

money will be given to the survivors of victims of two recent airplane crashes involving college football teams.

Appeals for funds, broadcast in place of regular advertising, netted \$70,000 so far; the remaining \$175,000 was raised from admission to the live production.

A spokesman at KAKE-TV Wichita, which transmitted the delayed videotape, said that the Voice of America would broadcast the audio portion of the show overseas.

## They came to toast, not roast, the peacock

To hear one of the founders tell it, the thing was first imagined during a quiet lunch, after much conversation and numerous martinis. Whatever its genesis, the NBC Alumni Association, like Santa Claus and Pennies from Heaven, is now a reality to all true believers.

It had its quiet beginning in the minds of two former NBC newscasters, Lockwood (Dick) Doty and Joe Hainline. It officially came into the world Nov. 27, when 21 NBC "alumni" gathered in Fort Lauderdale, Fla., to renew old acquaintances.

Like so many organizations, this one

has already progressed from informal beginnings to acquire a measure of structure and bureaucracy. The lines of authority were clearly drawn at the first meeting: Every member is a vice president. The sole exception is former NBC President Niles Trammell, who was named honorary president. "To us alumni," Dick Doty commented, "Niles will always be Mr. President. It's a job with no work and only one duty—presiding at meetings."

Three other officers were appointed at the dinner meeting. Mr. Doty, president of a public-relations firm in Fort Lauderdale, was chosen official flack. Raymond Guy, an NBC engineering executive for many years, was named keeper of the loot, a post said to bear some resemblance to the more traditional position of treasurer. The resemblance is limited by the fact that the organization charges no dues.

Ray Barrett, a familiar voice to older NBC listeners and reportedly an early organizer along with Messrs. Doty and Hainline, was named keeper of the log (secretary).

Mr. Barrett also wrote the association by-laws, which he calls "pretty loose." The by-laws stipulate that the organization is open to anyone who has been on the staff of the network or one of its

O-&-O's, who has served in any capacity at NBC or has been involved in any way in NBC programs—radio or television. The time served must have been at least six months.

President Trammell expressed the hope that the number of vice presidents will continue to grow and that even more will attend the next meeting—now scheduled for Jan. 8, 1971, at an undetermined time and place. At that time, the members will decide, among other things, whether to admit ladies. The issue has already prompted spirited discussion and several atrocious puns.

## Broadcaster cited by Nixon

Leonard J. Patricelli, president of Broadcast-Plaza Inc., has received a Presidential Commendation for his "efforts to combat drug abuse and to assist drug users to return to normal lives." Broadcast-Plaza owns and operates WTIC-AM-FM-TV Hartford. President Nixon, in a letter accompanying the commendation, cited Mr. Patricelli for the printing and distribution of thousands of copies of the Stamford (Conn.) Drug Curriculum to educators throughout the country and abroad. The curriculum was developed by the Stamford public school system for use in Grades four through 12.

## FocusOnFinance

### NYSE now trading Viacom shares

Viacom International Inc. was listed last Thursday (Dec. 3) on the New York Stock Exchange, opening at 19½ and closing at 19 on volume of 24,800 shares.

Viacom is the new public corporation into which CBS Inc. is spinning off its domestic cable-television and its worldwide program-syndication oper-

ations. The stock was traded on a "when-distributed" basis. Shares of Viacom will be distributed by CBS to its shareholders on Dec. 31.

Meanwhile, Viacom President Clark B. George announced the election of J. George Harrar and W. Burleigh Pattee as members of the board. Dr. Harrar has been president of the Rockefeller Foundation since 1961. Mr. Pattee is managing director of Chickering & Gregory, San Francisco law firm. Also announced by Mr. George was the

election of Merle S. Jones, who was named chairman-designate in July, as chairman of the new corporation. Mr. Jones retired from CBS in 1968, at which time he was a vice president and general executive and a director.

### Stock trading by insiders

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

- ABC—J. Hausman, jointly with brother, sold \$45,000 worth of 5% convertible subordinate debentures, leaving \$140,000 worth of debentures.
- American Television & Communications Corp.—Memorial Drive Trust bought 27,940 shares, giving it a total of 223,540.
- Ampex Corp.—J. E. Brown bought 100 shares, giving him a total of 250.
- Burnup & Sims (CATV)—C. W. Cox, through trading account bought 11,731 shares and sold 11,281 shares, leaving 450.
- Cablecom General Inc.—W. L. Westerman sold 1,200 shares, leaving none; 300 shares are held in his estate.
- Capital Cities Broadcasting Corp.—J. B. Fairchild sold 500 shares personally and 500 shares as

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