargain-priced tests-tested and certified. Write for price and stock lists. Sierra Western Electronics, 3257, Oakland, Calif. 94603. Phone: (415) 832-3557.

H27-50 Andrews Helias 16" coaxial transmission cable [jacketed 6000 feet available $300; 30,000 total can be cut to order at tremendous savings. For FM broadcast communications microwave, radar, antenna, etc.] 1463 N. Milwaukee Ave., Chicago 32-235-2630.

Approx. 2000 ft. 316" Steatite transmission line. 1000 ft. 156" clocking, hangers and ceramic filters. Harmonic filters, bridge diplexer all for Ch. 6. One TEF-BA ant., one 8 x 12 passive reflector, will sell at any part. WRT, Wilmington, N.C. 28401.

New recorders/playbacks and playbacks, Scully 280-2, 1475, 280; Sony 1075, 240; Studio Electronics, 240; A and B, 1400. Factory warranty, immediate delivery. Santa Barbara Camera Supply Co., P.O. Box 396, Carpinteria, Calif. 93013.

Save $55 on Andrews Helias flxings. We have excess stock on new couplers, flanges, adapters with and without gaskets, Dolly, Bridge, Spraycoat and Polyflet flxings also available. Box B-280, BROADCASTING.

For Sale, following used equipment in good condition: 3 RCA TK12 camera chains each 4000.00; 1 2000, 125 MHz power supplies; 2 TV1929 video amplifiers; 2 TV1949 master monitor 200.00, 1 sync generator 300.00; 1 TV19 Video mixer amplifier 50.00; 1 TV1519 sync mixer amplifier 300.00; 2 TV1793 video data and power supply 150.00, 1 Zoomar lens 101 mm, 30mmx70mm 95.00, 1 Eastman 275 movies projector 30.00, 1 Ampex VR10000 tape recorder on 3 Mark III heads 4500.00. Contact Chief Engineer, WLS, 2210 W. 41st Avenue; Rochester, New York 14607.


Cellins Model, BDP-1A 10,000 watt FM transmitter and speaker. Complete equipment. Good condition. Box C-19, BROADCASTING.

RCA Model STA-5F, 5000 watt AM transmitter. 1570 Khz. $4,500.00 box C-20, BROADCASTING.

RQ17, several 35" lengths KZIA Box 1047, Albu- quereke, New Mexico. New FM chain equipment. Good condition. Box C-19, BROADCASTING.

FOR SALE Equipment continued

New and used self-supporting and ganged. Rest any tower heights, Bill Atia, Box 55, 919-752-3040. Greenville, N.C. 27854.

Amplex designed Model 450 background music tape reproduces both new and used Mixas. Preferred model available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 379-9740.

4 Fairchild 663 NL compressors at $125.00 each, 8 Fairchild 664 NL equilibrators at $150.00 each. 1 Fair- child 675 De Etzer at $125.00. Accurate Sound Com- pany, P.O. Box 3305, Santa Clara, Calif. 95052.

Recording tape—Quality at bargain price. Try dozen $7" reels for $11, sent postpaid, satisfaction guar- anteed. Box 2147-0, 2147 W. 19th Street, Chicago 87, 10-29, 1970. 23 RJs, 47, 11, 59, 76, 19, 210, 57, 51, 7-1, 1.1, 1.5, 1.7, 7-2, 1.1, 1.5, 1.7.

Newsroom Board-1602 Dunlavy Place, McLean, Va. 22101. Payment with order, we ship packing.

Pedestal G-412 with 16" motorized swivel tripods, 16mm film chain projectors, much other used television equipment. Contact or write Marquette University 935 N. 16th Street, Milwaukee, Wisconsin 53233, 224-4767.

Macarta Record Center Model M200/70 likes new. Used about 90 days. 19 inch rack mount $850.00. Ken Nealy, WCHD-FM, 2994 E. Grand Boulevard, Detroit, Michigan 48202. Phone: (313) 871-0950.

16mm film to videotape, B&W or color, "1". V.C., 1" SONY or 1" Panasonic. $400/hour-rate. Write for quantity and other information. 7130 Melrose Ave., Los Angeles, Calif. 90046.

