Another broadcast record set in '69 by top-50 agencies. p27
SPECIAL REPORT: Agnew's war on broadcast newsmen. p44
Hastily-produced USIA film tells Nixon's side of Vietnam war. p68
At NBC: Give a little, take a little on AT&T rate hike. p70
...ACT NOW AND THE HIGH RATED MITCH MILLER CHRISTMAS SPECIAL IS YOURS . . . THIS HOLIDAY HOUR RICH IN COLOR, SOUND AND SPIRIT IS OFFERED LOCALLY FOR THE FIRST TIME . . . NOW SYNDICATION SHOW CAN MATCH THE SUPERIOR PRODUCTION QUALITY OR CONTENT OF THIS NETWORK SPECIAL . . . NOW AVAILABLE FIRST RUN OFF NBC . . . TELEPHONE BOB MANBY . .

FRED SCHNEIER . . . (212) 421-8830 . . . SHOWCORPORATION

This page has two sides.

...So do most News Stories. We make sure our news viewers get both sides. Or, in some instances, all three sides. Or more. Sometimes it's not easy. But it is right. And we do it right.

KTRK-TV
HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION
Represented by Blair
THE WGAL-TV MARKET WHERE IT'S BOUGHT!

The latest retail sales facts and figures just naturally prove the stand-out buying power in the WGAL-TV multiplicity area. 40% color penetration* completes the booming sales picture. Channel 8 assures your advertising most viewing prospects in its market. Remember WGAL-TV, the super seller!

WGAL-TV CHANNEL 8 LANCASTER, PA.

Representative: The MEEKER Company, Inc.
New York . Chicago . Los Angeles . San Francisco

*Based on Feb-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

Sales figures in the WGAL-TV coverage area give proof of the market’s buying power.†

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>total retail sales</td>
<td>$5,061,995,000</td>
</tr>
<tr>
<td>food store sales</td>
<td>$1,092,728,000</td>
</tr>
<tr>
<td>general merchandise store</td>
<td>$739,985,000</td>
</tr>
<tr>
<td>automotive store sales</td>
<td>$977,703,000</td>
</tr>
<tr>
<td>drug store sales</td>
<td>$137,111,000</td>
</tr>
</tbody>
</table>

†SALES MANAGEMENT 1969
Survey of Buying Power, 6/10/69.
Local boy

KRLD-AM-FM Dallas are about to be spun out of $91-million deal that will merge parent Dallas Times Herald and KRLD-TV into Times Mirror Co. of Los Angeles (Broadcasting, Sept. 22). Buyer of radio stations will be John Erik Jonsson, wealthy industrialist, mayor of Dallas since 1964, former chairman, now honorary chairman, of board of Texas Instruments. Price is said to be near $7 million—less than some outside bidders offered for 50 kw, 1080 kc AM and 100 kw, 92.5 mc FM. Sellers opted for sale to hometown business-civic leader. Times Mirror publishes Los Angeles Times, has diversified holdings.

Up and down

Ownership authorities, in and out of government are pondering effect, immediate or long-range, of Vice President Spiro Agnew’s broadsides against media with particular regard to “one-to-market” rulemaking pending before FCC. In last week’s attack upon Washington (D.C.) Post-Newsweek properties, which include WTOP-AM-FM-TV, Vice President disclaimed threat of “dismemberment,” but mere mention of it aroused deep concern among newspaper owners.

Although no public statement has come from White House, newspaper owners had been disposed to breathe easier since change in administration last January. Their hopes were boosted even more when stalwart Republicans Dean Burch and Robert Wells were named to FCC last month. With Agnew monopoly generalizations, however, newspaper owners are worried again and reserving judgment.

Closing in

WKY Inc. is considering one last shot to acquire KTVH(TV) Hutchinson, Kan., before sale contract expires on Dec. 31. Seller, Minneapolis Star and Tribune Co., says it won’t extend contract, and application is in hearing. WKY’s likely ploy: waive its rights and ask commission to grant or deny transfer application without hearing. WKY attorneys began considering that tactic after Ernest Nash, FCC examiner in hearing which was to have started last week, recessed it until Jan. 2—in effect, closing it out. Mr. Nash said that since contract is not to be extended, continuing hearing would be futile; he would not even have initial decision prepared by Dec. 31.

Apart from eagerness to acquire station, for which it is ready to pay $4.4 million, WKY is said to be eager to press case because of language in commission hearing order which WKY feels questions its integrity. Order asked whether WKY would spend money needed to make good its promise to retain KTVH program format.

Getting ready

Network operations chiefs sit down tomorrow (Nov. 25) in New York with Comcast technical officials to work out configuration specifics of domestic satellite system for broadcasters — number and location of earth stations, time-zone transmissions, sites for transmitting and receiving earth stations, and, above all, costs. It’s all part of growing feeling that lid on domestic system will be lifted soon, and that Comcast will play big part in establishment and operation.

Reaching out

With at least dozen Japanese manufacturers, mainly in electronics and automobiles as advertising prospects for its U.S. stations, WGN Continental Broadcasting has gone international by establishing office in Tokyo. On recent trip, Ward Quaal, WGN president, appointed Tom Oshidari, veteran advertising-public-relations expert, as Japanese manager with offices in new 40-story World Trade Central Building, being completed in time for Japan’s Expo ’70. Mr. Oshidari, educated in California, in addition to sales service for WGN stations groups in Chicago, Duluth, Minn., and Denver, also will promote WGN syndicated features.

50-50 or more?

FCC is moving toward decision in four-and-a-half-year-old rulemaking aimed at limiting network ownership of programming. But question remaining is how fast it is moving. All options remain open and no commitments have been made, with commission said to have three choices under consideration.

One choice is original proposal, which would bar networks from owning or controlling more than 50% of their prime-time entertainment programming, from domestic syndication and from acquiring subsidiary rights in independent productions they air. An other is Westinghouse Broadcasting Co. alternative, which would prohibit major-market stations from taking more than three hours of network programming between 7 and 11 p.m. Third is combination of two. In addition, individual commissioners are said to be drafting alternatives of their own. Commission reportedly plans to discuss matter at meeting Dec. 3.

Take-off at last

Profit worries at Hershey Foods Corp. were behind delay in launching of first ad campaign ever. Candy manufacturer declared intentions last February but broke ground in television test market only last week (see page 32). Ogilvy & Mather, Hershey ad agency since March 1, had shown signs of impatience. High prices for cocoa and other ingredients contribute to problems with profit. Rumors were reinforced last week when Hershey announced it would no longer market five-cent chocolate bar.

Indications now are that Hershey will make campaign national in early 1970. Recent marketing agreement with British candy maker, Rowntree-Mackintosh Co. Ltd., effective Jan. 1, 1970, suggests to industry insiders that Hershey will expand use of broadcast. Kit-Kat bar is expected to be first Rowntree product to get push from Hershey. Rowntree-Mackintosh had previous U.S. marketing agreement with Philip Morris, which had tested British candy in spot over last two years.

A story in itself

Most complicated program-development deal for next network-TV season involves hour dramatic show out of The Aubrey Co., independent television and motion-picture production firm run by James T. Aubrey Jr. Before being named president and chief executive officer at Metro-Goldwyn-Mayer, Mr. Aubrey had joined with 20th Century-Fox TV to co-produce projected series about attorney. ABC-TV was interested in project for 1970-71 season. But with Mr. Aubrey moving to rival studio, development of program at 20th Century-Fox was halted. Now it looks as if pilot for series, tentatively titled Tully, to star former TV newsman, Alex Dreier, will be produced for ABC-TV at MGM TV. In unique arrangement, 20th Century-Fox TV will own piece of what’s now essentially MGM TV project.
Billings of top-50 broadcast agencies in 1969 break 1968 record by estimated $288.6 million, despite contemplated loss of radio-TV cigarette accounts and growth of independent media buyers. See . . .

Another broadcast record set in 1969 . . . 27


Agnew war on news turns on press . . . 44

Vice President Spiro T. Agnew’s blast at network news coverage leads to reappraisals by networks’ Washington bureau chiefs and reporters, but newsmen say they feel their journalism is professional. See . . .

Can administration cow TV journalism? . . . 54

Capitol Hill gives out mixed reviews to attack on network news coverage by Vice President Spiro T. Agnew. Despite fears, however, little chance is seen for any legislative effects stemming from speech. See . . .

Agnew gets mixed reviews on the Hill . . . 60

Spurred by poem aired over Pacifica Foundation station, Senator John O. Pastore (D-R.I.) asks FCC to be prepared to discuss obscenity in broadcasting when it appears before his communication subcommittee Dec. 1. See . . .

More trouble ahead on obscenity . . . 64

Transmission of color TV pictures from moon is interrupted after 45 minutes. Scientists speculate astronauts exposed camera lens to direct sunlight and burned out tube. Networks revert to simulations. See . . .

Moon colorcast is short and sweet . . . 65

NBC-TV and affiliates reach agreement whereby affiliates absorb most of AT&T’s rate increase in exchange for break time for station sale and deferred assessment of AT&T increase via compensation reduction. See . . .

At NBC: give a little, take a little . . . 70

Lively issue at last week’s House Communications Subcommittee hearings on pay TV was whether subscription stations might not dilute the public’s favorite free programs. Subcommittee’s majority thinks not. See . . .

Siphoning worries pay-TV foes . . . 72

FCC’s Broadcast Bureau details charges that WPIX(TV) New York distorted news as it issues bill of particulars stating alleged abuses. Station, facing renewal hearing, faces new charges by competing applicant. See . . .

WPIX renewal hinges on news issues . . . 76

Sony Corp. of Tokyo joins elite group of manufacturers (others: CBS, RCA) entering untested market for color-TV home players, with plans to introduce its Videoplayer in U.S. in late 1971. Expected cost: $350. See . . .

Sony will enter TV player market . . . 82

**Departments**

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>27</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>74</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>102</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>82</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>85</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>78</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>88</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>70</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>68</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>22</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>18</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>64</td>
</tr>
<tr>
<td>PROMOTION</td>
<td>50</td>
</tr>
<tr>
<td>WEEK’S PROFILE</td>
<td>101</td>
</tr>
<tr>
<td>WEEK’S HEADLINERS</td>
<td>10</td>
</tr>
</tbody>
</table>

**Broadcasting**

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

Subscription prices: Annual subscription for 52 weekly issues $10.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber’s occupation required. Regular issues 50 cents per copy. Broadcasting Yearbook published every January, $11.50 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.
This year we’re attending three universities, two colleges and five summer camps --- same as last year.

Eighteen years ago Jefferson Standard (Broadcasting Company) Foundation granted its first scholarship. Since that time a scholarship program has been constantly expanded. To the scholarships has been added also a no-interest student loan plan for children of employees and a matching gift plan whereby the company matches all gifts by employees to educational institutions. It’s one way of saying “Thanks” to our employees and to the area which has made the steady growth of our stations possible.

Jefferson Standard Broadcasting Company
1 Julian Price Place, Charlotte, N.C. 28208
WBT AM-FM WBTV WWBT (Richmond)
Jefferson Productions Jeffersonics
Jefferson Standard (Broadcasting Company) Foundation
Dodd day praised candor

Washington bureau chief of
engaged in introspective examination
to done. Mr. Agnew can point out
Agnew moderation of most recent
to mirror that
Television, told Miami Kiwanis
National Rev. Donald Connolly, coordinator of National Catholic Office for Radio and Television, told Miami Kiwanis Club that television and other media only mirror conditions that exist in society, they do not create them. He urged work to correct abuses media exposes.

J. W. Roberts, president of Radio-Television News Directors, praised moderation of most recent Agnew speech. He said he still disagrees with some of charges made by Mr. Agnew.

Robert Montgomery, former actor and TV film producer, quit National Citizens Committee for Broadcasting because of stand Committee Chairman Thomas P. F. Hoving took against Vice President's remarks. Mr. Montgomery is supporter of President Nixon.

Fees based on income

Representative Robert O. Tiernan (D-R.I.) is introducing series of bills aimed at restructurng Communications Act.

First of bills, introduced late last week, would revise present licensing fees. In place of current renewal rates of $150 for TV stations and $75 for radio, congressmen wants to charge all renewal applicants amount equal to 1 1/2% of average annual income before taxes or $150, whichever is greater. Bill (H. R. 14933) would not affect initial applications for license.

Congressman noted that FCC is considering revision of fees, and that other legislators and study groups have recommended hikes in filing fees. "Now we have talked enough," he said. "It is time to act."

Representative Tiernan, member of House Communications Subcommittee, has his office working on other bills. Next reportedly will propose creation of permanent citizens' advisory committee as counterweight to numerous industry advisory committees.

AFTRA gets 5% boost

American Arbitration Association has awarded increase of 5% in basic minimum salaries to members of American Federation of Television & Radio Artists covering agreement with networks, it was learned Friday (Nov. 21).

Arbitration award also covered 5% rise in minimum session fees for commerical performers (but not reuse fees). Award was effective on Nov. 8, one week before contract expired. AFTRA asked for arbitration and sought 10% increase in wages, citing provision in its agreements tied in with cost-of-living index (BROADCASTING, July 14).

AFTRA and networks have been continuing their negotiations to replace three-year pact that has expired. These include codes covering staff announcers and newsmen; performers on programs and those appearing on radio transmissions. Earlier AFTRA and Screen Actors Guild won increases from Association of National Advertisers and American Association of Advertising Agencies for filmed and video-taped commercials (see page 41).

Pastore bill witnesses

Extensive witness list is forecast for next week's hearings on Pastore bill to protect broadcast licensees from competing applications at renewal time, but many names were tentative as of late last week.

Among those expected for Dec. 1 round of testimony are Rev. Dr. Everett C. Parker, director of United Church of Christ Office of Communication; FCC commissioners; Lee Loevinger, Washington lawyer and former FCC commissioner, representing views of newspapers with broadcast interests; Anthony Martin-Trigona, owner of now-dark UHF and critic of broadcast establishment, and Frank B. Estes, wxxl Concord, N. H., president of New Hampshire Broadcasters Association.

Heavy TV for new brand

Philip Morris U.S.A. will promote new cigarette brand, Parliament 100's, heavily on TV during coming year. Schedule includes CBS-TV programs Mission: Impossible, Merv Griffin, Friends and Nabors, Green Acres, Thursday night movies, Governor and J.J., Mayberry RFD and CBS Evening News. Spot TV will also be used in announcing new 100 millimeter-length cigarette. Leo Burnett Co., New York, is agency.

Fine, Weed to board

Jules P. Fine, senior VP and media director, and William H. Weed, senior VP and management supervisor, Ogilvy & Mather, New York, elected to board of directors. Mr. Fine joined Ogilvy in 1956 as media research supervisor, and has been media director since 1966. Mr. Weed came to agency in 1959 as account executive and currently is management supervisor on four accounts.

Backs broadcasters

Board of directors of U.S. Chamber of Commerce has voted out resolutions favoring broadcaster positions on pending legislation. In one, chamber's board recommends against adoption of any bills providing discounts for political advertising on radio-TV. In other it supports principles contained in Pastore bill requiring FCC to find licensee unqualified before putting his facility up for competitive applicants. Chamber action will be announced soon.
Richard Zimbert, VP in charge of business affairs for ABC-TV, named to new post of VP and assistant general manager of network. Mr. Zimbert will supervise the network's business affairs, contracts and controller department. In addition he will assist I. Martin Pompadur, VP and general manager of ABC-TV.

David H. Echols, senior VP and manager, Chicago office, Fuller & Smith & Ross., joins Campbell-Ewald Co. Dec. 1 as senior VP and manager of Chicago division. He succeeds Robert K. Powell, VP, who continues with agency in senior management position there. John A. McKinven, VP-creative director, F&S&R, Chicago, also joins Chicago office of C-E in same post. William H. Kennedy Jr., VP, Campbell-Ewald, Detroit, promoted to associate media director. He also continues as director of media buying.

Robert L. Myers, for 16 years with Midwest Television Inc., Champaign, Ill., most recently as assistant to president, named VP and general manager of Midwest Television's KFMB-AM-FM-TV San Diego. He succeeds George Whitney who resigns to accept executive position with Pacific Southwest Airlines, San Diego. Midwest Television Inc. group also includes WCIA(TV) Champaign, and WMRD-AM-FM-TV Peoria, both Illinois.

Jobs for actors seen
Actor Charlton Heston told House Communications Subcommittee Friday (Nov. 21) that pay TV would open up new jobs for actors because of increased demand for television movies. Contrary to popular opinion, he said, most actors make little money and less than 100 make quite a lot.

However, Mr. Heston said, he would prefer that movies with adult themes and explicit scenes, like "Easy Rider," be kept out of homes.

Mr. Heston, president of Screen Actor Guild, also said pay TV could offer more time for production and writing. He said lack of time has adverse effect on quality of conventional television.

Another witness, Terry Francois—black member of San Francisco board of supervisors—opposed establishment of pay TV, arguing that nation's poor could not afford subscription service and that they would gradually be deprived of free service they now enjoy.

Mr. Francois also expressed concern over possible effect of pay TV on minority-group programming. "I do not feel that this type of programing has developed to the point that it can compete favorably in a market determined by strict box-office considerations," he said.

Friday testimony concluded four days of hearings on pay TV (see page 72). Hearings resume today (Nov. 24).

No surprises in MNA's
No new shows appeared in top programs in Nielsen Multi-Network Area Ratings for week of Nov. 10-16, and only Bill Cosby's "Fat Albert" special on NBC's multi-sPECIAL night (Nov. 12) rated above 20. Weekly averages were NBC-TV 20.4, CBS-TV 19.4 and ABC-TV 17.4.

Top 10 programs, led by NBC's "Laugh-In," included three movies (ABC's "Flight of the Phoenix," NBC's "Pink Jungle" and CBS's "Penelope").

Vice President Spiro T. Agnew, without any fanfare, got MNA rating of 19.0 on CBS, 14.4 on NBC and 11.3 on ABC. Ratings are slightly above average for newscasts regularly slotted in that time period.

Apollo 12 launch Nov. 14 had 10.0 rating on NBC, 9.0 on CBS and 4.9 on ABC. National Trendex ratings on Apollo 12 major events show NBC and CBS quite close: Launch Nov. 14, NBC 9.4, CBS 9.3, ABC 3.8; lunar landing Nov. 19, NBC 8.4, CBS 6.6, ABC 2.3; first moon walk, Nov. 19, NBC 7.0, CBS 6.4, ABC 2.2; second moon walk Nov. 20, after news of camera breakdown was widespread, NBC 5.7, CBS 5.3, ABC 4.5 (includes Joey Bishop Show), and liftoff from moon Nov. 20, CBS 7.7, NBC 6.3, ABC 4.0. Industry sources estimate 30-52 million viewers watched each event.

Leads council group
Rev. Dr. Everett C. Parker, church leader in minority-group's legal battles in broadcast area, has been elected chairman of National Council of Churches' Broadcasting and Film Commission, New York, which is chief representative body of Protestant and Orthodox broadcasting and film work. Dr. Parker is director of Office of Communication for United Church of Christ.

Warner signs Monash
Warner Bros. Television has signed writer-producer Paul Monash and his Vanadas Productions, Hollywood, to create and produce scripts for TV film series and to supervise development of other TV projects at Warner's studio at Burbank, Calif. Mr. Monash's most recent TV series were Peyton Place and Iudd for the Defense.

Equipment division sold
Westwood division of Houston Fearless Corp., Los Angeles, which produces TV and film equipment, will be sold to Technology Inc., Dayton, Ohio, for more than $3 million. Agreement is subject to approval by Houston Fearless shareholders. Technology Inc. is in aerospace research and development.

Love that pay TV, CATV
"Pay TV and cable TV are the greatest things that could happen to film producers," Joseph E. Levine, president of Avco Embassy Pictures Corp., told Sales Executives Club of New York Friday (Nov. 21). "A producer can spend $10 million on a film and get his money back in one night," said Mr. Levine, adding, "I'm being bombarded now with requests to sell our films."
The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well, it's about time you talked to Hal Mayfield. He's WFAA-TV's National Sales Manager.
THE YOUNGSTERS CONCEIVED AND WFMY-TV MOTIVATED

A twelve year old Norman Rockwell? A sixteen year old Larry Rivers? With a little encouragement, who knows? Young artists in 26 counties of North Carolina and Virginia need encouragement to further their talents. For 12 consecutive years, WFMY-TV, Greensboro, N.C., has provided it with regional sponsorship of National Scholastic Art Awards. Youngsters receive recognition of their achievements on WFMY-TV, awards, and scholarships at the University of North Carolina at Greensboro and Chapel Hill, Randolph Technical Institute and Greensboro College. And the area gets to know its talented young people. Scholastic Art Awards—Another WFMY-TV public service!
TELEVISION INNOVATORS

hrp blue

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI-TV</td>
<td>Birmingham</td>
<td>NBC</td>
</tr>
<tr>
<td>WTPA</td>
<td>Harrisburg</td>
<td>ABC</td>
</tr>
<tr>
<td>WTIC-TV</td>
<td>Hartford</td>
<td>CBS</td>
</tr>
<tr>
<td>KHOU-TV</td>
<td>Houston</td>
<td>CBS</td>
</tr>
<tr>
<td>WJAC-TV</td>
<td>Johnstown</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WCKT</td>
<td>Miami</td>
<td>NBC</td>
</tr>
<tr>
<td>WSIX-TV</td>
<td>Nashville</td>
<td>ABC</td>
</tr>
<tr>
<td>KSLA-TV</td>
<td>Shreveport</td>
<td>CBS</td>
</tr>
<tr>
<td>KTVI</td>
<td>St. Louis</td>
<td>ABC</td>
</tr>
<tr>
<td>KOTV</td>
<td>Tulsa</td>
<td>CBS</td>
</tr>
</tbody>
</table>

hrp gold

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRGB-TV</td>
<td>Albany/Schenectady/Troy</td>
<td>NBC</td>
</tr>
<tr>
<td>WBEN-TV</td>
<td>Buffalo</td>
<td>CBS</td>
</tr>
<tr>
<td>WANE-TV</td>
<td>Fort Wayne</td>
<td>CBS</td>
</tr>
<tr>
<td>WFMY-TV</td>
<td>Greensboro/High Point/Winston-Salem</td>
<td>CBS</td>
</tr>
<tr>
<td>WATE-TV</td>
<td>Knoxville</td>
<td>NBC</td>
</tr>
<tr>
<td>WJIM-TV</td>
<td>Lansing/Flint/Jackson</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR-TV</td>
<td>Norfolk</td>
<td>CBS</td>
</tr>
<tr>
<td>KOIN-TV</td>
<td>Portland</td>
<td>CBS</td>
</tr>
<tr>
<td>WSYR-TV</td>
<td>Syracuse</td>
<td>NBC</td>
</tr>
<tr>
<td>WMAL-TV</td>
<td>Washington, D.C.</td>
<td>ABC</td>
</tr>
</tbody>
</table>
Regardless of fit, your next “suit” could cost a small fortune:

If you’re part of the communications industry, sooner or later someone’s going to try to hang one of these suits on you: A libel suit, slander suit, piracy suit, invasion of privacy suit or a copyright violation suit... and they don’t tailor lawsuits to your budget. So, decide what you can afford in case of a judgment against you, and we’ll cover any excess with an Employers Special Excess Insurance Policy. For details and rates, write to: Dept. F, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree. N.E.