MISCELLANEOUS

Daylites 11,000 classified gto lines. $10.00, Un- conditionally guaranteed. Comedy catalog free. Edmund Orin, Mariposa, Colorado 81232.


Wowl 25 page beat one lines only $3.001 Shad's Shoe Shop, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" daily comedy catalog available anywhere—see their rate sheet—or your money back! Volume 1 - $7.50, Command, Box 26346, San Francisco 94126.

Pleasant Prized National brands for promotions, contests, programming. No barter, or trade barriers! For realistic deal, write or phone: Television & Radio Federation, 605 North 15 Street, Mil- waukee, Wisconsin 53233, 224-4767.

Award-winning Ideas from newsbeat, a unique editorial service. Stimulating-imaginative-feasible, $2.25 first use. Will forbid. Newcomers Associates, 1318 Beverly, St. Louis, Mo. 63122.

Want to try the limes big guys (Gary Owens using theirs)? Send me free samples now. 2455 S.W. 128 Ave., Miami 33165.

Automation broadcasters. Custom programming for small market budgets! Specialized libraries like "Big Band Syndromes?", CnB Studios, Berkeley, Calif. 94709. (415) 840-0242.

Dejay Manual—A collection of one-liner comedy pieces for speaking, DJ's. $3.00. Write for free sample. Young Electronics, Inc. 879-6245.

World Class Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11239.

Success as a self trained radio personality can be yours if you know "The Easy Way In." Fact filled booklet is yours for only $1 Ron Kay, Box 1049, Frederic, Md. 21072.

Today's feature Story and Ideas, a syndicated 3 min. radio program. 20 programs a month, $10 a month. Details: Lackie Productions, Box 314, Spanish Fork, Utah 84660.
F.C.C. type exams...guaranteed to prepare you for F.C.C. 1st, 2nd, 3rd class radio, 1st class radio, 2nd class $7.00, 2nd class $12.00, 1st class $15.00. Complete package includes pre-exam work, pre-testing. Write for mailing, Research Company Box 22141, Tampa, Florida 33612.


Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school...The School of Broadcasting in Antioch, Texas. Three months training on two commercial radio stations...KSPV-AM and KSFU-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 Education. Classes begin June 2, 1971. Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write...or Dave Button, Manager...School of Broadcast Training, 317 West Cluny Ave., Antioch, New Mexico 88420. Telephone 505-746-2751 for reservation information.

Need a 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans). Bank financing available. Due to increased Staff in the field of radio, Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second or three courses? Our one and only course Intensive Theory Course will begin April 5, 1971. For additional information call or write Don Martin School of Radio, 855 N. Cherokee, Hollywood, Ca 90028, H.O. 2-2581.

Radio Help Wanted Sales

SALESMEN

We are looking for two experienced salesman to join our well established company. Travel is extensive. We prefer men currently calling on radio station management, or who have proven sales experience in the radio field. Our product line of syndicated radio features has been well accepted by more than 1,500 stations in the United States and Canada. Our salary, expense and commission plan will give you an excellent income and growth potential. Please send complete resume detailing qualifications and experience. All inquiries will be held in confidence. Please, no phone calls.

Creative Marketing & Communications Corp. 3914 Miami Road Cincinnati, Ohio 45227

Radio Programing, Offering Thru

Radio Automation Programing Specialist

We're Looking For An Innovator!

We are a leading producer of commercial broadcast automation. We're offering an unique opportunity for a talented individual experienced in commercial broadcast automation. You will handle production, recording, and commercial recording systems. We need a broad knowledge of radio technical & programing operations. You should have current major market automation experience. We're looking for a top-notch innovator in automation techniques with a good creative imagination and an ability to communicate with broadcasting business and responsibilities plus a full range of benefits including relocation expenses.

OR CALL: Robert T. Fluent, Assistant Personnel Manager (212) 222-8200.

GATES RADIO COMPANY A Division of Harris-Intertype Corporation 123 Hampshire St., Quincy, Illinois 62301 An Equal Opportunity Employer (m/f)

BROADCASTING, March 1, 1971
TELEVISION
Help Wanted
Technical

TV ENGINEERS
Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to $14,000. Call Nationwide Broadcast Personnel at (312) 337-3318 (an ee) with your resume.