An Outstanding
5 KW AM
Transmitter...

CCA AM 5000D

For reliability, economy and a high fidelity sound, the CCA AM 5000D is unsurpassed. Contact your CCA representative, or better yet, ask your “Good Sounding” fellow broadcaster.

Datebook®

A calendar of important meetings and events in the field of communications.

*indicates first or revised listing.

November

Nov. 24—Deadline for filing reply comments on Part Five of FCC’s proposed rulemaking dealing with CATV policy.

Nov. 25—“Media Futures.” One in series of advanced media concepts seminars, sponsored by International Radio and Television Society. Erwin Ephron of Carl Alby Inc. will speak. 10th floor screening room of Grey Advertising, 77 Third Avenue, New York.

Nov. 26—Special stockholders meetings, Offi- cial Films inc. Delmonico’s hotel, New York.

Nov. 28-30—Fall meeting of National Association of Farm Broadcasters. Conrad Hilton, Chicago.

December

Dec. 4-5—Special board of directors meeting of Association of Maximum Service Telecasters Inc. La Quinta hotel, La Quinta, Calif.

Dec. 5—Fall meeting of Arizona Broadcasters Association, Mountain-Shadows, Scottsdale.

Dec. 5—National Academy of Television Arts and Sciences New York chapter holds annual “close-up” dinner, dance and show with Merv Griffin as guest of honor. Americana hotel, New York.

Dec. 5—Annual stockholders meetings, Allied Artists Pictures Corp. Delmonico’s hotel, New York.

Dec. 6—Annual stockholders meetings, Kansas State Network. KARD-TV Wichita, Kan.


Dec. 9—Annual stockholders meeting, Gulf & Western Industries Inc., South Bend, Ind.


Dec. 9-9—Meetings of NAB code board, Los Angeles.

Dec. 8-12—Annual National Association of Broadcasters engineering/management seminar. Purdue University, West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by American Civil Liberties Union, New York.

Dec. 17—Deadline for filing reply comments in FCC’s proposed rulemaking permitting

the inclusion of coded information in TV visual transmissions for the purpose of pro- gram identification.


January 1970


Jan. 15—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of Insti- tute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of In- stitute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of In- stitute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

January 1970


Jan. 15—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of In- stitute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of In- stitute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

January 1970


Jan. 15—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of In- stitute of Broadcasting Financial Manage- ment, Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Tele- vision Association. Safari hotel, Atlanta.

Jan. 16—Deadline for comments on FCC sponsored Stanford Research Institute study of land-mobile spectrum uses.

Feb. 1-4—Management seminar, sponsored by National Cable TV Center, Pennsy-
What are you doing New Year's Eve?

 Millions of viewers will be spending it with Guy Lombardo, watching his 'live' entertainment special.

 Telecast in color direct from New York's Waldorf Astoria with midnight remotes from Times Square, plus surprise guest star appearances, this program's been the audience favorite year after year.

 During 'Auld Lang Syne' night 1968, 41% of all the TV sets in use in New York City rang in the new year with Guy Lombardo's 90-minute party.

 Now's a good time to firm up your plans for New Year's Eve and reserve Guy Lombardo for your market.

 We're expecting quite a crowd. ‘New Year’s Eve With Guy Lombardo’ 90 minutes Live and in Color.

 or reservations, call: In New York 212 LT 1-7777 • In Chicago 312 263-0800
 In Hollywood 213 NO 3-3311 • In Atlanta 404 255-0777 • In Houston 713 665-3107
Who says you can’t a world-wide news fit your image?
Not UPI! Not the more than 400 top radio stations that subscribe to UPI Audio! It doesn't matter which you specialize in—disc jockey shows or classical and semi-classical music or programs of family and community interest. UPI Audio fits any format... improves any station image!

UPI Audio gives you the independence to select and slot news in the style... at the time... in the amount you want.

PI's on-the-scene sound really helps a station sell time, too. Our Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KIMN, Denver and KOIL, Omaha; WEZE, Boston and WVCG, Miami; WFBR, Baltimore and KMPC, Los Angeles.

Let us show you how simple and profitable it is to work with a news service that knows its way around radio.

Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N.Y. And don't put it off. You owe it to your listeners, your image, your station's future.

UPI AUDIO
the sound of news everywhere
Sometimes selling your market is more important than selling your station. If advertisers aren't even considering or buying the market, you won't get a chance to show what your station can deliver.

The attack used by WMT-TV in Cedar Rapids—Waterloo illustrates the point. Emphasis was placed on comparisons of retail sales of five different products and percentage of national advertising in the market to show untapped sales potential. Ten-year population trends indicated faster rate of growth; analyses of warehousing and supermarket retail outlets showed the possibility of inefficiencies if plans were based only on warehouse locations.

Having set the stage by covering the unique characteristics of the market, it was time to sell the station...and in this case, it was with special research on the station most preferred by viewers and with ARB overnight surveys. Another innovative use of ARB audience data.

**OpenMike**

**Kudos for Lab story**

**EDITOR:** I would like to take this opportunity on behalf of the Milwaukee Advertising Laboratory to thank you for your efforts in telling the Laboratory story in a comprehensive, interesting and exciting fashion. We have several compliments on the story from large companies, and we know of one instance in which it became the subject of high level executive memoranda to the troops.—Clifford A. Wenthur, operations manager, Milwaukee Advertising Laboratory.

...and thank you!

**EDITOR:** I have read your magazine for years and have never taken time to say thank you. Thank you for your courage and your strong positive forthright editorials. Thank you for your excellent presentation of factual material. Thank you for the information that helps us to keep abreast of things.

In this day and age sometimes we get going so fast, we fail to thank those who help make our job so much easier. I appreciate what you’ve been doing.—Paul A. Stewart, president and general manager, WRVB-FM Madison, Wis.

**Question on FM arithmetic**

**EDITOR:** In the Nov. 10 issue, you published a brief comment about the Chase Manhattan study regarding a rosy future for FM. The study predicted that the FM radio industry “should surpass...
OVERWHELMING LEADERSHIP IN NEWS

EARLY NEWS - 6 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's EARLY NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

223% More Homes Than Station B; 73% More Homes Than Station C

<table>
<thead>
<tr>
<th>Station</th>
<th>Mon-Fri</th>
<th>Homes</th>
<th>Women</th>
<th>Women 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR-TV</td>
<td>6-6:30pm</td>
<td>78,200</td>
<td>62,800</td>
<td>24,700</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>5:30-6pm</td>
<td>24,200</td>
<td>18,000</td>
<td>6,200</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>6:30-7pm</td>
<td>45,100</td>
<td>34,600</td>
<td>17,800</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td>223%</td>
<td>249%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>73%</td>
<td>82%</td>
<td>39%</td>
</tr>
</tbody>
</table>

WSYR-TV Advantage over Station "C"

March 1969 NSI

252% More Homes Than Station B; 63% More Homes Than Station C

<table>
<thead>
<tr>
<th>Station</th>
<th>Mon-Fri</th>
<th>Homes</th>
<th>Women</th>
<th>Women 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSYR-TV</td>
<td>6-6:30pm</td>
<td>88,000</td>
<td>77,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>5:30-6pm</td>
<td>25,000</td>
<td>21,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>6:30-7pm</td>
<td>54,000</td>
<td>45,000</td>
<td>20,000</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td>252%</td>
<td>287%</td>
<td>200%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>69%</td>
<td>71%</td>
<td>50%</td>
</tr>
<tr>
<td>WSYR-TV Advantage over Station &quot;C&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*WSYR-TV figures include satellite WSYE-TV, Elmira, N.Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!
An 18-man news team, led by the dean of Central New York newsers, Fred Hilleges, knows its business. And its only business is WSYR-TV NEWS. Check the figures—they tell the story.

Get the full story from HARRINGTON, RIGHTER & PARSONS...
WHO'S WHO FOR COMMUNITY SERVICE IN DES MOINES?

*In comments in Washington twice (OPEN PROGRAM prime-time the OR road MIKE) BROADCASTING, & talk Logs in WRITE P.O. BOX 966, COLORADO SPRINGS, COLO. 80901 PROGNOSIS AGING OF ACCOUNTS RECEIVABLE TIME INCOME REPORTS Moines market: Only Color special every-week telecasts. half-hours; profiles COLORS 13 computerized -a- Avails Confirmations month, a every VERY FEW OR FILE STACK, TO NO ter. SHUFFLE SORT, -.6 KEY PUNCH CARDS Billing and issues BROADCASTER DIVISION OF DES MOINES, COMPUTER SERVICES THE PROFESSIONALS* MEMORIAL BROADCAST DES WOLVERINE BROADCASTING CORP. MOINES, IOWA

Let's talk computerized traffic/accounting

broadcaster-to-BROADCASTER

Program Logs • Avals • Confirmations • Billing • Rep Reports • Copy Shortage Reports • Sales Analysis & Prognosis • Aging of Accounts Receivable • Time Income Reports • Sales Journal, etc.

EVERY FEW INPUTS NO KEY PUNCH CARDS TO SORT, FILE OR SHUFFLE

"THE PROFESSIONALS" BROADCAST COMPUTER SERVICES

A Division of Wolverine Broadcasting Corp.

CALL OR WRITE P.O. BOX 966, COLORADO SPRINGS, COLO. 80901 / (303) 471-3900

*In the Des Moines market: Only Color 13 does TV editorials; sends a news director to Washington twice-a-month, every month, to film current views of Iowa legislators for airing in prime-time half-hours; profiles local leaders and issues regularly; and reflects viewer comments in special every-week telecasts. WHO-TV is Des Moines' community service leader.

the $1-billion mark by 1975, including the sales of receivers, advertising and equipment” and by that date “annual sale of receivers would increase to more than 50 million units.”

If you have tried shopping for an FM or stereo receiver lately, you will certainly find very little for less than $100 each at the retail level. According to my basic arithmetic, 50-million sets at an average retail of $100 each means $5 billion in annual set sales alone. Perhaps the computer at Chase Manhattan should be checked for accuracy.—Carl E. Roliff, KSNR(FM) Reno.

Agniew's fuzzy image

EDITOR: . . . “A raised eyebrow, an inflection of the voice, a caustic remark dropped in the middle of a broadcast can raise doubts in millions of minds about the veracity of a public official or the wisdom or a government policy.”

Mr. Agnew might well have added one other example: “a lousy photograph”—such as the one used by BROADCASTING to put an inflection in their “printed word”. Or would you really ask us to believe that this was the best possible (and most honest) photograph that all of BROADCASTING’s skill and equipment could produce?—Nancy Lynch, Wilkes-Barre, Pa.

(The photograph of the Vice President speaking in Des Moines, Iowa, was the only one available by Wirephoto from the Associated Press at BROADCASTING’S endline.)

Paging ‘Cinnamon Bear’

EDITOR: About 30 years ago we bought records of Cinnamon Bear. It is a great show, but one record is broken, otherwise we would still play it. Over the past two or three years, we have been unsuccessful in trying to locate the author, script writer or broadcasting company. It is an attractive show and we would like to discover the author, and if we could, we would like to buy this missing record, if one is available. — Edward Breen, president, KVFD-AM-TV Fort Dodge, Iowa.

Toot your own horn loudly

EDITOR: Your fine Oct. 27 editorial “What’s News?” did not go unnoticed. I believe such emphasis is timely and the more top station management realizes the power of the medium to promote the medium, the stronger the medium will get. Top management should have a strong voice in what is aired in the best interests of the medium.

All of these cardinal principles keep developing slowly as the medium matures. We all are grateful for your strong guiding hand week after week in your editorial columns. — Lloyd Griffin, Peters, Griffin, Woodward, New York.
How to realize a 472-year-old dream.

For over four centuries men have tried to make their way through the ice-choked ocean maze known as the Northwest Passage. The reason? To find a shorter trade route from the Atlantic to the Pacific.

But no commercial ship had ever succeeded. Until last September, when Humble Oil & Refining Company sent the SS Manhattan, converted into a giant tanker-icebreaker, into the Arctic ice.

The trip is history now. The Manhattan proved that a commercial ship can navigate the treacherous ice of the Northwest Passage.

And man is a step closer to the benefits which will be realized from the rich but remote resources at the top of the world.

And that's good. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra — for people.

Humble is doing something extra.

HUMBLE
Oil & Refining Company . . . Where you get all the extras.
What stations can do to improve their image

The broadcasting industry, whose business is communication, is doing an ineffective job when it comes to presenting itself to the public. It is not projecting a contemporary image. Rather, with out-dated graphics and trite ideas, the image has changed little in the past 20 years. The design and advertising of most stations across the country simply have not kept pace with the progress made in modern advertising techniques and ideas.

It amazes me that this promotion can be so poor, when outstanding examples are set for the industry by the major networks. They constantly do excellent promotion, yet the local stations seem to neither learn from them, nor be influenced in the slightest degree. It baffles me that if they can't relate to this material—use it as a pattern to follow—they could at least copy it. That's right; copy it. I'd rather see them copy good graphics than create something bad. That, at least, is a step in the right direction, though not, of course, the real answer.

There are many reasons why the graphic design and advertising in the broadcasting industry are behind the times, but I think the primary fault lies with the executives in charge of promotion. These individuals are rarely advertising or design-oriented people. In most cases, their past experience has been in other areas such as public relations or sales.

Consequently, they think in terms of publicity stunts, contests, in short, gimmicks. One-time blasts that have no long-range objectives. And when they have an idea, good or bad, they don't take it to the proper people for execution; i.e. professional talent like a creative designer or art director. Often they take it to a production studio, and they require the studio to use existing photography or type or art. Such photography, for example, probably was originally for public relations purposes and is not of quality suitable for advertising. There is a world of difference between fast, low-budget, quantity-type public-relations photography which is technically and creatively inferior to well-designed, advertising photography.

Another reason the promotion is weak is that it lacks a sound idea. There is no total definition of product, no determined identity to present, no corpo-rate image. This problem, of course, has deeper roots than the promotion manager; it is a reflection of the management's approach to the entire business, but that's a subject for another story. At any rate, the local independents and affiliates have no identity. One station cannot be visually distinguished from another. Look for yourself. Pick up a copy of TV Guide and glance through the ads. Most stations use their call letters or channel numbers for a trademark or logo. Few have ever thought of acquiring any other visual identity. When all the individuals in one industry use the same design elements, it is impossible to distinguish one station from other: Let me qualify these remarks: It is necessary that the call letters be promoted, but they do not have to be the sole visual element.

I would like to see the local stations take a good look at their present image and make some drastic changes. First they should stop diluting their ads by trying to include everything under the sun in two columns by 4 inches. They want the entertainer and the program and the station and the call letters and the time and the date and a slogan and on and on. And they want them all visually equal. The result is the worst example of communications. All the elements fight one another; nothing dominates and no message is conveyed. If they took instead, one idea and presented it creatively, the impression on the reader would be greater, and the remembrance value of the primary idea would carry the radio or TV station identity.

The technical problem above is an extension of the real problem: the stations try to do two primary things and the two are not compatible. They attempt to promote a specific entertainer or program at the same time they promote the station. As with many products and businesses, this cannot always be done. One solution might be two separate campaigns, one corporate and one entertainment, which runs simultaneously. Different messages would be delivered in each, but the viewer would associate one with the other because a visual technique, idea, or slogan would tie them together.

Finally, I'd like to see the station follow the large networks and buy good talent—to look for designers and other creative people to plan their promotion. Obviously this takes money and the stations currently are not spending much in this area. One solution could be to cut down on the ever popular but expensive contests. For the most part, these promotions only reach the audience that the stations already hold; and they contribute nothing toward establishing an over-all corporate identity. I grant that a certain amount of this might be necessary to keep audiences, but I think the cost is not proportionate to the return. More effective than contests would be a a sound corporate definition of the station, determined by management, and expressed in every piece of promotion, advertising or public relations that is produced. If no more money is spent than is currently budgeted, but it is all channeled in one direction (rather than scattered over 16 different ideas) the value per dollar will be much greater.

Jerry Berman is a native San Franciscan and a graduate of the San Francisco Academy of Art. Now 32, he has had his own firm for the past ten years. Jerry Berman & Associates, known particularly for its corporate work, specializes in all forms of graphic design: packaging, TV and film, collateral material, annual reports, advertising, posters and exhibits. A partial list of Mr. Berman's clients includes the Columbia School of Broadcasting, Transamerica Corp. and KTVU(TV) Oakland-San Francisco.
When you have one Errol Flynn feature film in your station library, you have a crowd pleaser. When you have 32 Flynn’s, 46 Bogart’s, 9 Muni’s, 31 Robinson’s, 38 Cagney’s and 48 Bette Davis’s, you have a UA-TV Film Festival and a new way to bridge the generation gap in TV homes throughout your market. Mature audiences call it nostalgia. Kids call it camp. You’ll call it another smart way to grab ratings with features from UA-TV.
A rat-infested neighborhood may sound bad. But you can't truly appreciate it until you see one for yourself.

For those of you who'd never make the visit in person, we can help. By bringing the filth and sickness and despair right into your living room.

Millions of Americans live along streets like the one in this picture. For them, the American dream is a pair of new shoes and one decent meal a day. Welfare was supposed to solve their problems. Unfortunately, the only way they can keep on welfare is to keep on living in slums and shacks.

Of course, there are agencies to help look after their kids. But you don't have to look very far to find kids going blind from lack of vitamin A, their bodies deformed by a diet of cupcakes and soda pop.
These are some of the things broadcasters have tried to let you know about. And make you care about, through television programs like our "Shame of Welfare" and "The Other Americans." And our radio series, "A White Look at Black America."

What we at Group W have done is just a small part of what broadcasting has done. And that itself just scratches the surface.

Television and radio must be relevant to our times.
It's easy for us to help you escape reality.
But we do more good by making you face up to it.
FORT WAYNE'S SIGN OF TOTAL BROADCAST SERVICE

Hilliard Gates, Vice President & General Manager

MEMBER STATION OF THE COMMUNICANA GROUP

JOHN F. DILLE, JR., PRESIDENT

BLAIR TELEVISION

BROADCASTING, Nov. 24, 1969
Another broadcast record set in 1969

Billings of top-50 agencies continue to climb; cigarette losses won’t cut into totals until 1970

Despite the worrisome problems besetting the top-50 broadcast agencies in 1969, including the contemplated loss of all cigarette TV-radio billings and the growing strength of independent media-buying services, agencies are headed for another record-breaking year.

The heavy impact of the cigarette defection is not expected to be felt until next year and, at least for the present, the activities of the outside purchasing specialists appear to have had no appreciable effect on billings since the agency of record is paid its usual commission.

Broadcasting’s annual compilation shows that total spending by the leading 50 agencies in network and spot radio and television this year topped the 1968 figure by an estimated $288.6 million, as compared with a rise of $137 million last year over 1967.

The top 10 TV-radio agencies alone placed a combined total of $1.66 billion in TV-radio, as against $1.52 billion in 1968.

For the 12th straight year in Broadcasting’s listing, the J. Walter Thompson Co. landed in the leadership spot. JWT allocated almost $285 million to TV-radio this year, exceeding its 1968 investment by $36.3 million. Thompson also earned the distinction of being the agency with largest broadcast increment, followed closely by the most talked about agency, Wells, Rich. Greene, which added $32 million in broadcast to its 1968 total.

Other king-sized gains in radio-TV billings were registered over 1968 by these agencies: William Esty, up $24 million; Benton & Bowles, up $20.75 million; Leo Burnett, up $19 million; Marschalk, up $17.3 million; Grey, up $16.3 million; Young & Rubicam, up $16.3 million and BBDO, up $15.8 million.

Reporting the largest billings decrease in broadcasting was N. W. Ayer & Son, down $13 million, attributable primarily to a change in accounting method. Among others on the down side of the ledger were Compton, off $1.6 million; D’Arcy, off $500,000 and Campbell-Mithun, off $900,000.

An analysis of the top-50 agency estimates reveals that 37 agencies reported increases in broadcast billings: 10 decreases; one remained the same and two were not included in last year’s compilation of agencies. Breaking into the elite group in 1969 are Lois, Holland Callaway and W. B. Doner Co.

The television billings of the top-50 agencies, including spot and network, climbed by $255 million over 1967. Unlike the pattern in 1968, it was network TV—and not spot—that accounted for the larger share of the over-all TV gain.

Network television rose by $18 million over last year, while spot TV added $8 million in billings at the leading agencies.

Total radio investment climbed by $13.5 million. The listed agencies decreased their network radio spending by $8 million but expanded their activity in spot radio by an estimated $21.5 million.

An alphabetical listing of the first 50 broadcast billing agencies follows:

Carl Ally
Combined TV-radio billings $13.2 million; $12 million in TV ($4.2 million in network, $7.8 million in spot); $1.2 million in radio (all in spot); TV-radio share of over-all billings: 53%.

Carl Ally’s broadcast share of total billings was off 3% from 1968’s level. In broadcast billings, Ally declined $2.1 million, most of this in network TV, some in spot radio. During the year, Ally picked up a beer account, Pearl Brewing (Country Club malt liquor), which spends $2 million in broadcast (heavy in TV, also in spot radio): CBS Inc., with about $2 million in TV and radio, and Krystal Inc. (Fast Foods) with some $1.5 million (heavy in spot TV and in radio). Broadcast users also include Carter Wallace’s Rose shaving cream, Hertz and IBM, all in network and spot TV.

N. W. Ayer & Son
Combined TV-radio billings $54 million; $50 million in TV ($27 million in network, $23 million in spot); $4 million in radio ($2 million in network, $2 million in spot); TV-radio share of over-all billings: 48%.

Ayer’s total broadcast billings appear to have dropped $13 million compared with 1968 totals, but most of this loss is due to Ayer’s method of reporting. This year’s figure does not include capital-

These agencies led in these categories

<table>
<thead>
<tr>
<th>In...</th>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total broadcast billings</td>
<td>J. Walter Thompson</td>
<td>$284.9 million</td>
</tr>
<tr>
<td>Total television billings</td>
<td>J. Walter Thompson</td>
<td>$261.6 million</td>
</tr>
<tr>
<td>TV-network billings</td>
<td>J. Walter Thompson</td>
<td>$165.3 million</td>
</tr>
<tr>
<td>TV-spot billings</td>
<td>J. Walter Thompson</td>
<td>$96.3 million</td>
</tr>
<tr>
<td>Total radio billings</td>
<td>BBDO</td>
<td>$28.5 million</td>
</tr>
<tr>
<td>Radio network billings</td>
<td>Needham, Harper &amp; Steers</td>
<td>$4.4 million</td>
</tr>
<tr>
<td>Radio spot billings</td>
<td>BBDO</td>
<td>$24.2 million</td>
</tr>
<tr>
<td>Biggest broadcast gain</td>
<td>J. Walter Thompson</td>
<td>$36.3 million</td>
</tr>
</tbody>
</table>

Broadcasting, Nov. 24, 1969
ized fees, incorporated in the 1968 total. The loss of American Brands' Lucky Strike cigarettes advertising accounted for $2 million of this decline, however. Ayer also lost Steimayn Piano, primarily in spot radio, and Atlantic Richfield gas and oil, extensive user of spot TV and radio, although the Atlantic Richfield account resignation will not be felt until next year.

Accounts added by Ayer this year included Schenley Industries, Economics Laboratory, Unicar, Caron Corp., Eastman-Dillon and Snelling & Snelling. Major broadcast clients are Alberto-Culver, AT&T, Bell System, Sealtest Foods, DuPont Lucite paint and DuPont Teflon, Carling Heidelberg, and Dr. Scholl foot care products.

Ted Bates & Co.

Combined TV-radio billings $162.3 million; $157.2 million in TV ($102.5 million in network, $54.7 million in spot); $5.1 million in radio ($100,000 in network, $5 million in spot); TV-radio share of over-all billings: 82.8%.

In years past, Bates has included its subsidiaries in its annual billings tally. With a number of new subsidiaries on the roster this year, Bates is reporting the billings of its New York office only for BROADCASTING's 1969 survey.

Ted Bates has increased its broadcast billings $7.8 million, notwithstanding the new method of computing the year's business. Of that increase, $7.2 million was in television. An agency with its reputation in spot, Bates showed a small shift this year from spot TV to network TV: 65.2% of TV billings for 1969 were in network, compared to 60.9% in 1968.

The acquisition this year of International Paper's Facelle product group and Chas. Pfizer represented broadcast billings gains for Bates.

BBDO

Combined TV-radio billings $182.8 million; $154.3 million in TV ($90 million in network, $64.3 million in spot); $28.5 million in radio ($4.3 million in network, $24.2 million in spot); TV-radio share of over-all billings: 60%.

BBDO's TV-radio billings jumped by almost $16 million in 1969 as its broadcast share increased and the agency added business from Breck, Spang Stores (drug chain), Pilbros, Vick Chemical and Upjohn, while losing U.S. Steel, Sauter Laboratories, Rexall Drug and Phoenix Mutual.


Benton & Bowles

Combined TV-radio billings $125 million; $120 million in TV ($80 million in network, $40 million in spot); $5 million in radio ($1.7 million in network, $3.3 million in spot); TV-radio share of over-all billings: 85%.

Benton & Bowles gained about $20 million in broadcast billings over 1968 totals, almost all of it in network TV. Spot radio declined slightly, but network radio increased by over $1 million.

Major account gains during 1969 were Avis Rent-A-Car, with an estimated $3 million in broadcast billings; Hassho Toys, with almost its entire $4 million in television; E. F. Hutton, and media-buying responsibility for Morton-Norwich. The Morton-Norwich account is worth about $25 million in total billings. Benton & Bowles resigned the P. Lorillard Co. account, with broadcast expenditures estimated at $11 million and Anderson Clayton, a $4 million account using TV almost exclusively.

Other clients include Proctor & Gamble, General Foods and Texaco in network sponsorships, participations, spot TV and spot radio; Vick Chemical and S. C. Johnson in network and spot television and radio, and Sterling Drug in network and spot TV.

Bozell & Jacobs

Combined TV-radio billings $15.3 million; $6.3 million in TV ($5 million in network, $1.3 million in spot); $9 million in radio ($1 million in network, $8 million in spot); TV-radio share of over-all billings: 50%.

Bozell & Jacobs was not among the top-50 agencies in broadcast billings in 1968, but billings increased during the year by about $6 million, mostly in radio.

The largest broadcast client is Mutual of Omaha, which fully sponsors Wild Kingdom on NBC-TV, and also uses network radio. Fairmont Foods is a spot-television user, and Nortel Life Laboratory, which is leaving the agency, and Avco-Delta are radio advertisers. The rest of the agency's broadcast billings come from local and regional advertisers.

Leo Burnett Co.

Combined TV-radio billings $202 million; $188.4 million in TV ($119.1 million in network, $69.3 million in spot); $13.6 million in radio ($1.4 million in network, $12.2 million in spot); TV-radio share of over-all domestic billings: 73.3%.

Chicago-headquartered Burnett continued to show good gains in broadcast billings, although for 1969 there was a small percentage drop in share of total billings in TV-radio. Burnett's billings include those of domestic subsidiary D. P. Brother & Co., Detroit, which handles Oldsmobile and other General Motors broadcast business.

So far this year, Burnett has picked up Chez laundry detergent from Proctor & Gamble and dropped Swift & Co.'s Vigoro, Swiftning, Alswteet and Lucky Maple products.


Campbell-Ewald

Combined TV-radio billings $47.8 million; $38.3 million in TV ($26 million in network, $12.3 million in spot); $9.5 million in radio ($0.8 million in network, $8.7 million in spot); TV-radio share of over-all billings: 66.9%.

Detroit-based Campbell-Ewald continued to inch upward in broadcast billings again this year, about 5%, and increased its broadcast share of total billings by not quite 2%. TV now is spread about two-thirds in network and one-third spot; radio is nine-tenths spot.

Chevrolet continues to be the heaviest broadcast account at Campbell-Ewald. Other General Motors divisions such as Delco, United Motors Service and GM Acceptance Corp. are also there. Non-GM accounts in broadcast include Marathon Oil.

Campbell-Mithun

Combined TV-radio billings $34 million; $27 million in TV ($9 million in network, $18 million in spot); $7 million in radio ($1 million in network, $6 million in spot); TV-radio share of over-all billings: 45%.

Minneapolis-headquartered Campbell-Mithun took a considerable drop in broadcast billings this year, largely because of the loss of Hamms' Beer. New business has included G. Heileman Brewing Co., Blatz Beer, Alberto Culver, some General Mills products and Jet-X.

Broadcast accounts there also include Northwest Orient Airlines, Toro, A. E. Staley, Dairy Queen, Land O' Lakes, Malt-O-Meal, Gold Seal, Accent, Krog er, Wilson Meats, West Bend Co., Top Value, National Car Rental, Red Star Yeast, Masterlock and St. Paul Insurance.

Carson/Roberts

Combined TV-radio billings $14.4 million
Top-50 agencies and their 1969 radio-TV billings

(All dollar figures are in millions)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Agency Name</th>
<th>Combined Broadcast Billings</th>
<th>Broadcast Share of Agency's Total Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>J. Walter Thompson</td>
<td>$524.9</td>
<td>54%</td>
</tr>
<tr>
<td>2</td>
<td>Young &amp; Rubicam</td>
<td>$431.6</td>
<td>52%</td>
</tr>
<tr>
<td>3</td>
<td>Leo Burnett Co.</td>
<td>$202</td>
<td>51%</td>
</tr>
<tr>
<td>4</td>
<td>BBDO</td>
<td>$182.8</td>
<td>45%</td>
</tr>
<tr>
<td>5</td>
<td>Ted Bates &amp; Co.</td>
<td>$161.4</td>
<td>47%</td>
</tr>
<tr>
<td>6</td>
<td>William Esty Co.</td>
<td>$132</td>
<td>46%</td>
</tr>
<tr>
<td>7</td>
<td>Benton &amp; Bowles</td>
<td>$124</td>
<td>46%</td>
</tr>
<tr>
<td>8</td>
<td>Dancer-Fitz-Gerald-Sample</td>
<td>$124</td>
<td>41%</td>
</tr>
<tr>
<td>9</td>
<td>McCann-Erickson</td>
<td>$102</td>
<td>40%</td>
</tr>
<tr>
<td>10</td>
<td>Foote, Cone &amp; Belding</td>
<td>$74</td>
<td>40%</td>
</tr>
<tr>
<td>11</td>
<td>Grey Advertising</td>
<td>$65</td>
<td>38%</td>
</tr>
<tr>
<td>12</td>
<td>Donn, Dane &amp; Bernbach</td>
<td>$65</td>
<td>38%</td>
</tr>
<tr>
<td>13</td>
<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
<td>$65</td>
<td>37%</td>
</tr>
<tr>
<td>14</td>
<td>Ogilvy &amp; Mather, Inc.</td>
<td>$65</td>
<td>36%</td>
</tr>
<tr>
<td>15</td>
<td>Compton Advertising</td>
<td>$65</td>
<td>36%</td>
</tr>
<tr>
<td>16</td>
<td>Wells, Rich &amp; Greene</td>
<td>$65</td>
<td>35%</td>
</tr>
<tr>
<td>17</td>
<td>Needham, Harper &amp; Steers</td>
<td>$65</td>
<td>34%</td>
</tr>
<tr>
<td>18</td>
<td>Lennen &amp; Newell</td>
<td>$65</td>
<td>33%</td>
</tr>
<tr>
<td>19</td>
<td>N. Wyer &amp; Son</td>
<td>$54</td>
<td>33%</td>
</tr>
<tr>
<td>20</td>
<td>Cunningham &amp; Walsh</td>
<td>$49</td>
<td>33%</td>
</tr>
<tr>
<td>21</td>
<td>Campbell-Ewald</td>
<td>$47</td>
<td>33%</td>
</tr>
<tr>
<td>22</td>
<td>D'arcy Advertising</td>
<td>$45</td>
<td>33%</td>
</tr>
<tr>
<td>23</td>
<td>Norman, Craig &amp; Kummel</td>
<td>$44</td>
<td>33%</td>
</tr>
<tr>
<td>24</td>
<td>Kenyon &amp; Eckhardt</td>
<td>$42</td>
<td>33%</td>
</tr>
<tr>
<td>25</td>
<td>Erwin Wasey</td>
<td>$40</td>
<td>33%</td>
</tr>
<tr>
<td>26</td>
<td>MacManus, John &amp; Adams</td>
<td>$39</td>
<td>33%</td>
</tr>
<tr>
<td>27</td>
<td>Marshalk</td>
<td>$39</td>
<td>33%</td>
</tr>
<tr>
<td>28</td>
<td>Tatham-Laird &amp; Kuder</td>
<td>$36</td>
<td>33%</td>
</tr>
<tr>
<td>29</td>
<td>Campbell-Mithun</td>
<td>$34</td>
<td>33%</td>
</tr>
<tr>
<td>30</td>
<td>Gardner Advertising</td>
<td>$27</td>
<td>33%</td>
</tr>
<tr>
<td>31</td>
<td>Post-Keesey-Gardner</td>
<td>$26</td>
<td>33%</td>
</tr>
<tr>
<td>32</td>
<td>Parkinson Advertising</td>
<td>$25</td>
<td>33%</td>
</tr>
<tr>
<td>33</td>
<td>Clinton E. Frank Inc.</td>
<td>$25</td>
<td>33%</td>
</tr>
<tr>
<td>34</td>
<td>La Roche, McCaffrey &amp; McCall</td>
<td>$25</td>
<td>33%</td>
</tr>
<tr>
<td>35</td>
<td>Clyne-Maxon Inc.</td>
<td>$22</td>
<td>33%</td>
</tr>
<tr>
<td>36</td>
<td>Lois Holland Callaway Inc.</td>
<td>$22</td>
<td>33%</td>
</tr>
<tr>
<td>37</td>
<td>North Advertising</td>
<td>$20</td>
<td>33%</td>
</tr>
<tr>
<td>38</td>
<td>Ketchum, MacLeod &amp; Grove</td>
<td>$19</td>
<td>33%</td>
</tr>
<tr>
<td>39</td>
<td>Arthur Meyerhoff &amp; Associates</td>
<td>$19</td>
<td>33%</td>
</tr>
<tr>
<td>40</td>
<td>Hopeson-Carrington</td>
<td>$18</td>
<td>33%</td>
</tr>
<tr>
<td>41</td>
<td>Geyer-Oswald</td>
<td>$18</td>
<td>33%</td>
</tr>
<tr>
<td>42</td>
<td>Mystus, Wynne-Williams, Street &amp; Finney</td>
<td>$15</td>
<td>33%</td>
</tr>
<tr>
<td>43</td>
<td>Bozell &amp; Jacobs Inc.</td>
<td>$15</td>
<td>33%</td>
</tr>
<tr>
<td>44</td>
<td>Papert, Koenig, Lois</td>
<td>$15</td>
<td>33%</td>
</tr>
<tr>
<td>45</td>
<td>Richard K. Manoff</td>
<td>$15</td>
<td>33%</td>
</tr>
<tr>
<td>46</td>
<td>Tracy-Locke</td>
<td>$14</td>
<td>33%</td>
</tr>
<tr>
<td>47</td>
<td>Carson/Roberts</td>
<td>$14</td>
<td>33%</td>
</tr>
<tr>
<td>48</td>
<td>Warwick &amp; Legler Inc.</td>
<td>$13</td>
<td>33%</td>
</tr>
<tr>
<td>49</td>
<td>Carlyle, Doner</td>
<td>$12</td>
<td>33%</td>
</tr>
<tr>
<td>50</td>
<td>W. B. Doner</td>
<td>$11</td>
<td>33%</td>
</tr>
</tbody>
</table>

* Not listed in 1968 top 50.
** Listed in 1968 as North Advertising-Gumbinner-North.
$2 million. Radio billings of $1 million remained stable.

Candy Corp. of America and Anacin arthritis pain formula were added to the broadcasting accounts during 1969. Other clients using radio and television are American Home Products, Whedhall Laboratories division, General Electric personal care products, and Permalux Co.

Compton Advertising

Combined TV-radio billings $77.3 million; $73.5 million in TV ($47 million in network, $26.5 million in spot); $3.8 million in radio ($700,000 in network, $3.1 million in spot); TV-radio share of over-all billings: 64.5%

Compton showed a decline in broadcast billings of $1.6 million, as well as a drop in the broadcast share of total domestic billings (down from 65.9% in 1968).

A major account lost during the year was Liggett & Myers, but the agency picked up U. S. Steel, Continental Oil and Iberia Airlines. Its major broadcast clients: Procter & Gamble (spot TV and network TV, including participations and sponsorship of The Guiding Light and The Bill Cosby Show on NBC-TV); Quaker Oats and Schick Safety Razor, both network and spot TV; New York Life Insurance in network, and spot radio; Shulton in spot TV, radio, and in network radio; and spot-TV users Norwich, Johnson & Johnson. Consolidated Cigar, Edison Electric and Chase Manhattan Bank.

Cunningham & Walsh

Combined TV-radio billings $49 million; $45 million in TV ($27 million in network, $18 million in spot); $4 million in radio ($1.5 million in network, $2.5 million in spot); TV-radio share of over-all billings: 66%.

Cunningham & Walsh increased its TV-radio billings $4.6 million and the percentage of its business in TV-radio by 1.2%. The biggest increase was in network television ($7.6 million), and the decrease was in spot radio, down $3.1 million.

Anderson Clayton Foods, a new account in 1969, bills about $6 million. The billings increase that will result from the new Ralston Purina account is as yet undetermined. Sunshine Biscuits, a long-time client of Cunningham & Walsh, was resigned by the agency this year as unprofitable. At that time, Sunshine's billings were down to $1 million, most of which went into network TV.

Dean-Fitzgerald-Sample

Combined TV-radio billings $125 million; $120 million in TV ($70 million in network, $50 million in spot); $5 million in radio ($500,000 in network, $4.5 million in spot); TV-radio share of over-all billings: 83%.

D-F-S figures remained at the same level as last year. The agency in 1969 gained four new accounts and additional products from General Mills, and lost two Ralston Purina brands, Chicken of the Sea and Checkerdor Farms. The new accounts, Hanes Knitwear, B-P Oil, Hardee's Food Stores, Consolidated Edison, and Wheaties and Kaboom cereals from General Mills represent over $5 million in broadcast billings.

Other major broadcast clients are Corn Products Co., Procter & Gamble, R. J. Reynolds Tobacco, Sterling Drugs and American Cyanamid.

D'Arcy Advertising

Combined TV-radio billings $44.5 million; $36.7 million in TV ($16.9 million in network, $19.8 million in spot); $7.8 million in radio ($250,000 in network, $7.55 million in spot); TV-radio share of over-all billings: 43%.

St. Louis-headquartered D'Arcy edged off just slightly in total broadcast billings for 1969. Royal Crown, with $12 million in all media, exited July 1, but many other accounts have increased budgets considerably, so D'Arcy is holding onto even.

D'Arcy's broadcast active accounts include Anheuser-Busch, American Oil, Bankamericard, General Tire, Gerber, McDonald Corp., Ozark Airlines, and Southwestern Bell.

W. B. Doner and Co.

Combined TV-radio billings $11.45 million; $6.55 million in TV ($750,000 in network, $5.8 million in spot); $4.9 million in radio (all in spot); TV-radio share of over-all billings: 49%

Despite a drop of 2% in the broadcast business handled by this agency, billings increased this year were enough to put it on the top-50 list, which Doner missed in 1968 by $700,000. Increases were small, with the only new broadcast business coming from added assignments of Baltimore Gas & Electric. Spot-television billings grew, while network TV receded. Network radio was eliminated.

Doner's broadcast clients include National Brewing Co., Commercial Credit Co., Enjay Fibers & Laminates Co., Ozite Corp., Hygrade food products, The Evening News Association (The Detroit News) and Allied Supermarkets.

Doyle Dane Bernbach

Combined TV-radio billings $112.9 million; $102 million in TV ($54.3 million in network, $47.7 million in spot); $10.9 million in radio ($200,000 in network, $10.7 million in spot); TV-radio share of over-all billings: 51%.

Broadcast billings increased $4.6 million at Doyle Dane, which is a bigger spot agency this year—spot TV up $8.6 million and spot radio up $3.1 million. Network TV declined substantially. Still further increases are expected with DDB having acquired Alka Seltzer ($18 to $19 million in broadcast) during the year. The effect of this acquisition will be felt in 1970, as the agency only started billing on the account Nov. 1. Mead Johnson was among the accounts added in 1969.

Major clients are American Airlines, Volkswagen, Polaroid, Burlington, Clairol, GT&E, Monsanto, Kitchen's of Sara Lee, Quaker Oats, Lever, Whirlpool, Uniroyal, Mobil Oil, H. J. Heinz, Bulova, Miles Labs, Gillette, and Cracker Jack. American Airlines, Volkswagen, GT&E, Miles Laboratories, Burlington and Mobil Oil are spot-radio users; Mobil and Sara Lee are in network radio.

Erwin Wasey

Combined TV-radio billings $42 million; $40 million in TV ($16 million in network, $24 million in spot); $2 million in radio ($1 million in network, $1 million in spot); TV-radio share of over-all billings: 63%.

Erwin Wasey picked up an estimated $1 million in its radio-TV billings this year, and according to the agency's records, the increase was registered in radio. The agency's broadcast client list, in addition to Carnation Co., which alone accounts for a substantial portion of Erwin Wasey's broadcast activity—includes Gulf Oil tires and batteries, and several companies active in radio and TV on the West Coast.