News
NBC-TV
Affiliate in top 15 market needs on-air reporters. Must be able to gather news, write it, work with film, and present their stories on air. We are looking for journalists with strong TV news experience. Equal opportunity employer.
BOX C-13, BROADCASTING

FOR SALE
Equipment

LEASE YOUR EQUIPMENT FROM Specialists in Broadcasting
Broadcast Equipment Leasing Co. Division of Anchor Leasing Corp. 1216 Plaza Blvd., Pittsburgh, Pa. 15219 Area Code 412-Phone 961-9704

Business Opportunity
Sealed bids in duplicate will be received by the City Manager, City Hall, Jacksonville Beach, Florida until 8:30 P.M. Monday, April 9th, 1971 for the following:
Bid Invitations:
1. "Community Antenna Television System." Bids will be opened publicly in the council chamber of the City Hall, Jacksonville Beach, Florida at 8:30 P.M., Monday, April 9th, 1971. Bids specifications may be obtained from the office of the Purchasing Agent, City Hall, Jacksonville Beach, Florida.

Miscellaneous
"REMINISCING IN OLD-TIME RADIO" Two 65-minute specials available—actual voices and events last year. Details contact: Hayden Huddleston Productions Shenandoah Building Roanoke, Virginia

A $95 A WEEK TO AUTOMATE!
Station management, write for details...
response radio inc.

A Omega
THE ALPHA OMEGA COMPANY
Post Office Box 1015
SAPULPA, OKLAHOMA 74066
GOOD GRIEF...IT REALLY WORKS
A small market AM owner and his operations manager came to our August school. They had been meeting their last year figures for the first three quarters of 1970. The last quarter carried the entire year 17% ahead! (He says it was the school...we know it was what he did with the school.)
An ex-waitress lady graduated in early December and paid her salary and most school costs within three weeks. In early February she billed nearly a thousand dollars for her small market FM boss.
At a full time AM an authorization to attend our school was given an awfully nice guy who had just switched from insurance. His report arrived on a coffee stained napkin saying his sixth month commission check topped $560!

MAYBE, JUST MAYBE WE ARE WHAT WE STARTED OUT TO BE...

FOR SALE

FOR SALE Stations

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
Wash., D.C. 20036
P.O. Box 550
Los Angeles, California 90028

Ga. small
daytime 90M terms
Mich. small
profitable 195M 65M
N.C. med
Fulltime 225M 29%
Ariz. med
Fulltime 300M 100M
Texas metro
FM 81.5M 29%

Tenn. small
daytime 75M terms
Ohio small
AM/FM 200M 29%
N.Y. med
profitable 225M 65M
East metro
fulltime 300M 100M
MW suburban
daytime 200M 50M

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

$75,000 buys FM in West Coast garden spot. New equipment. Terms to qualified principals.
BOX C-14, BROADCASTING

FOR IMMEDIATE SALE
BY TRUSTEE
TELEVISION STATION WLVT-TV-CHANNEL 60
Authorized power: 208-KW Max. & 18.6 KW Horizontal Aural
Antenna: 1324 Ft. above sea level
Latitude: 41° 47' 54"-Longitude 88° 06' 59"
Transmitter location: Near Naperville, III.
Studio & Relay Station in Aurora, Illinois
TV Tape Recording facilities
Color Network, Live, Film Slide & Tape
Full details & inspection available
Through Written Inquiry Only
Contact B. C. Chaitman

Champion Associates
media brokerage service
2045 Peachtree Road
Atlanta, Ga. 30309

Broadcasting, March 1, 1971
suburban issue matter; ordered hearing scheduled for March 11 (Doc. 18440). Action Feb. 9.


Call letter applications

- KNOP, A. E. Dahl, North Platte, Neb.—Requests KAILIL.

Call letter action

- KPAL, R. R. Moore Corp., Palm Springs, Calif.—Granted KPSI.

New FM stations

Starts authorize


- KTLO-FM Mountain Home, Ark.—Authorized program operation on 90.3 mhz, ERP 100 kw, Ant. height above average terrain 420 ft. Action Jan. 5.

- KZSU(FM) Stanford, Calif.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 22.