Erwin Wasey is an Interpublic agency. Though Jack Tinker & Partners, another Interpublic entity, was for a time considered a Wasey division, Tinker's billings are not reflected in this summary.

William Esty Co.

Combined TV-radio billings $32 million; $19 million in TV ($82 million in network, $37 million in spot); $13 million in radio ($3 million in network, $10 million in spot); TV-radio share of over-all billings: 78%.

Esty's billings were up all along the line, except in spot radio, which declined $2 million from 1968's level. Network TV increased $19 million, spot TV $6 million and network radio $1 million. Radio-TV percentage of total domestic billing remained the same.

Major broadcast clients are Sun Oil, Hunt-Wesson Foods, Colgate-Palmolive, National Biscuit, American Home Products, R. J. Reynolds Tobacco, Noxe, Unice, Carbide, Chase, brough Pond's and Bens. All of those clients are in network TV as well as in spot TV with the addition of Swift &

During the year, the agency picked up Swift, Hunt-Wesson, Reynolds' new Doral cigarette, Vaseline hair tonic and Benrus watches.

Chicago-headquartered Frank has grown rapidly this year, almost doubling its billings in the broadcast media with particularly heavy expansion in spot-TV spending. Frank accounts are quite diversified.

Among principal broadcast accounts are Motorola, Tonti, Tony, Continental Oil, Dean Foods, Kohler, Kemper Insurance, Kraft Foods, Reynolds Metals, O'Brien paints, Realemon, Hamilton Beach, Scovill, Simoniz and United Air Freight.

Gardner Advertising

Combined TV-radio billings $27.4 million; $22.6 million in TV ($8.1 million in network, $14.5 million in spot); $4.8 million in radio ($600,000 in network, $4.2 million in spot); TV-radio share of over-all billings: 65%.

St. Louis-based Gardner enjoyed increased broadcast billings this year and has been putting an even greater share of its total billings into TV-radio than previously. Rexall Drug was acquired this year, representing nearly $2 million in TV spending.

Broadcast clients, in addition to Rexall, include Bush beer, Whitman candy, Musselman, A&P Vanity Fair, Joe Lowe popscicle, Alitilia, Roi Tan, Purina Feeds and Pet Foods. Sun Oil division, Southwestern Bell, Bissel, Sego, Like, Mercury and Elanco.

Geyer-Oswald

Combined TV-radio billings $16.3 million: $13.8 million in TV ($4.3 million in network, $9.5 million in spot); $2.5 million in radio ($1 million in network, $1.4 million in spot); TV-radio share of over-all billings: 34%.

An increase of over $1 million in broadcast billings since 1968 at Geyer-Oswald resulted from the addition of La Choy Foods and Millani Foods accounts. The increase was spread evenly between radio and TV.

Geyer's other broadcast clients include Sunsweet, Sunkist, Dolly Madi- son, John Morell, Hotel Sahara, DeKalb and Dollar Savings Bank.

Grey Advertising

Combined TV-radio billings $113 million; $101 million in TV ($55 million in network, $46 million in spot); $12 million in radio ($1 million in network, $11 million in spot); TV-radio share of over-all billings: 64%.

TV-radio spending at Grey grew by almost $17 million over 1968, traceable in part to an increased broadcast share and in part to added over-all expenditures. Both radio and TV billings showed gains.

Among the advertisers who invested heavily in network and spot TV during the year were General Foods, Procter & Gamble, Canada Dry Corp. and Gillette. Billings in network and spot radio came from Ford Motor Co. Trans Caribbean Airways was a substantial spot radio advertiser.

Honig-Cooper & Harrington

Combined TV-radio billings $18.4 mil-

10-year track record of 1969's top-10 agencies

Radio-TV billings in millions. Figures in parentheses () indicate rank.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Y&amp;R</td>
<td>$284.9</td>
<td>$286.5</td>
<td>$280.1</td>
<td>$225.1</td>
<td>$178.1</td>
<td>$151.4</td>
<td>$144.1</td>
<td>$133.1</td>
<td>$125.1</td>
<td>$126.1</td>
<td>$127.1</td>
</tr>
<tr>
<td>Burnett</td>
<td>211.5</td>
<td>218.2</td>
<td>226.1</td>
<td>162.8</td>
<td>146.2</td>
<td>128.8</td>
<td>127.1</td>
<td>115.2</td>
<td>97.5</td>
<td>98.7</td>
<td>106.7</td>
</tr>
<tr>
<td>BBDO</td>
<td>196.8</td>
<td>204.5</td>
<td>198.7</td>
<td>164.5</td>
<td>160.1</td>
<td>162.3</td>
<td>167.2</td>
<td>153.7</td>
<td>141.3</td>
<td>141.3</td>
<td>152.4</td>
</tr>
<tr>
<td>Bates</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
</tr>
<tr>
<td>Esty</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
</tr>
<tr>
<td>BB&amp;S</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
<td>125.2</td>
</tr>
<tr>
<td>D-F-S</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
<td>125.7</td>
</tr>
<tr>
<td>M-E</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
<td>122.4</td>
</tr>
<tr>
<td>FCB</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
<td>116.2</td>
</tr>
</tbody>
</table>

1967 Total Revised

* Indicates Billing of McCann-Marchalik before 1962.


Total television billings went up $9 million, with network increasing almost $20 million and spot decreasing about $10 million. Total radio billings were down around $5 million, all in spot.

Among Foote, Cone's clients are network-series sponsors Hallmark Cards and Kraft Foods, and network spot TV users Frigo-Lay, Sears, Roebuck, Bristol-Myers, Armour, Falstaff, Goodrich, S. C. Johnson, Kimberly-Clark, Sunbeam, Dole Co. and Master Charge. Most of these also use spot radio, along with Equitable. S. A. Schonbrunn, Monsanto and Calo, which also advertise in spot TV.

Clinton E. Frank Inc.

Combined TV-radio billings $25 million: $22.5 million in TV ($4 million in network, $18.5 million in spot); $2.5 million in radio (all in spot); TV-radio share of over-all billings: 50%.
Kenyon & Eckhardt

Combined TV-radio billings $44 million; $36 million in TV ($23 million in network; $13 million in spot); $8 million in radio ($2 million in network, $6 million in spot); TV-radio share of over-all billings: 47%.

Kenyon & Eckhardt's TV-radio spending swelled by $6 million over 1968, resulting from a gain in broadcast share and expanded activity by its clients. Its new account for the year was Warner's foundation garments.

K & E's accounts in network and spot TV included American Home Products, Helena Rubenstein, Lincoln-Mercury, Magnavox, Quaker State and Shell Oil. Among the network and spot-radio advertisers were Autolite, Lincoln-Mercury and Quaker Oil.

Ketchum, MacLeod & Grove

Combined TV-radio billings $19.2 million; $15.8 million in TV ($6.7 million in network, $9.1 million in spot); $3.4 million in radio (all spot); TV-radio share of over-all billings: 21%.

The acquisition of Botsford, Constantine & McCarty, San Francisco, this year accounted for some of the almost $5 million increase in broadcast billings for Ketchum, MacLeod & Grove. Most of the increase falls into the television category.

A major broadcast client added during the year was Clorox's Liquid Plumr, in both network and spot TV. Other spot-TV users giving their accounts to Ketchum this year were Ticket Reservation Systems (Ticketron) and U.S. Navy Civilian Recruiting. Previous broadcast clients include Calgon, Rubbermaid, H. J. Heinz, all in network and spot TV, and Alcoa and Stouffers in TV and spot radio.

Laroche, McCaffrey & McCall

Combined TV-radio billings $23 million; $21.5 million in TV ($19 million in network, $2.5 million in spot); $1.5 million in radio ($150,000 in network, $1.35 million in spot); TV-radio share of over-all billings: 46%.

In its second straight year in the top-50 list, Laroche, McCaffrey & McCall showed an increase of $6 million in broadcast billings, along with a bigger broadcast share of over-all billings (from 44% to 46%). The agency's broadcast-billings increases were in network TV (which went up $6 million, while spot TV was off over $1 million) and in radio, up over $1 million.

Major network-TV clients: Chas. Pfizer, Hartford Insurance, American Cyanamid, Borg Warner, Norelco and J. P. Stevens; in spot TV, Pfizer, Hartford Insurance Group, Norelco and the Chemical Bank. Radio users include Pfizer, British West Indies Airways, Merck & Co., Standard Oil Co. of New Jersey and ABC-TV. In network TV, Hartford Insurance had a half-sponsorship of The Time of Man, Borg Warner sponsored the Arthur Rubenstein special. J. C. Penney Co. account acquired during the year has not yet made its impact in broadcast.

Lennen & Newell

Combined TV-radio billings $56.8 million; $50.6 million in TV ($27.6 million in network; $23 million in spot); $6.2 million in radio ($1.3 million in network, $4.9 million in spot); TV-radio share of over-all billings: 47.3%.

Lennen and Newell increased its TV-radio billings by $9.5 million, as its broadcast share rose to 47.3% from 38.4% last year. The agency acquired several new accounts, including the Petroleum Information Committee and Western Union International.

Among L&N's large contributors to TV-radio billings during the year were Consolidated Cigar, P. Ballantine & Son, Corn Products Co., Florida Citrus Commission, P. Lorillard Co., Reynolds Metals, Beech-Nut division of Squibb, Paramount Pictures Corp. and Stokely-Van Camp.

Lois Holland Callaway Inc.

Combined TV-radio billings $22 million; $21 million in TV ($1 million in network, $20 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billings: 75%.

On the strength of new business, almost all of it in spot, Lois Holland Callaway, New York, broke into the top-50 list this year. Its $21 million in spot (TV and radio) moves it well into the fore of agencies handling substantial spot placement.

New business included Noxell Corp., for which it handles Lestoil and other products, including new products; Calgon (Sucrets decongestant, Throat Cote and new products); Kenneth cosmetics, Scanfax systems and United Artists.

All of those accounts in broadcast and all in spot TV, with the exception of Kenneth. In additions to the new accounts, advertisers include Braffin, Edwards & Hanley, Redbook Magazine, Standard Milling, Stevens Hosier, Restaurant Associates, Tabby cat food—and all of these are in spot TV. Tabby is in network TV, too; Stevens, Braffin and Restaurant Associates are also spot-radio users.

MacManus, John & Adams

Combined TV-radio billings $40 million; $27.2 million in TV ($17.4 million in network, $9.8 million in spot); $12.8 million in radio ($1.3 million in network, $11.5 million in spot); TV-radio share of over-all billings: 37%.

With no major losses or gains in broadcast accounts, MacManus John & Adams reported a slight slippage in billings for 1969. A total broadcast decrease of $100,000 resulted despite substantial gains in network TV (up $1.9 million). There were drops in both spot TV (down $1.1 million) and spot radio (down $900,000 million).

A major share of client General Motors' activity was in television and the Cadillac division made one of its rare television appearances when it cosponsored this year's Masters Golf Tournament on CBS-TV.

Richard K. Manoff

Combined TV-radio billings $15 million; $14 million in TV ($7 million in network, $7 million in spot); $1 million in radio ($200,000 in network, $800,000 in spot); TV-radio share of over-all billings: 75%.

The departure of the short-lived Lehn & Fink account, which Manoff acquired only last year, may explain some of the $1-million dip in network TV billings this year. Ward Food, a user of spot TV, also left the agency in 1969, but two new television accounts have been added recently: Smith Corona Marchant and the Flexalt Co. The percentage of total domestic billings represented by broadcast billings dropped from 80% to 75%.

Associated Products' 5 Day Laboratories, the Breakstone Food division of Kraftco, Bumblebee Seafoods, Champale Inc., Howard Johnson Co., Welch Foods, Old London Foods and Bakers Franchise Corp. are, in addition to the two new accounts, the principal Manoff broadcast clients.

Marschalk

Combined TV-radio billings $39.5 million; $35.5 million in TV ($14.5 million in network, $21 million in spot); $4 million in radio (all in spot); TV-radio share of over-all billings: 58%.

Marschalk, an Interpublic agency, this year showed an estimated greater broadcast share of over-all billings than it had in the past two years. This plus a strong broadcast-user account list, put Marschalk some $17.5 million above 1968.

Its biggest broadcast accounts include Coca-Cola Foods division (Hi-C, Minute Maid, Snow Crop), which has network-TV sponsorships and participations and is in spot TV-radio; Coca-Cola USA (Tab, Sprite and Fresca), a spot-TV user and also in spot radio; Textron (Spiegel and W. A. Shaeffer Pen), in network participations and spot TV (Spield in spot radio); National Lead (Dutch Boy Paint) in network participations, sponsorships and in spot TV, and Heublein Inc., whose Consolidated Foods division is in network and spot TV and whose Wine and
That's how we stay Number One in St. Louis weather programming.

KSD-TV programs more weather than any other St. Louis station. One of those extra ways we have of getting more attention... holding center stage... staying ahead.

By day... by night... on weekends, we give St. Louisans more weather to talk about... and you a better climate for more sales.

KSD TV
First in St. Louis

The Broadcasting Service of the Pulitzer Publishing Company
KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.
Spirits division is in network participations.

Masius, Wynne-Williams, Street & Finney

Combined TV-radio billings $16.25 million; $15.5 in TV ($8.6 million in network, $6.9 million in spot); $750,000 in radio (all in spot); TV-radio share of over-all billings: 86%.

With healthy increases in television and a small increase in radio, Masius, Wynne-Williams, Street & Finney enjoyed a prosperous year where broadcast business was concerned. Network radio, which last year garnered 25% of radio billings, was eliminated altogether from the agency's relatively small radio spending.

Colgate-Palmolive, Mentholatum Co. and Heublein's Harvey's Bristol Cream number among the agency's bigger broadcast advertisers.

McCann-Erickson

Combined TV-radio billings $125 million; $105 million in TV ($70 million in network, $35 million in spot); $20 million in radio ($1.5 million in network, $18.5 million in spot); TV-radio share of over-all billings: 50%.

McCann-Erickson's relatively modest broadcast-billings increase of $5 million this year was nearly all in network TV. Radio activity of its clients was about the same as in 1968.

Major broadcast clients at McCann-Erickson include such top regulars as Coca-Cola, General Motors (Buick, Opel and GMC Truck divisions), Westinghouse Electric and International Coffee Promotion Committee, plus such accounts as Del Monte Foods and the newly acquired American Association of Railroads (a TV user).

Arthur Meyerhoff & Associates

Combined TV-radio billings $19.05 million; $15.2 million in TV ($1.6 million in network, $13.6 million in spot); $3.85 million in radio ($750,000 in network, $3.1 million in spot); TV-radio share of over-all billings: 85%.

Chicago-based Meyerhoff edged up slightly in both TV and radio. Wrigley gum continues to be its principal account, but Miracle White division of Beatrice Foods also is in broadcast as is Brach Candy.

Needham, Harper & Steers

Combined TV-radio billings $59.6 million; $45.2 million in TV ($26.7 million in network, $18.5 million in spot); $14.4 million in radio ($4.4 million in network, $10 million in spot); TV-radio share of over-all billings: 62.5%.

Needham, Harper & Steers claimed a healthy increase of $8.2 million in broadcast billings in 1969, but a slight decrease in the broadcast share of total agency business. Biggest increase was in television, which was up $7.5 million, and, particularly, spot TV, which was responsible for 40.8% of the agency's television billings. Spot TV represented 36.3% of total TV billings in 1968.

A strong agency in radio, NH&S continued in the direction it has followed in recent years, from network to spot radio. More than 3% of the agency's radio billings shifted from network to spot this year with total billings in radio increasing by $1 million.

The agency recorded no major broadcast account losses in 1969, but acquired a number of prosperous new broadcast accounts, including Atlantic Richfield, S.C. Johnson & Son, Colgate, Campbell Soup, Schick Safety Razor, and Kraft Foods, among others.

Norman, Craig & Kummel

Combined TV-radio billings $44.1 million; $40.4 million in TV ($23.7 million in network, $16.7 million in spot); $3.7 million in radio ($600,000 in network, $3.1 million in spot); TV-radio share of over-all billings: 70%.

NC&K gained very slightly in both radio and television billings over 1968. The agency added the Shulton Old Spice account and lost no major broadcast clients during the year.

Among the agency's broadcast clients are Colgate-Palmolive, Chesbrough Ponds, Salada, Dow Chemical, Chanel and Clairol.

North Advertising

Combined TV-radio billings $20.5 million; $20 million in TV ($12.7 million in network, $7.3 million in spot); $500,000 in radio (all in spot); TV-radio share of over-all billings: 67%.

Chicago-based North now stands alone, its billings no longer combined with those of its former New York affiliate, Gumbinner-North Co., now succeeded by Dodge & Delano Inc.

North's broadcast billings now are nearly as high as the combined figures of the former affiliation.


Ogilvy & Mather Inc.

Combined TV-radio billings $85.6 million; $76.7 million in TV ($34.1 million in network, $42.6 million in spot); $8.9 million in radio ($1.3 million in network, $7.6 million in spot); TV-radio share of over-all billings: 57.2%.

Ogilvy's total broadcast billings went up $6.6 million during the year, with an increase of $7 million in television and a decline of $400,000 in radio. The agency added Menley & James Laboratories' Contac account, worth an estimated $9 million in broadcast billings, and the Hershey account, which has not revealed which media it will be using in its first advertising campaign.

Ogilvy's major broadcast clients are Bristol-Meyers, American Express, Drackett Co., General Foods, Lever Brothers, Shell Oil, Pepperidge Farm, Sears, Roebuck and Nationwide Insurance.

Papert, Koenig, Lois

Combined TV-radio billings $15 million; $14 million in TV ($3.5 million in network, $10.5 million in spot); $1 million in radio ($300,000 in network, $700,000 in spot); TV-radio share of over-all billings: 75%.

PKL's sliding broadcast billings (down $5.3 million in 1968 from 1967) were still evident this year as broadcast dropped $5.7 million, despite growth in the TV-radio share of over-all billings (from 67% to 75%).

Among the major accounts lost during 1969 were Warner Lambert and National Airlines, with new business provided by Chesbrough-Ponds' Prince Matchabelli division (Wicker and new product assignments), Aloc Creme Laboratories, and Master Charge credit card (Southeast Services Inc., division of Southeast Bancorporation).

Parkson Advertising

Combined TV-radio billings $25.5 million; $25 million in TV ($24.5 million in network, $500,000 in spot); $500,000 in radio (all in spot); TV-radio share of over-all billings: 85%.

As house agency for J. B. Williams Co., Parkson had no new clients to report, but healthy increases in billings were shown. Except for an almost imperceptible shift into spot TV, Parkson spent most of its client's money the way it usually does: in network television. Parkson's total broadcast billings are up by almost 25% over last year's figures.

Post-Keyes-Gardner

Combined TV-radio billings $26.9 million; $24.3 million in TV ($18.8 million in network, $5.5 million in spot); $2.6 million in radio ($300,000 in network, $2.3 million in spot); TV-radio share of over-all billings: 51.8%.

Chicago-based PKG slipped considerably in both broadcast billings and broadcast share of total billings this year. General Finance, Brown & Williamson and Toni Co. continue to be major broadcast users, plus Continental Casualty and Florists Transworld Delivery. PKG loses Amana Refrigeration at the end of the calendar year, adds new Toni products, Jerrico Inc. (restau-
Our 17 Year Old has a Great Record of Performance in the Land of Milk and Money

a better delivery boy...

Sure, timebuyers like good numbers, realistic cpm's and specific demographics, but there are more ways to make buying easier and WBAY-TV is the station that delivers them — — instant confirmation - fast service, efficient handling of paper - IBM systemized traffic and avails - market research and merchandising - courteous direct response from career personnel in Traffic, Operations.

Then, to instill confidence, there's the station image - second to none in the industry - tops in the communities we serve - plus WBAY-sponsored civic events and the energetic personal contacts of over 100 professional staff members on the social-economic life in Northeastern Wisconsin. When you buy the best you expect these important extras. Timebuyers tell us TV-2 is a better delivery boy. We invite you to try our service.

The Resultstation

WBAY TV2
GREEN BAY

BLAIR TELEVISION

BROADCASTING, Nov. 24, 1969
NC&K finds a home in Hollywood

New office to produce and place advertiser-owned shows in selected markets

New York-based Norman, Craig & Kummel Inc., with offices in 17 countries but never a company-owned operation on the West Coast, has opened an office in Hollywood to supervise production of TV programs and placement of TV commercials. This is in marked contrast with increasing numbers of national agencies who have shut down or limited their Hollywood operations.

NC&K's Hollywood office is run by veteran TV producer Gerry Gross, under the title of director of broadcast, West Coast, and the NC&K staff by Peter Hale as program coordinator. Mr. Gross, who has been involved in the production and packaging of some 400 TV shows since 1947 including the annual Academy of Professional Sports Awards, is responsible for the production of two syndicated shows, The Movie Game, and The All-American College Show. Both shows are owned in part by Norman, Craig & Kummel and a major client of the agency (generating an estimated $60 million a year in billings), Colgate-Palmolive Co.

Ownership and placement of TV programs in selected markets is a concept of George T. Labota, director of media for Colgate-Palmolive; Norman B. Norman, chairman of the board of NC&K; Marlo Lewis, the agency's vice chairman; and Mitchell (Mickey) Johnson, senior vice president and director of radio-TV programming for the agency. It started (in production) two summers ago with The All-American College Show, a half-hour weekly variety series created and developed by Wendell Niles Productions, Hollywood. Colgate, through NC&K, picks up the tab on this program package and it's placed in markets throughout the country by the agency's media department.

The concept of advertiser-owned programs, affording product control, greater sponsor identification, pinpointing of specific markets, was furthered this season with the introduction of The Movie Game, a half-hour game strip produced by Henry Jaffe Enterprises and designed for daytime presentation. The program is being shown, however, as a nighttime strip in the Los Angeles market. Under the Colgate-NC&K concept, The Movie Game, similar to the technique used with All-American, is given to stations free of charge. The station also gets three one-minute commercial spots in the show, with Colgate reserving three one-minute spots for its own use. The agency's media department calls on stations and does the placing of the program. No established syndication operation is employed.

The Movie Game started the season in 19 markets. Currently it's in its second 13-week cycle of production and has been placed in 40 markets. NC&K is confident that by Jan. 15 the series will be playing the top-50 markets in the country. In November, now in its second production cycle of its second season, is in a total of 70 markets.

Reportedly Colgate and NC&K have plans to turn out as many as nine more different programs during the next two years based on the spot market/ownership concept. Included would be game shows, personality shows, soap operas.

"This is whole new concept for Colgate," says NC&K's Gerry Gross. "Now other advertisers are going in for this same thing. It costs so little advertisers get the specific audience they want. They pick their markets. The shows are tailor-made to their tastes." Apparently The Movie Game costs less than $30,000 a week, or under $6,000 a show, to produce.

Besides supervising the production of the two syndicated shows, NC&K's new
things: 65%.

Most of Tracy-Locke's $2.1 million increase stems from expansion by national advertisers, such as its Borden business, although the agency has had its share of new clients. Volkswagen South Central, a five-state distributor, accounts for $300,000 in new broadcast billings, with $320,000 going into spot television and $180,000 into spot radio. Mountain States Bankcard Association and Brake-O, a brake-alignment franchise system, are additional new spot-TV accounts. Conwood Corp.'s Hot-Shot insecticides is the only major broadcast account that left the agency this year, but it will continue billing through the first of 1970.

Also emerging as broadcast prospects are Standard Fruit (Cabana Banana) and Borden-owned Bama Foods, both of which have been testing in TV in this past year. Borden has probably accounted for Tracy-Locke's greatest growth in 1969, with the agency opening offices in New York and Tampa, Fla., to serve primarily Borden.

Warwick & Legler

Combined TV-radio billings $13.34 million; $11.74 million in TV ($9.98 million in network, $1.76 million in spot); $1.6 million in radio (all spot); TV-radio share of over-all billings: 35.1%.

Warwick & Legler's broadcast billings rose about $2.5 million over 1968 totals, with most of the increase in network television. U.S. Time Corp. (Timex watches) is the agency's major network television user, and Economics Laboratory and Pharmaco are spot-TV users. New clients added during 1969 are Phoenix Mutual Life Insurance Co. and Air Canada, plus additional brands from Leh & Fink, a division of Sterling Drug, and Pharmaco. The agency lost no major broadcast clients during the year.

Wells, Rich, Greene

Combined TV-radio billings $67 million; $65 million in TV ($43 million in network, $22 million in spot); $2 million in radio (all in spot); TV-radio share of over-all billings: 80%.

The important new business acquired by Wells, Rich, Greene this year, including Midas Inc., Royal Crown Cola, Samsonite and Ralston Purina, were not enough to account for a near doubling of billings over 1968's $35 million in broadcast. Rather, TWA and Bristol-Myers, accounts which joined the agency late in 1968, failed to show up on the ledger until this year. Increases were greatest in network TV, which constitutes 66% of the agency's television billings. Radio was up $700,000, with all of it now in spot.

An agency noted for its use of television, WRG has several other clients with big broadcast billings—among them, American Motors, General Mills, Philip Morris and Procter & Gamble.

Young & Rubicam

Combined TV-radio billings $211.5 million; $190.6 million in TV ($132 million in network, $58.5 million in spot); $20.9 million in radio ($2.1 million in network, $18.8 million in spot); TV-radio share of over-all billings: 60.4%.

Young & Rubicam added more than $16 million to its broadcast expenditures in 1969 as its TV-radio share increased and its roster of clients was enlarged by the addition of L & M cigarettes, Dr. Pepper, Lea & Perrins, MetrecaI, and Rheingold and Gabler beers. Lost accounts included John H. Breck Co. (American Cyanamid), Bulova watches and PPG Industries.

Among its broadcast-active accounts are General Foods, Chrysler Corp. and L & M in both network and spot. Spot radio and TV are represented by Eastern Airlines, Gulf Oil Corp. and Rheingold, among others.

Hershey sweetens TV after 66 years of no ads

Hershey Foods Corp., Hershey, Pa., the 66-year advertising hold-out, has begun its first move into television. This month it begins tests in an undisclosed number of markets, through Ogilvy & Mather, New York.

Stations in one of the test markets—Houston—have sold six-week schedules to Hershey, starting last week, for a series of 60-second spots for the advertiser's confectionary division. An average of six spots per week were to run in prime time, daytime and early fringe. The products being pushed in this initial drive include Hershey's milk Chocolate and Almond Bars, Hershey's Instant Cocoa and Reese's Peanut Butter Cups.

How TV-network billings stand in BAR's ranking

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended Nov. 9</th>
<th>Cumulative Jan. 1-Nov. 9</th>
<th>CBS Week ended Nov. 9</th>
<th>Cumulative Jan. 1-Nov. 9</th>
<th>NBC Week ended Nov. 9</th>
<th>Cumulative Jan. 1-Nov. 9</th>
<th>Total minutes week ended Nov. 9</th>
<th>Total dollars week ended Nov. 9</th>
<th>1969 total minutes</th>
<th>1969 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$242.2</td>
<td>$5,776.1</td>
<td>$327.6</td>
<td>$15,342.1</td>
<td>119</td>
<td>$569.8</td>
<td>4,097</td>
<td>$21,220.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,879.8</td>
<td>66,423.7</td>
<td>3,312.9</td>
<td>121,938.8</td>
<td>2,106.1</td>
<td>99,209.5</td>
<td>923</td>
<td>27,298.8</td>
<td>39,906</td>
<td>287,572.0</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>1,744.4</td>
<td>43,514.3</td>
<td>2,471.0</td>
<td>52,632.6</td>
<td>1,138.8</td>
<td>37,610.4</td>
<td>331</td>
<td>5,354.2</td>
<td>13,048</td>
<td>133,757.3</td>
</tr>
<tr>
<td>Sign-on 5 p.m.</td>
<td>249.7</td>
<td>14,441.9</td>
<td>895.1</td>
<td>30,585.3</td>
<td>756.2</td>
<td>28,676.9</td>
<td>87</td>
<td>1,901.0</td>
<td>4,190</td>
<td>73,704.1</td>
</tr>
<tr>
<td>11 p.m.</td>
<td>78.0</td>
<td>5,850.5</td>
<td>482.8</td>
<td>10,472.2</td>
<td>292.4</td>
<td>9,000.9</td>
<td>25</td>
<td>853.2</td>
<td>955</td>
<td>25,323.6</td>
</tr>
<tr>
<td>Sunday</td>
<td>6,104.0</td>
<td>219,019.3</td>
<td>8,297.9</td>
<td>294,104.1</td>
<td>8,647.4</td>
<td>291,500.7</td>
<td>436</td>
<td>23,049.3</td>
<td>19,674</td>
<td>804,714.1</td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td>354.9</td>
<td>18,644.2</td>
<td>525.6</td>
<td>23,287.9</td>
<td>956.5</td>
<td>22,877.9</td>
<td>128</td>
<td>1,476.9</td>
<td>4,260</td>
<td>50,899.3</td>
</tr>
<tr>
<td>Total</td>
<td>$10,410.8</td>
<td>$367,995.8</td>
<td>$16,227.4</td>
<td>$525,476.3</td>
<td>$13,865.0</td>
<td>$503,718.4</td>
<td>2,049</td>
<td>$40,503.2</td>
<td>86,130</td>
<td>$1,397,190.5</td>
</tr>
</tbody>
</table>
Marion Jones and her Blair man are driving America to drink.

Gatorade, that is.

Marion, a Lennen & Newell time buyer, has just helped kick off an introductory Spot TV campaign for Gatorade. She knew that putting a great new whistle-wetter on the market wouldn't be child's play. So she lined up America's No. 1 broadcast representative team to help: Blair Television.

With Blair man Jack Kelley assisting at quarterback, Marion used the flexibility of Spot TV to introduce Gatorade, market by market across the country. Since this new thirst quencher is the drink for active people, Marion's Spot buys centered on news, sports and other male-oriented shows.

Blair's total data "Vis-Avails" helped her call the plays fast. They showed at a glance where she could find her target audience on the Blair-represented stations she selected.

Add the strong backup of Blair Research and you can see why Marion wanted Blair Television on her side. After all, when you tackle the American consumer, you need the help of an all-pro team to get results. It's the only kind of team you get when you call your Blair man.
Agency appointments:
- Performance Systems Inc., Nashville, operator of the Minnie Pearl chain of fried-chicken restaurants, Minnie Pearl roast-beef restaurants, Minnie Pearl's Country Dairy and Minnie Pearl Kitchen, has appointed Caron/Roberts Inc., Los Angeles, to handle its national advertising. The account is believed to be worth $2 million annually.
- Custom Floor Covering Mills Inc., Dalton, Ga., has named Gerald Rafshoon Advertising Inc., Atlanta, to handle its national advertising and public-relations account.
- Atlantic National Bank, Atlantic City, has named as its advertising and public-relations agency Bernard Poplick Associates, Vineland, N. J.

Also in advertising:
TV and brand buying: RKO Television Representatives Inc. has commissioned C. E. Hooper Inc. to undertake a study based on consumer interest in television to determine how it relates to the purchase of brand products. Hooper will use a sample panel of female heads of households in each of five cities (Boston, New York, Detroit, Los Angeles and Memphis) to gather information on 12 product categories.

New agency for airlines: Air Canada has placed its U.S. advertising account with Warwick & Legler, New York, effective Jan. 1, 1970. The previous agency was McCann-Erickson, New York. The airlines use spot radio and has been on television in Los Angeles.

Name change: Levinger Associates, Santa Rosa, Calif., has become Levninger-Nellor Advertising with the promotion of William Nellor to vice president. Mr. Nellor, who joined Levinger in 1968 as art director, formerly worked at Young & Rubicam and Honig-Cooper & Harrington, both San Francisco.

Lindell-Keys formed: Elwood Lindell has formed Lindell-Keys Co., Dallas, a new agency for advertising, public relations and marketing services. Mr. Lindell has an extensive history in agency work. Offices are at 4619 Insurance Lane, Dallas 75205.

PR firm formed: Public Affairs Insight Inc., Washington, has been formed by C. Morgan Bissett to offer counsel, information-gathering, representation before federal agencies, lobbying capabilities and ancillary services to public-relations agencies and public-relations departments of advertising firms. Insight will also offer a nationwide research and survey capacity as well as seminars on governmental relations, social problems and marketing to minority groups as well as special studies on these subjects through an affiliation with the Center For Business-Government Relations. Officers are at 1001 Connecticut Avenue N.W. Suite 928. Phone (202) 293-7828.

Applebus he formed: Galfas Inc., New York, has formed an editing subsidiary called Applebush, with Armond Lebowitz as executive editor. Location is 147 East 50th Street. Also named at Applebush: Jerry Cervalo, formerly supervisor of the negative department of American Film Products, is in charge of film distribution; Richard Pepperman, associated with Mr. Lebowitz for several years, has editing and distribution duties.

Business briefly:
Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, will sponsor NBC Radio's News on the Hour. American Telephone and Telegraph Co. and Bell Systems, through N. W. Ayer & Son, both New York, will sponsor Highlights of Ringing Bros. and Barnum & Bailey Circus, commemorating the circus's 100th anniversary, on NBC-TV, Tuesday, Jan. 27, (7:30-8:30 p.m. EST). AT&T will also sponsor a repeat telecast of Hollywood: The Selznick Years, on NBC-TV, Sunday, Dec. 28, (6:30-7:30 p.m. NYT).

Several new purchases on ABC Radio include: The Eastman Kodak Co., Rochester, N.Y., through J. Walter Thompson Co., New York; Charles Pfizer & Co. (Coty Division and Leeming-Pacquin Division for "Dentin"), through Delehanty, Kunit & Geller, both New York, on ABC's American Information, Contemporary, Entertainment and FM radio networks. Leeming/Pacquin division will also advertise its Hai Karate, and Shulton Inc., through Norman, Craig & Kummel, both New York, its Old Spice on the ABC American Contemporary network. All are for pre-Christmas campaigns.

Rep appointments:

Opposition to electronic check on TV commercials
International Digisonics Corp., which is testing an electronic monitoring system providing checks on the quality and on-air performance of television commercials, is encountering some opposition to implementation of the system.

The FCC approved experimentation with the system (BROADCASTING, July 14) but also issued a proposed rulemaking aimed at determining whether IDC's system, which broadcasts coded optical information appearing on the unseen portion of picture tubes, might not be in the public interest or future technological interest. It invited comment on matter.

Most of the comments received last week were negative, but most were filed after or concurrently with IDC's filing of a progress report on its system. IDC claimed the system was now fully prepared to operate, noting that "continued testing is expected to show a continued lack of picture degradation and the attainment of an accuracy level exceeding 99%.

Several comments expressed concern that the coded information would be visible to viewers, especially on older television sets. In opposing the system, the National Association of Broadcasters said it was "quite evident" that the information would be visible on many older receivers. It also pointed out that as the electronic stability of receivers improves, the need for "masking" the picture will disappear, and that the transmission of coded information could deter the development of more efficient receivers.

"Reliability of received coded information would vary in direct relation to the accuracy of the adjustment of the film cameras. Any under-scan by as much or little as 5% could result in the transmission of erroneous coded information," NAB observed, adding that IDC's proposed use of television facilities would benefit not the public but "IDC's private interests and those of its clients."

The [Milwaukee] Journal Co., however, said "the refined coding system now proposed by International Digisonics Corp. should not be objectionable to the viewing public." The company originally raised doubts about the system in earlier comments, but said IDC subsequently submitted film
and video-tape samples of its “improved” system which proved convincing.

The Association of Maximum Service Telecasters said the system would create the potential for picture degradation, would hinder or preclude future improvement of television sets, and would preclude alternative uses of that portion of the picture raster proposed for IDC’s use. AMST urged more study.

ICD’s proposed system was also opposed by CBS Inc. and the Electronic Industries Association for similar reasons.

Ambitious mother theme to sell SCM typewriters

A portable typewriter is just the thing to propel your youngster to fame—so parents are being told in Smith-Corona’s Christmas campaign which began last Friday (Nov. 21).

This three-network, 11-show campaign is costing Smith-Corona in the neighborhood of $500,000. Addressed to the parents of teenagers, the two 60-second spots employ humor, depicting that much-maligned figure—the mother ambitious for her offspring. The “banquet” spot features an interview with a “famous mother” whose son is receiving a coveted science award. “Opening night” presents the “famous mother” of a playwright who learned to type on a Smith-Corona.

The Smith-Corona Marchant Division of the SCM Corp., which moved its account to the Richard K. Manoff agency only two months ago, is a fledgling television advertiser.

The well-researched foray into the $150 million portable typewriter market marks only the second use of television by SCM on behalf of its portables.

A back-to-school campaign in 1968 was less from conviction than from an opportunity to buy the Summer Olympics, but, according to a division spokesman, Smith-Corona was encouraged by the results of that drive.

This year’s campaign was inspired by research that demonstrated that 60% of all portable typewriters are bought by parents. Richard Manoff admits that it was this concept, as opposed to the traditional advertising concentrating on typewriter features, that won his agency the account.

The division expects to use even more TV in 1970, with a budget of about $1 million. Graduation, preschool and Christmas are likely periods of television activity.

The two video-taped commercials, in documentary style, were produced at EUE/Screen Gems.

TV commercial costs boosted by pact

New AFTRA, SAG fees expected to add 15% to expense of taped and filmed advertisements

The cost of producing video-taped and filmed television commercials is going up. It’ll increase at least 15% more over the next three years in performing fees alone.

This is the average over-all increase gained by Screen Actors Guild and American Federation of Television and Radio Artists members in joint contract negotiations with the Association of National Advertisers and the American Association of Advertising Agencies.

The new television commercial rates agreement will run for three years, starting Nov. 16, 1969, and ending in 1972. The old agreement expired at midnight, Nov. 15.

Negotiations had been carried on in New York since Sept. 18, with major agreements concluded the weekend of Nov. 8-9. Details of the new agreement were announced at SAG’s annual membership meeting in Hollywood on Nov. 16 (see separate story, page 66).

According to the SAG report, rates for Class A program commercials were raised from $120 to $136 for on-camera first use and from $90 to $102 for off-camera first use. Rates have increased on the same scale for work performed in the so-called “wild spots” category.

Also, pension and welfare contribution by employers were raised from 5% to 6½%.

In addition, a cost of living clause, obtained for the first time, provides that if the cost of living rises 10% from the 18th to the 24th month of the contract, an automatic 5% raise will become effective on all the contract rates.

Among other advances guilds claimed to have made in the new agreement:

- For the first time, pay of $50 an hour for improvising commercials.
- New and improved weighting of cities for computation of wild spot use compensation.
- Fixed fees for tours and personal appearances.
- Standard vouchers with checks for payment for services.
- Individual contracts to be executed and delivered to player prior to beginning of work.

WKBG TV is proud to announce that Arch MacDonald, Dean of New England Newscasters, will anchor a new Prime Time News Service for Boston – The Ten PM News starting December 1.
RAB-ANA roadshow ends in Los Angeles

The Radio Advertising Bureau—Association of National Advertisers Radio Workshop, on a nationwide tour since last June, last week concluded its circuit in Los Angeles where the keynote speaker flatly called radio “a background media,” but pointed out that this throws a mighty creative challenge at advertising.

“To emerge from background and become foreground, advertising must distinguish itself in some way,” Ted H. Factor, executive vice president in charge of West Coast operations for Doyle Dane Bernbach Inc., Los Angeles, told an audience of some 500 broadcasting, advertising agency and advertiser executives.

The way to come out of the background is not necessarily with a yell, Mr. Factor admonished. “Don’t holler,” was the most important of four key points he offered as considerations advertisers should keep in mind before using radio. The others were “take calculated risks, be willing to speculate,” “deal first in a strong selling idea instead of words” and “don’t be put off by failure.”

Other speakers at the joint RAB-ANA workshop included Chuck Blore, head of Chuck Blore Creative Services, Hollywood; Reginald Collier, president, Schwerin Research, New York; Frank Staiser, president, C. E. Hooper Inc., New York; David Lang, sales manager, J. M. Smuckers Co., Orrville, Ohio, and Jerry Hoegner, vice president, Wyse Advertising, Cleveland.

Mr. Blore, the luncheon speaker, also stressed radio’s need to “arrest” listeners. He said that radio today, unlike the mass media approach of the past when networks were programing, reaches listeners on a “one to one radio.” Mr. Blore was responsible for staging the traveling RAB-ANA workshop and also created and produced for RAB a series of spots promoting radio that will be used on stations across the nation during the coming year.

Schwerin’s Reginald Collier told the workshop audience that spot for spot, radio now equals television in creating consumer desire for the advertising product. Mr. Hooper’s Frank Staiser also gave radio its place in competition with television. He reported on a previously released Hooper research study that showed radio spots having an ability equal to television in creating commercial-product recall.

This year’s RAB-ANA radio workshop was introduced in New York in June. Subsequently it played Atlanta, Dallas, Detroit, San Francisco and Chicago before winding up in Los Angeles. It was the first time ever that the workshop went on tour.

According to RAB President Miles David, who was the chairman for each session, a total of about 2,000 advertising agency and advertising representatives attended the workshops in the seven cities. The over-all attendance for the tour was some 3,000. Mr. David said the workshop was designed simply to show the “how” of radio—how to use the medium. Cost for the workshop, including tour expenses, is estimated at $50,000.

FCC revises its radio report

The FCC has issued several corrections to its radio financial report for 1968 (Broadcasting, Oct. 20).

Certain figures in the table showing “average financial data for AM and AM/FM stations reporting profits by size of metropolitan area or community in which station is located” should be corrected in two of the population categories.

In the 50,000-to-100,000 category, there were 85 stations reporting total time sales of $25,000 or more. In the same category, 15 stations reported total revenues of $15,682,000, total expenses of $13,671,000 and total income of $2,010,000.

In the 5,000-to-10,000 category, there were 488 stations reporting total time sales of $25,000 or more. In the same classification, a total of 491 stations reported total revenues of $49,950,000, total expenses of $43,229,000 and total income of $6,720,000.

In addition, the grand total of all stations reporting should be changed to 2,912.

Miles picks Botway for network TV buys

Clifford A. Botway, the most recent deserter from Jack Tinker & Partners, was selected last week by Miles Laboratories, Elkhart, Ind., to purchase all night-time and adult daytime network television for all Miles products, effectively immediately.

J. Walter Thompson Co. will buy all children’s network television, in addition to the spot buying it handles for Miles.

Miles’ total network billings are estimated at $28 million. Doyle Dane Bernbach, Taitham-Laird & Kudner and JWT will continue to function in creative, media-planning and research capacities for Miles’ consumer products.

Clifford A. Botway Inc., which is described by its founder as a full-service agency, has also been assigned a new product development project by Miles Labs. The product is yet unannounced.

Mr. Botway and Miles are both Tinker alumni: Mr. Botway left the agency early this month, and Miles Laboratories transferred $20 million in billings from Tinker to Doyle Dane Bernbach in August. Mr. Botway expects to announce additional clients within a month.