- KKJO-FM Chanute, Kan.—Authorized program operation on 105.3 mhz, ERP 3 kw, Ant. height above terrain 265 ft. Action Jan. 16.

- KEIF-FM Preston, Minn.—Authorized program operation on 103.1 mhz, ERP 3 kw, Ant. height above average terrain 510 ft. Action Jan. 13.

- KCCC(FM) Maryville, Mo.—Authorized program operation on 90.5 mhz, ERP 100 kw, Ant. height above average terrain 510 ft. Action Jan. 13.


- KNHC(FM) Seattle—Authorized program operation on 89.5 mhz, TPO 10w. Action Jan. 13.

Final actions


- Murphy, N.C.—FCC denied petition of Max M. Blackmore, trading as Cherokee Broadcasting Co., Murphy, unsuccessful applicant for CP for new FM in Murphy, seeking reconsideration of FCC decision granting competing application of Robert F. McEnroe, trading at Fannin County Broadcasting Co., Blue Ridge, Ga., for CP for new FM in Blue Ridge (Docs. 17086-7). Action Feb. 18.

Actions on motions

- Chief, Broadcast Bureau, on request of Lakes Region Broadcasting Corporation Inc., extended through Feb. 26, time to file comments and through March 8, time to file reply comments in amendment of FM table of assignments (Skowhegan, Augusta, Westbrook and South Parish, all Maine; and Hampden, Bar Harbor, both Maine; and Waterbury, Vt. (Doc. 1916). Action Feb. 18.

- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West, Soundvision Broadcast- ing Inc.), CP for proceeding scheduled further hearing from hearing for Feb. 17 (Docs. 17916-7). Action Feb. 18.

- Hearing Examiner Millard F. French in Cat- tlesboro, Ky. (K & M Broadcasting Co.), FM proceeding on renewal of license for station KFWC(FM) for Feb. 9, granted petition by applicant for leave to amend application with respect to additional

Please send

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☐ 3 years $35

Canada Add $4 Per Year
Foreign Add $6 Per Year

1971 Yearbook $13.50
1971 GATV Sourcebook $8.50

BROADCASTING, March 1, 1971

FOR THE RECORD 65
Modification of CP's, all stations

- Broadcast Bureau granted renewal of 73 CPs to extend heights on the till dates listed.
- WPXM(FM) Effingham, Ill.; WEKZ(AM) and WMAM(AM) Marquette, both Wisconsin; WORK(FM) South, Minn., WXXR(AM) and WBOO(FM) Chicago, Ill.

Other actions, all stations

- Proposal of NTC in 30 states to increase the second and third television stations.
- FCC adopted four-part inquiry and rulemaking notice to revise license renewal policies, primarily regarding change of station. This notice is intended to provide guidance to applicants on how to process renewal applications. Action Feb. 17.
- FCC adopted notice of inquiry to determine satisfactory programs for specific broadcast applications for radio and television license renewal. Applicants for new facilities, certain major changes in authorized facilities, and proposed assignees and transfers will be required to comply with the standards and regulations in effect at the time of filing, subject to an interim basis by renewal applicants. Action Feb. 18.

Transmitter actions

- FCC made available for public distribution, new frequency assignments and waiver of channel station licenses. Forms required that transmitter assignments are not subject to conditions of period of inequity, whatever reasons for such inequity.
- FCC granted renewal of 20 CPs to the following stations: K121AA, Ariz.; Kzier, I; KDBN, K121AM, K225BF, K8264, K2519F, K559, N.J.; K896, D.C.; and K509, N.J.

CATV

- Provided that 19 catv licenses be denied if condition is met, the Board will vote whether or not to grant the request.

Actions

- KPLD(FM) Brandon, Miss. - Broadcast Bureau granted renewal of CP to change transmitters and antenna. Action Feb. 17.
Chet Collier is one program-oriented executive who is convinced that future innovation in television programming can, and must, originate at the local level.

Mr. Collier, president of the Television Stations Group of Westinghouse Broadcasting Co., arrived at that view during the course of a 19-year career in television (spent entirely with Westinghouse). Eighteen of those years were spent on the production side.