$200,000 spot sells Chanel for Christmas

“The most expensive one-minute commercial ever produced” was launched in major markets this week and will extend to CBS-TV and NBC Radio for the month of December in a pre-holiday campaign for Chanel perfume.

“Quality is the yardstick, not price,” Chanel president H. Gregory Thomas told Norman, Craig & Kummel. The resulting one-minute commercial cost $200,000 but it can be segmented into eight separate commercials from 10 seconds up.

Photographer Richard Avedon, served as executive producer and creative director.

Also academy award winners John Barry and Jack Horton composed the music and served as cameraman, respectively. The theme for the campaign is “Tomorrow’s Woman.”

TV’s ability to get retail ad dollar disputed

Two spokesmen for the Bureau of Advertising of the American Newspapers Publishers Association said last week that the television threat to newspaper retail advertising is exaggerated.

Jack Kaufman, president of the bureau, told a meeting of the Southern Newspaper Publishers Association in Boca Raton, Fla., that retail advertising in daily newspapers is expected to rise by almost $200 million in 1969 in more than $3 billion “despite the intensified attempts of television to get a bigger share of the business.”

Lee B. Templeton, senior vice president for chain and department-stores sales for the bureau, claimed that retailers have not been able to find in TV what they have sought: an efficient way to cover the enlarged mass market as they expand out from the central city. He called TV “a fragmented medium” and said retailers are finding “it is not only costly but that it cannot provide the mass coverage they need.”

“Our most general estimate puts total retail advertising revenues of TV stations in the neighborhood of $140- or $150 million,” Mr. Templeton stated, “The increase alone in newspapers’ retail advertising revenues this year will be greater than that.”
Web-footed newsman to Duck the weather

"Now, here's the weather. It's going to be beautiful tomorrow. It'll rain all day." That's one of the ways TV newscaster Harvey Mallard, a six-foot duck, will be giving the "news" in a commercial later this month.

The fowl newscaster is actually Jim Van Sycle, newscaster of WPAT-AM-FM Paterson, N.J., who will be doing the commercial for Cold Duck, a new champagne product of the Henri Marchant Co., a subsidiary of Gold Seal Vineyard, Hammondsport, N.Y. The agency is Gilbert Advertising, New York.

The simulated newscast will be seen this week on ABC-TV's 'Joey Bishop Show.' There will also be a test starting that week on WCAU-TV Philadelphia on late news shows. Spots have also been purchased on ABC-TV's North vs. South football game on Christmas day, and on the National Basketball Association game that immediately follows.

Antismoking spots hit home among youth

A nationwide study conducted for the American Cancer Society shows that teenagers are "very much aware" of cigarette commercials and antismoking messages in the broadcast media.

Though teen-age awareness of anticigarette commercials was termed "very high," respondents reported that they saw or heard less than one-third as many anticigarette spots as pro-cigarette spots. The American Cancer Society was identified by 88% of smoking teenagers and 84% of nonsmokers as the organization that sponsored the antismoking announcements.

Advertising was not mentioned as a factor that might contribute to the start of smoking by teenagers. The study indicates that influences in the shaping of smoking habits, in order of importance, are friends, older siblings and parents.

The study was made for ACS by Lieberman Research Inc., New York, which interviewed 1,562 teenagers in U.S. during March and April 1969.

Ivan Tors sets up commercial division

Ivan Tors Studios, up until now devoted essentially to the production of television programs and feature films, is establishing a commercial film production division at its studio facility in Miami. Veteran commercial production executive M. R. (Mickey) Dubin will head the new division with the title of vice president, director of TV sales.

Mr. Dubin, who resigned as vice president of sales for East West Films, New York, will remain based in New York.

Operation of the commercial film division will be in addition to TV program and feature film production at Ivan Tors Studios, which is a complex in Miami containing four sound stages. Ivan Tors also maintains underwater studios for filming in the Bahamas. These studio operations are subsidiaries of the parent company, Ivan Tors Films Inc., Los Angeles.

WSLR fined $1,000 over broker contracts

The FCC last week ordered Welcome Radio Inc., licensee of WSLR (AM) Akron, Ohio, to pay $1,000 for alleged failure to file a copy of contracts relating to the sale of broadcast time to brokers within 30 days of their execution. Welcome Radio was notified of apparent liability June 18 for failing to file contracts between WSLR and Mrs. Ann Robinson and Elder Fletcher in October 1966. Contracts were not filed until April 2 and 23, 1969, respectively, the commission said.

Welcome Radio said its failure was neither willful nor repeated, but resulted from a misunderstanding of the rules. The commission, however, said it "has never considered misinterpretation of its rules as a valid reason for failure to comply. . . ."

Church spots on social ills

Five new 30-second television spots dealing with contemporary problems—drug abuse, racism and involvement—have been produced by the United Presbyterian Church and are ready for release.

Two of the spots on drugs, "The Drug Game," and "The Long Trip," were produced by Tulchin Productions New York. The other spots are "The Mechanical Man," showing a wind-up doll repeating racial cliches; "The Irishman," an animated mini-movie focusing on racism in house-buying; and "The Good Samaritan," with on-screen credits indicating "from an original story by Jesus Christ." They were produced by D&R Productions, New York.

Survey firm is now division

Marketing Evaluations Inc., Port Washington, N.Y., a marketing research company, has acquired Communications Surveys Inc., a media and advertising research firm, which operates the TV Commercial Index Service. Communications Surveys will function as a division of Marketing Evaluations and will be headed by Herbert Altman, vice president and division director.
Now an open season on all newsmen

As controversy rages over his attack on TV, Agnew declares print media fair game

The administration's assault on news media it considers liberally slanted was expanded last week to include newspapers and magazines. Exactly a week after he had severely criticized television networks for their analyses of President Nixon's Vietnam speech (Broadcasting, Nov. 17), Vice President Spiro T. Agnew restated his displeasure with television news and added the New York Times, the Washington Post and Newsweek to his black list.

Not only that, he pointedly stated that there would be more broadsides whenever the administration thinks they are called for. The Vice President was obviously undismayed by the storm of controversy his speech of Nov. 13 aroused, and was no doubt heartened by the heavy outpouring of support it evoked.

"The day when the network commentators and even the gentlemen of the New York Times enjoyed a form of diplomatic immunity from comment and criticism of what they said—that day is over," he said.

The Vice President's words, spoken at a dinner of the Montgomery, Ala., Chamber of Commerce Thursday were hastily assembled as the reaction to the one in which he accused the networks of an Eastern parochialism and of a liberal bias was beginning to pour in. As of midweek, his staff had counted 38,736 favorable responses and 1,692 negative. The FCC received more than 1,000 pieces of mail on the speech, "heavily in favor" of the Vice President's position, according to a commission staff.

And the Vice President's views were regarded as having a special weight, for his Des Moines speech reflected President Nixon's views—at least in general. Ronald Ziegler, White House news secretary, denied a Time magazine report that the President had directed the Vice President to make that address. But he fended off questions as to whether Mr. Agnew had spoken for the President; he even refused, point blank, requests that he ask Mr. Nixon for his comments. And he refused to take any questions on the second Agnew speech, other than to respond in the negative to a query as to whether the President had seen it in advance.

But an administration source confirmed the virtually universal speculation that the Vice President was reflecting the President's views in Des Moines. The President "feels this way," the source said in reference to the earlier speech. The President could not, however, be said to endorse every point in the speech, since he did not see it in advance.

Mr. Agnew's speech last week, though keyed on the media, was not the same kind of slashing attack he had made a week earlier. Rather, he zeroed in on a matter that has troubled other critics of the media, including the FCC's most outspoken liberal member, Nicholas Johnson—the alleged "trend toward the monopolization of the great public information vehicles and the concentration of more and more power over public opinion in fewer and fewer hands." He said newspapers that lack the vigor of competition have "grown fat and irresponsible."

He singled out for special mention the Washington Post Co.—which owns the largest newspaper in Washington, one of the four VHF television stations, (WTOP-TV) an all-news radio station (WTOP[AM]), and one of the nations three major national news magazines (Newsweek) — and the New York Times, which now competes with only one other morning newspaper in New York. Both the Post and the Times are frequent critics of the Nixon administration and of Mr. Agnew.

He said the Post properties in Washington grind out "the same editorial line," but he did not suggest that the Post Co. be broken up. "I am merely pointing out that the public should be aware that these four powerful voices hearken to the same master," he said.

The Vice President appeared to regard with satisfaction what he said would be continuing debate with the media. "When they go beyond fair comment and criticism they will be called upon to defend their statements and their positions just as we [politicians] must defend ours," he said. "And when their criticism becomes excessive or unjust, we shall invite them down from their ivory towers to enjoy the rough and tumble of the public debate."

In response to charges heard frequently last week, he said he is opposed to censorship "in any form" and he said he does not "seek to intimidate the press, the networks or anyone else from speaking out. But the time for blind acceptance of their opinions is past. And the time for naive belief in their neutrality is gone."

As was the case following the Vice President's Des Moines speech, his address in Montgomery sparked a spate of rebuttals. Mrs. Katharine Graham, president of the Washington Post Co., said each of the Post's media outlets is operated autonomously and they "disagree on many issues." She added: "Whether we think the result is journalism of a high caliber that is notable for a diversity of voices on a wide range of public issues." She also described Washington as "one of the most competitive communications cities in the country by any standards."

And Arthur Ochs Sulzberger, publisher of the New York Times, disputed the Vice President's implication that the Times has sought immunity from criticism. He recalled a March 13, 1969 editorial in the Times which asserted that "The constitutional guarantee of freedom of the press provides the press with no warrant for seeking exemption from the laws prohibiting monopoly."

The networks, too, the objects of the
initial Agnew blast, returned to the attack.

Dr. Frank Stanton, president of CBS, said that the Vice President "is embarked upon a campaign, despite his rhetoric to the contrary, to intimidate the news media into reporting only what he wants to hear."

Leonard Goldenson, ABC's president, also saw the speech "as an attempt to intimidate and discredit not only television news reporting but other major news media." He also expressed the hope that "we are not facing a period in the history of our nation when high government officials try to act both as judge and jury on the issue of a free press."

Reuven Frank, president of NBC News, commented: "We do not welcome this sort of government intervention directed against newspapers any more than we relish it when it strikes at broadcast news."

Despite such replies, the question remained as to whether the Vice President's attacks would have coercive effect on the news media. Network newsmen assigned to the White House said they would like to think it would not—but that they could not be sure (see page 54). And some observers have suggested that the networks' decision not to cover live the massive antia war demonstration in Washington on Nov. 22 was influenced by the Des Moines speech.

Administration spokesmen went to considerable lengths last week to disavow any intent on the part of the administration to censor or intimidate the media. They said that the point of Mr. Agnew's Des Moines address was that the media should examine themselves. Mr. Ziegler made the point repeatedly in a news briefing Monday morning that dealt only briefly with any other issue.

And Herbert G. Klein, the President's director of communications, also carried that message to the country, in an appearance on CBS's Face the Nation, where he said the press, too, should re-examine its standards of objectivity. In interviews with newsmen and in an appearance Wednesday at a meeting of the International Radio and Television Society, in New York, Mr. Klein, who feels the networks "overreacted" to the Des Moines speech, defended the broadcasters' right to analyze and dissent from administration policy.

But he also warned of the perils of hasty analyses. It was what Mr. Agnew regarded as the "instant analysis" of President Nixon's Nov. 3 speech on Vietnam that provided the springboard for his attack on the networks. Mr. Klein's reference, however, was to the reaction to Mr. Agnew's speech.

Following the Des Moines speech, said its only impact was "psychological." "Maybe the networks will fall into line," he said. "But what happens if they don't?" The implication was that the commission would not and could not move against them.

Commissioner Johnson, in a speech at the University of Iowa, on Monday, replied sharply to the Vice President's attack on the networks. He said it had "frightened network executives and newsmen in ways that may cause serious and permanent harm to independent journalism and free speech in America."

But wrapped up in his reply was criticism of the broadcasting industry of a kind that the commissioner has frequently made.

He said the Vice President simply did publicly "what corporate and government officials have been doing for years in the privacy of their luncheon clubs and paneled offices. They cajole and threaten publishers and broadcasters in an effort to manage news and mold images."

The commissioner also revealed a readiness to criticize the commission's new chairman, who assumed office Oct. 31, by including Mr. Burch in his charge that the administration was attempting to coerce the media. He said the threat "at least appears worse when President Nixon selects as FCC chairman the former head of the Republican National Committee, who was scarcely on the job before obtaining transcripts of televised comments of which the President disapproves."

Chairman Burch's action in telephoning the network presidents for the transcripts of the analyses with which the networks concluded their coverage of the President's speech prompted repeated reactions from Congress that dedicated broadcasters could find support there if they felt they were being threatened. Representatives Lionel Van Deerlin (D-Calif.) and Richard Ottinger (D-N.Y.), last week during a hearing of the House Communications Subcommittee, warned the chairman against attempting to intimidate the media (see page 6).

The chairman has said he used the telephone rather than the mail, as is customary, to save time. And one commission official said such direct action is not unusual—"it's been done on numerous occasions," he said. But several commissioners said they were surprised by the chairman's action—and one flatly called it a "mistake."

Meanwhile, it was learned last week that Chairman Burch had moved even faster after getting complaints "from congressional and other sources" than he had been previously reported. He is said to have telephoned at least one of the network presidents on the morning of Nov. 4. Earlier, he had been report-

BROADCASTING, Nov. 24, 1969

45
Print and broadcast in the same boat?

Editors' president sees common perils in Agnew's campaign

Norman Isaacs, president of the American Society of Newspaper Editors, warned last week that journalists on both newspapers and television were jointly threatened by the implications of Vice President Spiro T. Agnew's Nov. 13 speech attacking television news.

Mr. Isaacs charged the Vice President seeks to bring the news media under some form of covert control. He also called for the firing of FCC Chairman Dean Burch, who, he said, acts as both prosecutor and judge in criticizing television. Chairman Burch found the Vice President's speech thoughtless, provocative and deserving of consideration (Broadcasting, Nov. 17).

Mr. Isaacs, in a free-swinging speech and news conference at the University of Michigan, charged the administration with trying to force the news media into a system of support for the government.

"The newspaper and broadcast arms of communications are rivals," he said. "For years they have been openly contemptuous of each other. Yet whatever their differences, they are now driven together as the co-targets of what can only be described as an open campaign by the national administration to discredit them ... and, more importantly, to seek to bring them under some form of covert control," he said.

Mr. Isaacs noted the Vice President denied calling for censorship "but he did appeal openly for public control ... and what other interpretation can be drawn than administration support for such challenges?" he said. "And with a chairman of the FCC who openly adopts a welcoming stance to such challenges?" he added.

Mr. Isaacs, who is executive editor of the Louisvllle Courier-Journal and Times, did not spare the press and television. He said that there was too much emphasis on "scoop" in press and television and not enough clear-cut separation between news and interpretation. He said, however, he thought Mr. Agnew's complaints were intimidation and not fair criticism.

ed to have called all three executives two days after the speech.

The chairman, who had issued a brief statement generally endorsing the Vice President's speech, was not making himself available for comment last week.

Whatever else he has accomplished thus far, it appeared that the Vice President has caused the media to regard the administration with distrust.

Mr. Klein's office has for several months been asking broadcasting stations as well as newspapers for comment on particularly significant events and has frequently requested copies of their editorials. Mr. Klein began the practice after discussing it at a meeting of the Radio Television News Directors Association in Detroit on Sept. 25, as a means of determining the views of those outside of Washington and New York.

But when CBS correspondent Dan Rather reported last week that Mr. Klein's office had contacted at least 20 stations around the country and asked for their views on President Nixon's speech, it appeared to many that the administration was attempting to pressure stations into following its line.

Mr. Klein rejected that interpretation of his appearance in New York last week. He insisted such calls were "proper" and said: "We are always concerned about whether we are being supported or attacked by the public."

However, the office makes other use of the information. It has frequently sent stations background data on issues in which it is interested and which the stations' editorials are discussing—the controversy over the Supreme Court nomination of Judge Clement Haynsworth, for instance.

And a station might find itself the recipient of a friendly letter from President Nixon if it takes a position he endorses. WHNC-TV New Haven received such a letter after submitting to Mr. Klein's office an editorial that said a large segment of the population did not favor immediate troop withdrawal.

The Rather report dealt with two other matters that, in the current atmosphere, seemed to indicate stations were being subjected to pressure.

One involved telephone calls that the wife of a member of the Subversive Activities Control Board made to Miami television stations asking whether they were going to cover a Veterans Day affair. The board member, Paul O'Neill, said his wife had cited her relationship to him in only one call—and then only to help the station official, to whom she was talking, identify her. Mr. O'Neill, a former Republican county chairman, said it is well known in the area.

Mr. O'Neill also confirmed Mr. Rather's report that he had called Washington-area television stations to ask if they were going to carry any reports of the pro-Administration rally in Wash-

ington on Nov. 11. But he said he did not identify himself as a government official.

The third episode involved the FCC's chief of the Office of Information, Leonard Weinles. Mr. Rather reported that Mr. Weinles had telephoned KOOL Phoenix, and asked for playback of an interview with CBS's Eric Sevareid dealing with Mr. Agnew's Des Moines speech. Mr. Weinles was reported to have said he wanted to hear it only for his own information.

Mr. Weinles last week confirmed the report but said its implications were "ridiculous." He said he wanted to hear the tape so that he could include a report on Mr. Sevareid's remarks in a compendium of news clips on communications matters that he distributes daily to the commissioners. "Now I find myself part of a Republican conspiracy to intimidate the media," he said. "It's ridiculous."

How viewers react to Agnew charges

People who sent telegrams and letters in response to Vice President Agnew's first attack on television news are much more solidly behind him than are those who responded by telephone. This conclusion was drawn last week on the basis of reaction tallies compiled by ABC, CBS and NBC.

Telephone calls trickled off after Monday (Nov. 17), but ABC authorities said Agnew-oriented calls to their New York offices by that time totaled 10,312, divided almost exactly 50-50 between those supporting and those opposing the Agnew position. CBS officials said Thursday (Nov. 20) that calls to all of their owned stations totaled 14,461 pro-Agnew and 12,856 anti-Agnew. NBC said calls to its New York, Burbank and Washington offices numbered 12,350 for and 10,000 against.

Letters and telegrams were something else. ABC said it had received 21,800 letters and 1,752 telegrams as of Wednesday night and that a sampling of approximately 7,000 letters showed them to be about 9-to-1 in support of Mr. Agnew while the telegrams backed him almost 6-to-1.

CBS said its owned stations received 4,167 telegrams that were pro-Agnew as compared with 752 against him, and that in the tallying of 17,272 letters the pro-Agnew response was running ahead by about 10-to-1.

NBC, lumping telegrams and letters together, said that as of Wednesday night 9,193 had been counted as pro-Agnew and 1,198 as pro-networks and that at least 10,000 remained to be counted.
We believe they're worth listening to.

And what we're hearing is a good sound. Because these kids are members of the Greater Bostonians...81 teen-age singers and musicians from 37 Greater Boston high schools. To them, hard work—cooperation—involvement—discipline are not dirty words. And their poised, polished performances on television and records show it. Great kids. Thinking kids.

We believe thinking kids are worth listening to. So the Herald-Traveler Corporation sponsors the Greater Bostonians, And the Repertory of Classical Drama, And Student Government Day, 'Classroom 5: the Children's Book Fair...exciting, stimulating projects specifically designed to help kids think for themselves.

Pretty soon now, the kids will be taking over. We'd better make sure they're thinking kids.

The Boston Herald-Traveler Corporation is doing something.
A specialized information system for the man whose decisions require immediate, reliable analysis of government actions

The Center for Political Research has developed a new system combining investigative journalism with modern information technology, to acquire, correlate, analyze and cross-index the mass of information generated by and about the federal government. All major developments in all branches of government are examined on a day-to-day basis and computer-indexed for instant retrieval. This is the only system monitoring all parts of the federal government. Actions affecting each part are systematically examined to determine their impact upon the entire government process. This means that, for the first time, accurate and relevant information is available with sufficient immediacy to effectively aid the decision making process. If facts about government actions are important to your decisions, the CPR system will prove a unique and economical aid.
CONTINUOUS ACCESS

CPR Computer-based file
To form this new information system, CPR brought together 40 Washington journalists, 20 researchers and a team of systems analysts and computer programmers. The system is capable of examining government information in detail and quantity never before possible. For example: You may retrieve biographical information on 5000 government officials ... a status report on 1200 programs ... detailed analyses of the facts and figures of economic and demographic life in 435 congressional districts. And this is a fraction of the data being accumulated and continuously updated in the CPR system. Inquiries to data files can be made by phone, telex or mail simply by prefixing each inquiry with your CPR identification code.

DAILY, WEEKLY, OR MONTHLY
Continuous Update Report
If at any time you wish to receive regular reports updating you on a specific area of government activity, the CPR system can be retained to generate these analyses as new developments occur. This service begins with a basic situation report, then is updated continuously. Such a service can be a great aid in keeping your staff current and informed on the government programs and activities that are vital to you. This service results directly from the complete, systematic coverage of all parts of the government, which is central to the CPR system.

AS NEEDED
CPR "Special Study" service for clients
CPR facilities are available to clients for special studies on particular subjects or situations. Some problems may involve information which is highly complex and must be sought in a dozen places. For example, analysis of government activity involving several programs. In all cases, the product is facts, not rumors. CPR specialists, in the regular pursuit of their assignments, will gather basic and supplementary information and feed it into the data collection system. Special studies will be conducted by a professional research staff. The identity and interest of the client using the Special Study Service will be known only to the research supervisor in charge of the study.

The National Journal
The National Journal is your weekly report from CPR. It sorts, analyzes, and indexes all significant actions of the federal government. More than a journal of record, it examines the intra-government and non-government forces that affect each agency's decisions, probing probable future ramifications. Following is a list of sample subjects you will find in each issue of the Journal:
- At least one comprehensive analysis of the stresses and strains underlying a current government issue.
- A thorough examination of a government department or agency - its people, practices, pressures and place in the federal complex.
- All major agency actions including decisions, hearings, and reports.
- Executive appointments, judicial nominations, confirmations, reassignments.
- Votes of all regulatory commissions.
- All roll-call votes in Congress.
- All bills reported out of committee (except private and public bills of narrow interest).
- All congressional committee hearings and meetings.
- A lobby profile each week.
- All Supreme Court decisions of significance.
- Results of elections - congressional, state, and important local contests.

New Indexing System provides quicker access to information than any conventional publication. It is cross-indexed six ways and keyed directly to the computer-based data file. Cumulative indexes for National Journal are sent each month. Instructions will be provided on organizing copies and indexes to form a "quick-retrieval" government information source within your own office. The weekly National Journal records all major government actions and is mailed first class each Saturday. Because it is both timely and comprehensive, National Journal may be used as a weekly checklist on government action.

3 Extraordinary Client Options
1. Access to CPR computerized data files - $1050 yearly. Provides two copies of National Journal weekly plus continuous access to CPR computer file, including 48 query units without charge. (Query unit equates retrieval of one file of computer-coded data.)
2. File access plus computer correlation and analysis - $1550 yearly. Under this option you receive all in option 1, plus the right to have the computer correlate and analyze file data to your specification. Analyses billed according to complexity.
3. Access, Analysis and "Continuous Update" - $3050 yearly. With this option you get all in options 1 and 2 plus one "basic situation" analysis on any functional area of government activity plus "continuous update" on that area.

Rates for CPR Special Study research will be quoted on request.
The analyses that touched it all off

Here's what network newsmen said on the air after President Nixon gave his Vietnam speech

How abrasive were the network-TV commentaries that Vice President Spiro T. Agnew denounced as "instant analysis and querulous criticism" in his Nov. 13 blast at TV news?

The commentaries were presented by the ABC, CBS and NBC news organizations immediately following President Nixon's Nov. 3 speech on Vietnam, and Vice President Agnew charged that:

"One commentator twice contradicted the President's statement about the exchange of correspondence with Ho Chi Minh. Another challenged the President's abilities as a politician. A third asserted that the President was following a Pentagon line. Others, by the expression on their faces, the tone of their questions and the sarcasm of their responses, made clear their sharp disapproval."

Mr. Agnew identified none of the correspondents but a review of the transcripts last week, while telling nothing about facial expressions and tone of voice, showed that:

- The references to the Ho Chi Minh letter were by Marvin Kalb of CBS News. In one reference he was quoting unnamed critics of Mr. Nixon's policies and added that the Ho Chi Minh letter seemed to contain uncommonly "accommodating" language. In the other he speculated that North Vietnamese reaction might be "somewhat negative in terms of the President's judgment" of the letter and said that although Mr. Nixon called it a flat rejection of his own letter, it contained a number of statements . . . which suggest considerable flexibility in negotiating posture.

- The challenge to the President as a politician was made by Bill Lawrence of ABC News. Two other panelists on the same program called Mr. Nixon an "extremely skillful" and "consummate" politician.

- The reference to "Pentagon line" was by Bill Downs of ABC, who said it was reflected in statements that U.S. defeat or humiliation would promote recklessness among other world powers. As a reflection of the preceding administration's policy in that respect, he also added, it ought to allay any fears among other nations that the Nixon administration is moving toward a neutralist or isolationist course.

Mr. Agnew reserved special criticism for W. Averell Harriman, former chief U.S. negotiator at the Paris peace talks, who the Vice President said was "trotted out" by one network "to guarantee in advance that the President's plea for national unity would be challenged."

Mr. Harriman, appearing on the ABC news wrap-up, did disagree with Mr. Nixon on many points. He also started and ended his comments by wishing the President well in his search for peace, and said Mr. Nixon had his support to that end.

Whatever the merits of the controversy, Mr. Nixon's speech scored well in the Nielsen multi-network area (MNA) ratings for the week of Nov. 3-9, and the analysis, at least on NBC-TV, did not do badly either. NBC-TV's coverage of the speech ranked fifth with a 24.6 rating and 35 share, and NBC's analysis ranked sixth (tied with FBI on ABC) with a 23.5 rating. CBS-TV's analysis was tied with NBC's Bill Cosby for 20th place with a 21.3 rating.

A report on the three wrap-up programs follows, based on transcripts supplied by the networks:

The ABC News wrap-up, anchored by Frank Reynolds, opened with Tom Jarriel, ABC White House correspondent, saying that Mr. Nixon had addressed himself to "the silent majority," had "offered no quick solutions" and perhaps had "polarized attitude in the country more than it ever has been into groups who are either for him or against him."

"Asking why there was "nothing substantively new" in the speech, Mr. Jarriel said the President apparently felt "that the time had come to restate his position and we were warned repeatedly against speculation at the White House, against going out on a limb saying there might be massive troop withdrawals or perhaps a stand-still cease-fire, and tonight after seeing the speech we certainly know why we were warned against speculation."

W. Averell Harriman, former chief U.S. negotiator at the Paris peace talks, was presented by Mr. Reynolds as "one of the men most qualified, certainly, the most qualified to speculate on North Vietnam's reaction to the speech."

At the outset Mr. Harriman appeared to disavow any intention to offer what the Vice President later called "instant analysis and querulous criticism."

"I wouldn't be presumptuous to give a complete analysis of a very carefully thought-out speech by the president of the United States," Mr. Harriman said. "I'm sure he wants to end this war and no one wishes him well any more than I do."

Mr. Harriman, interviewed by John Scali, ABC News State Department correspondent, presented several points of disagreement with Mr. Nixon's position, said his address contained important omissions, and asserted that "I think this should be very carefully debated by the Congress, particularly by the Foreign Relations Committee."

Mr. Harriman questioned whether the President's supporters represented "a silent majority" or "a silent minority," but then said "I think he's got the full support of the people. He certainly has got my support, in hoping we will develop a program for peace."

He concluded: "There are so many things we've got to know about this, but I want to end this by saying I wish the President well, I hope he can lead us to peace. But this is not the whole story that we've heard tonight."

ABC News National Affairs Editor Bill Lawrence suggested the Democrats had tried to "mouse-trap" the President by building people's hopes for an an-
nouncement of “some new move toward substantively winning the war sooner.”

Bob Clark, ABC Capitol Hill correspondent, foresaw reopening of the Vietnam hearings by the Senate Foreign Relations Committee and thought it “very clear tonight that the gauntlet will be flung down to the President at those new hearings.”

Mr. Clark said, “there’s a growing impatience in Congress, just as there is across the country. This cuts across party lines, there are many who have been moderates on the Vietnam war in the past who now feel more and more urgently about the need to set a termination date on the war. That, of course, is what the President failed tonight to do.”

Bill Downs, ABC Pentagon correspondent, saw the speech as reflecting “the Pentagon viewpoint” and the previous administration’s position that America cannot go back on a commitment. That, he said, “always any fears that people might have had round the world that the Nixon administration might be heading us toward a neutralist or isolationist course. But it’s certainly not in this speech.”

Mr. Lawrence contended Mr. Nixon “hasn’t used the powers of the Presidency,” which he said “a good politician” would have done, and pointed out that during the campaign Mr. Nixon said—and said again in his speech that night—that “he had a plan that would end the war and win the peace.”

As to Mr. Nixon’s abilities as a politician, Mr. Reynolds had called him “extremely skilful” and Mr. Downs, taking issue with Mr. Lawrence, called him “a consummate politician.”

Howard K. Smith said that “for the first time” he got “a strong impression” that Mr. Nixon is “not going to be hustled or yield to anything but a negotiated settlement involving free elections which probably the Communists couldn’t win.” He speculated that “by his speech tonight he’s let himself in for some very rough handling in that next moratorium demonstration that’s coming.”

Mr. Nixon, he said, “got his message across to the people he’s counting on, called the silent majority, but what matters is whether he got his point across to Hanoi; that there will be no surrender in any guise, and that they will have to negotiate. And, as has been so often said tonight, we’ll just have to wait and see.”

 Correspondent Dan Rather, anchoring the CBS News wrap-up, opened with a summary of speech highlights and prefaced the commentary “by saying, as always, this is a difficult bit of guesswork to immediately follow a presidential address.”

One of the references to the Ho Chi Minh letter by Marvin Kalb, CBS diplomatic correspondent, was that critiques of Mr. Nixon “may disagree with the President’s judgment that the Ho Chi Minh letter was a flat rejection of his own letter. The Ho Chi Minh letter continued it’s seems, some of the softest, most accommodating language found in a Communist document concerning the war in Vietnam in recent years.”

This other reference to the letter was in assessing the effect of the speech on North Vietnam. The North Vietnamese, he said, might say “that the President has not given them anything terribly new to chew on.” But, he added, “I don’t really feel that the President was talking to them. As he pointed out, he was talking very much to the great silent majority of the American people. . . .” Mr. Kalb continued:

“It seems to me, if anything, it’s [the North Vietnamese reaction] going to be somewhat negative in terms of the President’s judgment of the Ho Chi Minh letter. Ho Chi Minh is now dead; he is a god in North Vietnam at least, and certainly has a good deal of strength elsewhere in the Communist world.

“The President defines this as a flat rejection, and yet you have a number of statements in here which suggest considerable flexibility in negotiating posture. This may not yet be apparent in Paris, but it certainly is there in the language of this Ho Chi Minh letter.”

Eric Severeid, CBS national correspondent, couldn’t “escape the feeling—and it’s only a feeling—that this is not all we’re going to get this fall, that there may well be an announcement of a quite sizable troop withdrawal and fairly soon, possibly before these mid-November demonstrations. I have no evidence for this at all, except the feeling that it cannot rest where he has left it.”

Mr. Severeid said that philosophically Mr. Nixon “doesn’t seem to be any different” from former President Johnson and former Secretary of State Dean Rusk in feeling that an American pullout would collapse confidence in American leadership all over the world and set Communists into action in other areas.

“One would think if all that were true, if this war and our presence there was of this cosmic and universal importance, then the war should be won.” Mr. Severeid said. “But he has said that it is not to be—a military victory is not to be sought, and in that, it seems to me, there lies a profound illogic, that it’s over the dam, he is trying to get us out.”

Mr. Severeid said he “hoped” the President could hold a majority of public opinion behind the policy of winding down the war slowly to an honorable end, but “I don’t know that he can. I think this speech would have been effective last spring, but it’s late in the day; and this is why I think something else is going to come and very soon. I do not believe it can rest here. But this is only my horseback opinion of one man. And I could be wrong.”

The NBC News wrap-up, with John Chancellor as anchor man, opened with a summary of the President’s speech by Mr. Chancellor, who was then joined in commentary by Herbert Kaplow, NBC White House correspondent, and Richard Scammont, consultant to NBC News on public opinion.

Mr. Chancellor felt that “the essence of the speech has been a defense of his [Mr. Nixon’s] plan to end the war, which he thinks is working. His critics think it’s not working and it’s making the war go on longer, and they will be after him again.”

Mr. Scammont, in response to questions, said he thought the President’s speech “represented the viewpoint of the majority” of Americans, that there was also “a strong minority” in and outside of Congress that would oppose the President’s proposals, but that “the polls would indicate he does have support, at least for the time being, for [his] policy.” Since the Oct. 15 moratorium, he said, that support “has gone up, not down.” Would it go up again after the demonstrations that critics had
Agnew's campaign brings them together

Six of television's leading newsmen, representing the three networks, will appear with Bill Moyers, former President Johnson's news secretary, on CBS's 60 Minutes tomorrow (Nov. 25) to discuss Vice President Agnew's criticism of television news.

CBS said Thursday (Nov. 20) that it expected to select an eighth panelist.

The program, unusual in bringing newsmen from all three networks onto a program to be broadcast by only one, will be presented in the regular 60 Minutes period, 10-11 p.m. (EST). Participating will be CBS correspondents Walter Cronkite and Eric Severeid; NBC's David Brinkley; ABC's Howard K. Smith; and co-editors Mike Wallace and Harry Reasoner of 60 Minutes, who will anchor the broadcast.

Included in the show will be a taped question-and-answer session between Mr. Cronkite and members of the St. Joseph, Mo., chamber of commerce. Mr. Cronkite returned to his home town of St. Joseph last Friday (Nov. 21) to prepare the report.

Following the Cronkite segment, correspondents Brinkley, Smith and Severeid will comment on Mr. Agnew's speech. Mr. Moyers, publisher of Newsday, will be interviewed by Mike Wallace.

In its regularly scheduled segment, "Letters to the Editor," the program also plans to report on the mail and phone calls received by CBS since Mr. Agnew's Nov. 13 speech.

scheduled for Nov. 15? That, Mr. Scammon thought, "might depend a good deal" on the nature of the November demonstrations: "If they are as essentially decent as they were in October, I'm not sure. If they become violent, it's quite possible it would go up."

Mr. Scammon thought direct appeals to the public, such as Mr. Nixon had just made, "tend to bridge over whatever kind of a credibility gap there may be," but that in the long run the effect depends on the soundness of the arguments advanced because the people "are usually a good deal more perceptive about these things than many people give them credit for."

"If the argument is basically sound," he continued, "I think you'd find that there would be support for it, while there always will be a minority on both sides, you know, who will oppose any middle-of-the-road policy, which is what I think you would call this, which does not go either far to the left or far to the right."

Mr. Kaplow commented on the President's departure from his usual practice of not reading speeches: "Obviously, because of the delicacy of this issue, he chose not to take any chances. As a scripted performance, it was a pretty good Nixon performance...the image that came across tonight was that of a man who was familiar with what he had written and what he was reading, obviously designed to counter the activating the silent majority into support for him."

He said a network "can't afford to be overwhelming, in a sense, by their expressions, the people who had been marching around the fences of the White House on Oct. 15 and are supposed to be back here on Nov. 15."

In response to another question Mr. Kaplow said it was his opinion that administration decisions on troop withdrawals are based less on progress in the Paris talks than on the strengthening of the Vietnamese army and the level of fighting, "and probably the level of fighting more than anything else."

The wrap-up concluded with Mr. Scammon noting that public opinion "has been very ambivalent about Vietnam."

"It has wanted to get out; it has wanted a Vietnamized war. On the other hand, it has wanted to get a settlement which did not permit the Communists to take over. And even though the American public says get out of Vietnam, Mr. President, they also say if you get out of Vietnam and lose, two-thirds of us are going to be against you."

Observed Mr. Chancellor: "It's not easy to have that job."

Affiliates side with NBC News

But among other stations opinions about Agnew range from good to bad

The NBC-TV affiliate board of delegates formally went to the defense of NBC and NBC News last week in the controversy touched off by Vice President Spiro T. Agnew's blast at network-TV news operations generally.

It was the first network affiliate body to take a stand in the controversy. Whether its CBS-TV and ABC-TV counterparts would follow suit remained unclear. Privately individual affiliates of both these networks, as well as some of NBC-TV's, have indicated widely varying reactions, ranging from general agreement with many of Mr. Agnew's criticisms to outright rejection of them.

The NBC-TV affiliates board went on record in a resolution adopted during its meeting with NBC officials at Tryall, Jamaica (also see page 70). NBC sources said the board acted on its own initiative, not at NBC request.

The resolution said Mr. Agnew's speech represented "a calculated assault on network news coverage" and "combined an appeal to prejudice with an implied threat to the freedom of government-licensed broadcasters to report the news."

A sampling last week of the broadcasters showed divisions of opinion.

R. Peter Straus, WMCA(AM) New York, said in an editorial: "Vice President Agnew doesn't like what he sees on the television news shows. But he doesn't blame the people who make news. Instead he finds fault with those who report it."

Barry Zorthian, Time-Life Broadcast Inc., said he endorsed "the thrust" of the networks' reactions of the week before. Time-Life stations, he said, will continue to carry network news shows with the understanding, as in the past, that as licensees they will pass judgment on the presentations and "let the networks know" if they have complaints.

John T. Murphy, Avco Broadcasting Corp. said: "When the Vice President takes the position that the President's actions should not be subject to evaluation and comment, he is taking a stand against the First Amendment."

An editorial on WCBS-TV New York said: "... The more troubling [part of Mr. Agnew's speech] is his apparent belief that there should be a limit on the right of the American people to hear a full discussion and criticism of the administration in power, and his willingness to crudely wield the power of his high government office to intimidate a news medium that depends for its existence on licenses granted by that government."

A strong pro-Agnew reaction was found in Southern California. The vice president of a network-TV operation in Hollywood was most emphatic in his endorsement of Mr. Agnew's contents. "Don't quote me," he said, "because my opinion, of course, is drastically different than that of my home office in New York. But I'll tell you this—Agnew's blast was a long time coming. Why these news guys, even in my own place, get away with murder."

Said a Los Angeles radio station owner: "At first I was shocked by the Agnew speech. Then the more I thought about it the more I thought he was right. Newsmen have to stop sacrificing everything for what they think makes the best story. They have to start telling it like it is from all sides not only from the most dramatic, sensational side. It wouldn't hurt to let people make up their own minds."

52 (SPECIAL REPORT) BROADCASTING, Nov. 24, 1969
"Where were you when ..." was the resounding cry heard throughout the industry when we introduced our VP3 color camera, and no wonder. VP3 offers so many major advances and advantages, it has got to be television's next standard. It gives you field unit handling, yet it's a sophisticated studio system. It goes from a cold start to full operation within minutes. It gives you quick, slip-out tube changing, with no need to move yoke or optics. And much more than this whole magazine has room for. The picture? It's color as it never was before; color that has totally amazed all who have seen it.

VP3. Sure we're sorry we didn't have it ready for you sooner, but the color cameras you have now aren't going to go on forever. In fact, when you see VP3, you might make certain that they don't go on at all.

Can administration cow TV journalism?

That's question troubling news organizations as men in charge urge operations as usual

Vice President Spiro T. Agnew's attacks on television news Nov. 13 and again last Thursday (Nov. 20) produced reactions of shock and dismay in the New York headquarters and Washington bureaus of the three major networks, but also expressions of determination to continue doing a job the TV newsmen consider has been professional.

None of the newsmen, from bureau chiefs to reporters, pleads infallibility. Many felt the Vice President's remarks failed to recognize, or simply showed a lack of knowledge of, the extent of agonizing and debate that goes into news judgment. And of greater importance, newsmen say, is the probing of conscience and decisions that follow the news show. Was the coverage handled properly, could it have been improved, were the right stories covered and were they placed properly in the newscast?

The Washington bureaus are especially important to the networks. Their coverage is largely of the government. Their product invariably forms an important segment of network newscasts.

Will the Vice President's attack produce a more cautious approach to news reporting on television? Bureau officials deny any such effect has occurred. But it is a danger, one admitted. Another said he expected to continue making news decisions as in the past. That broadcast journalists are concerned is agreed. Many may begin looking over their shoulder if the barrage continues. But it has not yet come to this, they say.

The heads of the three TV-network news organizations appeared to feel that the biggest problem created for them by the Agnew attack would be to keep it from affecting news coverage.

All vowed to do all possible to maintain current standards and coverage uninhibited by the criticisms leveled and engendered—by the Vice President.

But they also felt that some sort of inhibiting influence was almost inevitable—that newsmen and news executives would be more prone, perhaps unconsciously, to think twice and perhaps decide on the side of caution when faced with questions involving potentially controversial coverage.

One reporter who made his own brief survey among newsmen said he did not find any that were really angry at the speech, but he did meet a general tone of lamentation that it had to be on the level of an attack. There was some concern that it might be part of a long-range attack on news media, but there also was a desire not to get into a mudslinging contest.

Correspondents say they try to be fair even if they have personal opinions. And, of course, all do have opinions. They believe they are competent observers and technicians in the art of television reporting. In the trade they are generally considered among the best in the business. They must be among the best because that is the way one gets one of the highly desirable Washington bureau jobs. This refers specifically to the reporters, the beat correspondents, who comment because they are experienced observers of their particular field. Commentators are another story, they are paid for their opinions. The distinction is sometimes lost.

Richard S. Salant, president of CBS News, sent a memo to his division asserting that the criticisms should not "in any way deter us from continuing to perform our responsibilities honestly, fearlessly and with the depth and perception that true journalism requires."

Reuven Frank, president of NBC News, said he felt he had "a very important job" to do in convincing his people "that their jobs have not changed," their responsibilities have not changed, and that he would probably use memos to reinforce personal assurances he had already given to that effect.

Elmer Lower, president of ABC News, was also spreading the word informally throughout his organization and called attention as well to ABC President Leonard Goldenson's earlier statement that "in our judgment, the performance of ABC News has always been and will continue to be fair and objective." Though he issued it as a public statement, an official said, Mr. Goldenson "was saying it to the staff, too."

Bill Small, manager of the CBS News Washington bureau said: "Nowhere else in journalism are there as many checks and balances, producers, editors, reporters themselves, as in television news. And the affiliates are quick to let us know when they don't like something. We are very sensitive to public reaction. Reporters from Washington cover the United States and the world. They get reactions all the time. No other medium has the impact television has and we are constantly aware of it. We have to exercise editorial judgment."

"I am proud of my CBS operation and all news broadcasters here."