Despite the obvious difficulties of creating, developing and producing programs at the local level, he says, individual stations can contribute substantially to the art of television. "Radio developed so much of its own talent in the early days," he notes. "Television has done it, too, in the area of news. It may take a few years, but the FCC prime-time access rule should spur some stations to try and come up with some new programming approaches."

Mr. Collier, a tall, heavily built man of 43, was originally trained for the theater at Boston's Emerson College. While teaching speech and drama at a Boston high school, he directed various semiprofessional theater groups in the area and summer-stock companies in New England.

"But I noticed in those early days of television that there was so much drama programming on the medium, and I decided to seek an opportunity in television," he recalls. "I applied for a job at WBZ-TV, the Westinghouse station in Boston, and was accepted for the position of floor manager in 1952."

He received a well-rounded education in television production during his five years at WBZ-TV. Mr. Collier was promoted to musical director and subsequently to producer and director of public affairs programming, gaining expertise in areas (variety and documentary) that were to become staple ingredients of Westinghouse production.

From 1957 to 1960, he served in New York as an executive producer for Westinghouse, creating and producing a wide variety of specials and series in the entertainment and public-service fields. In 1960 he was transferred to KYW-TV, which was then the company's Cleveland station.

"We decided we wanted a local entertainment show and we auditioned many performers," Mr. Collier remembers. "We chose Mike Douglas and in 1961, Mike started on a local show. In 1963, we put the Mike Douglas Show into syndication and its popularity grew year by year. Douglas now is in about 100 markets."

From Cleveland Mr. Collier was moved to Los Angeles in 1963 as an executive producer of WBC Productions (now Group W Productions) and launched The Steve Allen Show and That Regis Philbin Show. He conceives of The Merv Griffin Show, which, after a modest start, assembled a syndication string of 125 stations. The Griffin program was so highly regarded that CBS-TV lured the entertainer into its fold in 1968 and deposited him in the late-night network spot in contention with Johnny Carson.

"And what do you do after Griffin?" Mr. Collier asks rhetorically. "We considered many people and decided on David Frost. You should have heard the flak. An Englishman as host of an American program? Some people were predicting it wouldn't last 13 weeks. The show has caught on; it's now in 80 markets."

Mr. Collier is not solely a specialist in talk-variety programs. Over the years, he has helped develop and produce programs in a more serious vein, including dramas ("Othello", "Arms and the Man" and "Romeo and Juliet"); documentaries including the award-winning One Nation Indivisible and concert programs featuring the Cleveland orchestra.

Mr. Collier laments the tendency of both network and syndication organizations to consider "only the same old names and faces when they're developing new series."

"Aside from developing new talent for eventual national exposure," Mr. Collier says, "a local station must try to distinguish itself in some way. It has to establish some identity with the community it serves through its programming, its public service commitments, its news coverage. Sometimes this identity takes a long time to build up but over a period of time a station can build up acceptance."

As president of Westinghouse's Television Station Group since last July, Mr. Collier has maintained an arduous travel schedule out of New York headquarters, spending at least two days a week on the road. The trips may extend to as much as five days if he visits the company's West Coast outlet, KFRC-TV San Francisco. He is immersed in all areas of station operations for the group that also includes WBZ-TV, KWW-TV Philadelphia; WJZ-TV Baltimore and KDEA-TV Pittsburgh.

Seven years ago Mr. Collier acquired what he considers an "expensive but fascinating hobby." He began to raise and show pure-bred Bouviers des Flandres, Belgian working dogs. He estimates that his hobby costs him about $7,500 a year and he has set up a corporation to handle this activity, which covers 10 dogs.

"And I was thrilled a few weeks ago," Mr. Collier says, "when one of my dogs, Naris du Posty Arlequin, won the 'best of breed' award at the Westminster Dog Show held in Madison Square Garden."
Eureka!

From the Washington Post Feb. 25: "For the first time in memory, the House Appropriations Committee opened a hearing to press and television yesterday as it . . . "

(See story, this issue.)

A manner of speaking

Few issues confronting the FCC now or in the past have been more complex than the regulation of cable television. The commission will need all the expert guidance it can get in reaching decisions on the numerous CATV rulemakings that are now before it.

Hopefully it is guidance, not a directive, that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, intends to dispense when the FCC appears before him and his colleagues to talk about cable TV. The date of the meeting has not been set. It is, however, to precede the date on which the FCC reaches final resolution of its cable proceedings.

The senator made his presence felt last week during a hearing on the confirmation of FCC Commissioners Robert Wells and Thomas J. Houser. He was speaking to the nominees but addressing the whole commission when he said he wanted the agency to confer with his subcommittee before issuing CATV rules. "Don't come in here with a fait accompli," said the senator.

Chairman Pastore has had more to do with communications legislation than any other member of Congress, and his views on cable are entitled to consideration, along with other responsible opinion. But there is a difference between a statement of views and an intrusion into rulemaking. That distinction has not invariably been clear on the Hill.

In the last Congress there were repeated attempts by the House Commerce Committee and Investigations Subcommittee under the common chairmanship of Representative Harley O. Staggers (D-W.Va.) to direct the FCC toward explicit actions. Bullying by a congressional committee can exert an effect, but it was not included in the procedures the Congress established to keep contact with the independent agencies it created.

The role of Congress is to make laws covering regulatory policy. The role of the FCC is to regulate and make rules. Maybe cable policy ought to be established by the Congress and not by the FCC, but if that is to be done, it ought to be by formal legislative action.

The button

After what happened over the Feb. 20 weekend, it isn't difficult to understand why millions of fearful Americans are willing to believe that our warning system against nuclear attack isn't worth the atoms to blow it up.

What transpired was disturbing enough. But even more frightening than the false alarm triggered by a civilian clerk who got his hands crossed at NORAD headquarters deep in the dungeons of Cheyenne Mountain was the failure of the system to respond through immediate silencing of all but the designated radio and TV stations.

Just seven and a half years ago the Emergency Broadcast System was developed, in collaboration with the military, to supplant the obsolete Conelrad system that basically was designed to prevent enemy bombers or missiles from "homing" in on broadcast-station signals. EBS was designed to be foolproof. It was presumably keyed to the military's early warning systems.

Both the President and the FCC have initiated inquiries to ascertain what went wrong and why Congress may investigate too. It is evident there was more than human error. The system just didn't fly as it should have when the wrong tape—the live one—was used. The White House, FCC, Civil Defense, and North American Air Command can study and try to fix blame from now until, if you'll pardon the expression, doomsday, and will find just one answer.

No matter what the technology—and EBS obviously needs updating—there can be only one final arbiter. The grave responsibility for "the button" that will warn the citizenry even as it is pushed to repel or answer nuclear attack must be in the hands of the President. It must be part of the "little black bag" that follows the Chief Executive wherever he goes. It is his responsibility alone.

Texas logic

Ves R. Box, president of KDFW-TV Dallas, has proposed a plan that the FCC must accept unless it is deliberately attempting to harass broadcasters. As reported in Broadcasting, Feb. 15, Mr. Box has suggested a simplified way to consult community leaders in ascertaining local needs.

Mr. Box pointed out, in a letter to Francis R. Walsh, chief of the FCC's Broadcast Bureau, that in a market as big as Dallas-Fort Worth, containing six television stations and about 30 radio outlets, the same community leaders are repeatedly asked for interviews. If all stations could participate in a joint session with the community leaders, the time of the leaders would be conserved and at least as much information obtained as by present methods.

Mr. Box has a point, and it seems to us as applicable to small communities with fewer stations as to big ones.

It wouldn't work on a national scale. The sort of national council that has often been proposed to provide advice on broadcast programming would lead only to coercion and conformity since it would necessarily deal only with the few national networks.

As a means of collecting local opinion for individualized use, Mr. Box's plan makes sense.
What happens when you stop being cuddly?

Most adoption agencies, public and private, agree that the child of four to seven years stands a poor chance of adoption. As a result of people wanting infants, these children suffer a disadvantage atop so many other hard terms dealt them by life. The Fetzer station in Kalamazoo focused attention on this growing problem through an interview with the Children’s Aid Society, with positive results. The next day mail was received, asking for more information "...as we are most interested in adopting a male child age 5 to 7 years." We are grateful for the response, on behalf of all those children who can’t help growing up and want to do it in a family surrounding.
If you lived in San Francisco...

...you'd be sold on KRON-TV