In the line of fire in the controversy over network-television news are the heads of the large and well equipped Washington news bureaus. The correspondents of the three major bureaus working under the guidance of these men produce the network news reports concerning the nation's capital. John Lynch (l) ABC News bureau chief directs the activities of 15 newsmen covering radio and television. He has five camera crews at his disposal and uses per diem crews when necessary. Bill Small (c) has eight film crews available in his CBS News bureau to work with 20 correspondents covering radio and television. Frank Jordan (r) head of the NBC News operation has seven film crews to use and the backup capability of WRC-AM-FM-TV staffers.
professionals at its best," he said.

"A lot of broadcasters will go down in history as major figures on the scene. They are good . . . the Cronkites [CBS's Walter Cronkite] and Sevareids [CBS's Eric Sevareid] will be studied by people entering the in-
dustry years from now.

"All news is not going to make people comfortable," Mr. Small said.

John Lynch, chief of the ABC News Washington bureau, also emphasized the professionalism of his staff. ABC was the latest of the networks to beef up its Washington operation.

Mr. Lynch agreed the Washington and New York teams are an elite group. "Only the professionals make it," he said. "It's elite by elimination. These men are the best." And, he said: "A lot of judgments go into making a news film piece. Of course in the end some one person has to make a final judg-
ment on its use.

"A dialogue is going on all of the time in a news operation: how to do a story. Did we do it well or correctly how can we do it better? Vice Presi-
dent Agnew is just one more argument in the dialogue," Mr. Lynch said.

Frank Jordan, director of the NBC News Washington bureau, said: "Televi-
sion has the impact the critics say it has, and we realize it. We are sensitive to this and do a great deal of agonizing about it and our responsibilities. We don't take our responsibilities lightly. In some ways it is not bad to be jolted, it may be good to be reminded."

Dan Rather, CBS White House cor-
respondent, said: "The speech [Nov. 13] makes me very sad. It's unworthy of

the Vice Presidency and unworthy of him. Whatever he intended, that speech runs the high risk of having a dema-
gogic effect, setting one part of the country against others, breeding dis-
trust and suspicion. I'm aware that a

lot of well-meaning people agree with Agnew, saying something that needs to be said. What you ache to say to these people is 'yes', mixed in with all the other elements. He touched on some valid points. We have difficulty living up to our responsibilities. We have a

lot of unsolved problems. I would wel-
come a factual, thoughtful, scholarly essay on what those problems are and

some suggested solutions.

"I'd like to believe he hasn't intimi-
dated me or CBS or anybody else in the business. But I can't be certain that's true. Only time will tell for myself and the others," Mr. Rather said.

Herbert Kaplow, NBC's White House correspondent, said: "I don't think the [Nov. 13] speech was valid criticism. Some of what he said was true, but a
great deal more could have been said. As for instant analysis, [Mr. Kaplow was among the analysts that were one of Mr. Agnew's targets], we had two hours to review the speech." Mr. Kap-
low referred to the President's Nov. 3 speech as well as the text of the speech as newsmen had been briefed on earlier by Henry A. Kissinger, presi-
dential aide.

Mr. Kaplow said: "Every time we cover a story, we try to judge whether we are distorting. Sometimes we make a mistake."

Regarding the impact on the television news medium, he said: "We don't want to be cowed. but on the other hand, we don't want to step out of a

reporter's role and lash back. There are a lot of disciplines. We want to do our job as reporters. I hope our reac-
tion will be to continue to do our job.

"I don't think it's going to change my product but one can't be sure that it will have no effect," Mr. Kaplow continued. "I honestly believe govern-
ment officials get away with more than we can catch them with and they know it. There are times when we treat them unfairly, and they have a legiti-
nate beef. All of these things have been under consideration within the in-
dustry for a long time."

Tom Jarriel, ABC White House cor-
respondent, spoke in a similar vein.

He said: "I don't expect it [Mr. Agnew's Nov. 13 speech] to change what I have been doing, or have anyone else within the organization change what I have been doing. If anything, it might bring about further re-examination of objec-
tivity, but that is something that has been going on for a long time. We're all sufficiently independent-minded so that if anyone tried to dictate what to report, either from government or the company, you'd find a broad revolt among reporters. We work under a hierarchy, but we're mature enough to know where lines ought to be drawn."

Only two days after the Nov. 13
speech of the Vice President in Des Moines, the New Mobilization Com-
mittee for Peace in Vietnam sponsored a rally in Washington. Various esti-
mates placed the crowd on the Wash-
ington Monument grounds from 250-
000 to over 300,000. Television news coverage, both local and network, was praised and condemned—praised for its restraint and criticized for the lack of

Herbert G. Klein, President Nixon's director of communications, told an International Radio and Television So-
ciety meeting last week that the Nixon administration had no intention of inter-
fering with the operation of the FCC. Mr. Klein was speaking to points raised by news media spokesmen following a Nov. 13 speech by Vice President Spiro T. Agnew in which the Vice President

attacked television news coverage and made reference to the periodic license renewal that faces broadcasters. Here at the IRTS meeting in New York are (1 to r): Richard S. Salant, president of CBS News; Reuven Frank, president of NBC News; Mr. Klein and Elmer W. Lower, president of ABC News. The network news chiefs issued sharp statements defending their news opera-

tions following Nov. 13 speech of the Vice President. Mr. Klein did not di-
rectly defend the Vice President's speech at the IRTS meeting, but said the criticism serves a good purpose and is valid as a basis for industry study. The network news chiefs last week ex-
pressed a determination to continue covering the news fairly and with thorough, incisive television reporting.
FCC rejects role of judging news bias

Commission finds networks observe fairness doctrine, backs right to analyses

The FCC made it clear last week that it would not move against stations carrying the kind of analysis which precipitated Vice President Spiro T. Agnew's attack on the network news operations.

The commission stated its position in a letter to a Houston woman who had complained that the analyses with which the networks concluded their coverage of President Nixon's Vietnam speech on Nov. 3 were "one-sided."

The commission letter, signed by Chairman Dean Burch and approved by all commissioners, said the networks have met their obligations under the fairness doctrine and that no further action is warranted.

The Vice President, in a speech in Des Moines on Nov. 13, said the commentators who participated in the post-speech analyses were hostile to the President and that "a tiny and closed fraternity of privileged men" in television news are misusing their opinion-molding power (Broadcasting, Nov. 17). The complainant, Mrs. J. R. Paul, made similar points in her letter to the commission.

As a result, the commission's response, made public Thursday, appeared to constitute a commission effort to eliminate any suspicion it is part of a real or imagined effort on the part of the administration to intimidate the networks. Normally such a letter would be handled at the staff level.

The commission noted that in recent rulings it had disavowed any authority to judge the truth of broadcast news. It cited its letters to the networks concluding its investigation of charges that they had been unfair in their coverage of the Democratic national convention in Chicago last year, as well as its decision in a case involving CBS's Hunger in America documentary.

"In the absence of evidence of news rigging," it said, "the commission cannot properly intervene." The commission added that in a democracy dependent on a free press, "no government agency can authenticate the news, or should try to do so."

It said it "cannot properly investigate to determine whether an account or analysis of a news commentator is 'biased' or true."

Furthermore, it said the policy of the First Amendment to foster "robust, wide-open debate" . . . certainly permits the analysis of any one speaker to be one-sided."

The commission said that what its fairness doctrine requires is not that such a newsman be censored but that the other side of the controversy be given an opportunity to be heard.

And Vietnam, the issue involved in President Nixon's speech, "is one to which the networks have devoted, and continue to devote, substantial amounts of time for contrasting viewpoints. Indeed, that was the case as to the broadcast in question. The fairness doctrine requires no more."

However, the commission also stressed that it was not denigrating the significance of complaints such as Mrs. Paul's. It noted that in its letter on the Chicago convention coverage it had reminded the networks that the complaints involved in that case were not to be ignored. The commission said then that the views of critics and complaints from the public not only do not under mine the independence of broadcast news but may help it discharge "more effectively" its task of informing the public.

live coverage. Did the Vice President's remarks have a restraining influence on the newsmen?

Washington bureau chiefs to a man deny it. They point out that plans for the coverage were virtually complete before the Vice President spoke. Live coverage was limited to brief cut-ins offered by NBC to its affiliates. Other mobile units were in readiness on the Washington mall, but not used.

Camera coverage of the moratorium was extensive and all networks used this footage on evening newscasts. Local stations in Washington added their own film coverage. NBC alone had 14 camera crews on the mall for the demonstration. The other networks were present in strength. Up to a third of the time on evening news shows was devoted to the Washington and San Francisco demonstrations. The decision not to go live is still being debated among newsmen, but most insist it was a news decision. The rally was the second in a series, they observe. The news was not in the speeches, nothing new here, or in the folk singers, but in the sheer size of the crowd, and this factor, some newsmen admit, may have been underestimated in advance. There was in some quarters the fear the appearance of live cameras would provoke trouble.

All three network presidents emphasized that they had made and announced their plans before Mr. Agnew spoke, and had adhered to those plans.

Mr. Salant said that after the Agnew speech he had anticipated "the knee-jerk reactions of people who would say, 'aha, he scared them,'" and had wondered whether he shouldn't revise coverage plans and "do something special." But, he added: "Then I said damned if I will because then he will be affecting my coverage."

Mr. Salant said CBS News's original plan was to cover the mobilization for inclusion in the Roger Mudd Saturday Report—eight to 10 minutes were in fact included—and, in view of CBS's earlier coverage of the Oct. 15 moratorium demonstrations, not to go beyond that unless compelling news developed in terms of the speeches, crowd size or unexpected events.

Mr. Salant concluded that, as it turned out, the mobilization demonstrations proved to be "more of the same" —referring to the Oct. 15 moratorium—and added: "Even if I was wrong, it was not for Agnew reasons."

The other new organizations offered similar reasons for limiting their mobilization coverage to regular newscasts.

Mr. Frank also said that special programming not only would have "served no purpose" but also would have "got no audience—we'd be talking to ourselves." He said the audience for coverage on the Huntley-Brinkley Satur-
A probe into unexplained phenomena of our universe and their startling implications for the future.

AN ENCYCLOPAEDIA BRITANNICA SPECIAL*

The first of the Britannica Specials to be produced by Lee Mendelson Productions in association with the NBC Television Network and colorcast on Friday, April 3, 1970 (7:30-8:30 P.M. Eastern Time). Sponsored by the Weyerhaeuser Company.

*The Special will feature Arthur C. Clarke, well-known scientist and author.
day Report—where it occupied about half the time—was far greater than it would have been for special treatment.

Mr. Lower noted that ABC News "did not stint on having people out covering" the moratorium and would have "escalated our [on-air] coverage if anything had happened." But nothing did, he added. For the same reasons, all three networks decided tentatively not to provide live coverage of Mr. Agnew's speech in Montgomery last Thursday night (Nov. 20) (see page 44). They said they were prepared to change plans if advance copies of their text proved newsworthy but that they anticipated that, as one president put it, "like the moratorium, it'll be the same thing—and he didn't sign on for a TV series, you know."

Some newsmen had privately expressed surprise that the networks elected to cover even the original Agnew attack live. Some of those professing astonishment concluded that the decision had been, in effect, more a political or public-relations decision than a news decision. Inquiries indicated, however, that the initial recommendations for live coverage had come from top executives of the news divisions themselves.

At ABC News, for example. Mr. Lower said a reading of the advance text had convinced him that it was a major speech of somewhat historic proportions—"historic at least for the communications field"—and that he "promptly recommended that we clear time and cover it live."

There was no commentary in the usual sense following the Nov. 13 Agnew speech, but network officials attributed this to lack of time and did not regard it as a signal that commentary following major speeches was headed into a decline.

The speech itself commanded half of the homes using TV in New York during that half-hour, according to the New York Nielsen ratings, the only ones available last Thursday. They showed CBS-TV's pickup with a 14.4 rating and 24 share. NBC-TV's with a 10.9 rating and 18 share, and ABC-TV's with a 8.8 rating and 18 share. In terms of network audience alone, CBS had a 48 share, NBC 36 and ABC 16.

Although the network news chiefs insisted that the attacks must not be allowed to inhibit their work, one change did become apparent. On its Evening News With Frank Reynolds and Howard K. Smith, which normally ends with an announced commentary, the "commentary" sign that formerly was shown for a few seconds is now being kept on the screen until the commentary is over.

ABC-TV authorities regarded this as an informative, not an inhibiting, move. It was indicated, they said, "so that if a viewer tunes in after the first 10 seconds, he will be sure to know that he is hearing commentary, not news."

It appeared to result from the sort of continuing "self-analysis and self-criticism" that Mr. Salant also called for in his memo telling the CBS News organization not to be deterred.

Mr. Salant said it was "entirely natural... that we should be distressed when the Vice President of the U.S., apparently speaking for the administration, should accuse us of so complete a failure in maintaining our policies."

But, he said, "it seems to me that our course is clear." He continued: "As I have previously stated publically, our responsibilities are awesome and professional outside criticism on the one hand, and constant internal self-analysis and self-searching on the other hand are desirable and indeed imperative. That the government at its highest levels, with its powers over us, criticizes us so strongly, so emotionally, and with such self-serving purposes, should not and cannot deter us from carefully considering outside professional criticism and conscientiously continuing our own self-analysis and self-criticism."

“We will continue, of course, to base our judgments on professional standards of newsworthiness, of reporting the facts and events which in our best judgment ought to be reported, and of going beyond the primary facts no matter where the chips will fall."

"All of us recognize our own fallibility. And we recognize that honest journalism makes it impossible to please all of the people all of the time or, indeed, sometimes most of the people some of the time. So be it: We are journalists and shall remain journalists."

Agnew speech draws mixed print reaction

Some newspaper editors see threats to media but others praise his stance

Editorial comment on Vice President Spiro T. Agnew's Nov. 13 condemnation of broadcast news has ranged from unqualified support to alarmed inferences of censorship.

Here is a broad section of editorial comment culled from newspapers in various parts of the country:

"... Vice President Spiro Agnew's scorching criticism of TV network newsmen for their distorted and one-sided view of current events was a justified, necessary and over-due statement that had been waiting too long for a man courageous enough to make it."

Detroit News.

"... It is a strange performance from a member of an administration pledged to 'bring us together' and to persuading us to 'lower our voices.'"

Detroit Free Press.

"... We do not believe the television news industry, which has made such great strides and has such major impact on public life, will go namby-pamby as a result of Agnew's criticism. It's a cinch to try harder to do a fair and objective job."

Knoxville (Tenn.) News-Sentinel.

"... There is merit in the Vice President's contention that the violent aspects of confrontations seem intensified in TV spot-news broadcasts, partly because of the shortness of newscasts. Having raised proper questions, however, the Vice President was less successful, in our opinion, in documenting his charges of news distortion."

Des Moines (Iowa) Register.

"... Vice President Spiro T. Agnew has summarized the flaws and dangers [of network television news coverage] incisively and definitively."

Indianapolis Star.

"... Stunned by Agnew's charges,
Nobody makes "band-aids."
(Not even Johnson & Johnson.)

Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.
network presidents responded in typical fashion by attacking Agnew, rather than trying to justify their biased news reporting." St. Louis Globe-Democrat.

"... Agnew uncovered another of his great conspiracies against the masses.

"... Again, Mr. Agnew has picked up the cudgel of demagogy in an effort to spur criticism of the Nixon administration." New Orleans States Item.

"... If the speech in Des Moines does not lean toward intimidation, what does it do?" Miami Herald.

"... Agnew did not ask for censorship. He asked rather 'whether a form of censorship already exists when the news that 40 million Americans receive every night' is determined and broadcast by a handful of men who share the same viewpoints." Dallas Morning News.

"... [Broadcasting] is, nevertheless, a vital means of communication and it must enjoy the fullest possible freedom of expression, however, much individuals or factions concur or disagree with what is said upon any specific occasion." Minneapolis Star.

"... Many other people must see in [Mr. Agnew's speech] a thinly veiled threat, perhaps not to take away licenses or control networks, but to instill in listeners and readers of all forms of mass communications a distrust of what they see and hear." Louisville (Ky.) Courier-Journal.

"... The Vice President showed less concern with a conscientious re-examination of 'what is news?' and how clearly it should be separated from opinion than he did with discrediting TV newsmen and analysts now in the public eye. It was all but an appeal to vigilantism." Charlotte (N.C.) Observer.

"... There can be no objection to the Vice President's voicing criticism of such media shortcomings. But in chiding them with exaggeration or 'querrulous criticism' or undue hostility, he must be careful not to fall into the same pit." Christian Science Monitor.

"... There may have lurked between the lines of this speech a threat of punitive government action against television unless it shapes up and broadcasts the kind of sweet music that the Nixon administration wants to hear." Washington Evening Star.

"... In his far-reaching attack on the national television networks, Vice President Agnew has exacerbated the division among the people of this country over the administration's Vietnam policies and at the same time has undermined the basic principle of freedom of speech on the airwaves." New York Times.

"... The name of the game is intimidation, as Frank Stanton of CBS bluntly declared last night, and all media have a common stake in resisting it." New York Post.

"... Surely [Mr. Agnew] cannot be so insensitive to his high governmental position as not to appreciate the coercive nature of his attack." Pittsburgh Post-Gazette.

"... Leave aside the profound questions of constitutional right [and] ugly hint of censorship... either Mr. Agnew is to be satisfied with nothing short of full 100% support of the President or he has picked a poor example to illustrate his point that the press, whatever its own convictions, is not doing its job of unbiased reporting as honestly and directly as is humanly possible." Baltimore Evening Sun.

"... More power to Spiro T. Agnew... those howls of outrage that have been coming from the leftist-liberals, and from spokesman for television, are the best possible proof that they have been hit where it hurts." Baltimore News American and Boston Record American.

"... Television certainly is open to criticism [but the Vice President's] is a form of criticism which borders on censorship." Memphis Commercial Appeal.

"... Kicking about supposedly unfriendly news reports is understandable. But to suggest, as Mr. Agnew did in veiled terms, that the news be censored is something new and ominous in American life." Boston Globe.

"... The Vice President accurately branded the networks as biased." Columbus (Ga.) Ledger.

"... Mr. Agnew has posed an honest and acceptable challenge to the people who direct and shape television news presentations." New Haven (Conn.) Register.

"... The Vice President, judged by his criticism of the television industry, wants nothing but a vast hurrah or the silence of ignorance on matters of government that are of interest to him." Buffalo (N.Y.) Courier Express.

"... There is invariably basic truth in what he says." Los Angeles Herald Examiner.

"... [The Vice President] sought to nourish in the public mind the notion that there is some sort of a conspiracy among TV newsmen to distort the news [and that is] dangerous nonsense." Los Angeles Times.

"... He has shown courage and a capacity to tell it like it is." Jacksonville (Fla.) Times-Union.

A hidden benefit in Agnew fallout?

As tumult rises shrilly on the Hill, Pastore sees new hope for his bill

The political uproar shot past the threshold of pain and kept climbing last week in the wake of Vice President Spiro T. Agnew's blasts at network news. Practically everyone on Capitol Hill and in party offices had some comment, irate, laudatory or both at once, in response to the Vice President. However, a few hints to the contrary notwithstanding, the hard legislative effect on broadcasters of Mr. Agnew's speeches appears so far to be minimal.

Perhaps the most intriguing straw of legislative speculation came from Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), chief sponsor of the bill to protect broadcast licensees from competing applications at renewal time (S. 2004). The senator, in a quote printed in the New York Times and verified by his associates, said the Agnew onslaught had made more urgent—and more likely—the passage of his bill. Particularly among liberals, Senator Pastore said, there is likely to be "a new understanding of the fundamental issue: How do you promote independence and freedom of thought and expression when the sword of Damocles is hanging over every broadcaster's head?"

The senator's analysis, while tantalizing to broadcasters who place the Pastore bill at the top of their list of legislative priorities, is unverifiable. Neither he nor his aides indicated whether the assessment came after consultation with Senate liberals; to complicate the picture still further, the bill's primary liberal opponent—Senator Philip A. Hart (D-Mich.)—is as firmly opposed as ever, it is understood.

Other observers expressed some doubt that the Agnew furor would strongly affect the Pastore bill. They felt that the questions raised by the Agnew attacks differed from those raised by the bill. There was also some feeling that the basic attitudes of senators toward media questions will not be changed.
overnight by the Vice President’s campaign, despite the many impassioned reactions.

At the very least, it may be said that the administration’s volleys have clearly not hurt the bill’s chances. Nor have there been any other concrete indications that a strong push for legislative restrictions on the broadcast media is about to emerge, from the White House or anywhere else.

What does appear to have surfaced is widespread and long-standing resentment on the part of Republicans who see the media as towers of liberalism. This attitude, so evident in the Vice President’s speeches, is nothing new. An early indication was the 1964 Republican convention, when President Eisenhower got a prolonged ovation for his slap at “sensation-seeking columnists and commentators.” In 1965, Representative Catherine May (R-Wash.) complained to the FCC that Republicans were grossly under-represented in network news coverage. In 1966, Republican surveys showed a striking imbalance between coverage of Democrats and Republicans on NBC and CBS, although many of the Democratic appearances cited in the surveys were those of President Johnson.

One Republican party staff member reports that the situation improved noticeably after House Minority Leader Gerald Ford (R-Mich.) met late in 1966 with network chiefs about the problem. However, he said, the balance declined again during the 1968 campaign.

Some have responded that the imbalance simply reflected the proportionate strength of the two parties, but Republicans say the network coverage has still violated basic requirements of fairness by giving inadequate attention to the “loyal opposition,” regardless of its numerical strength at a given moment. As one said last week: “Have you ever seen a conservative network newsman?”

Much of this feeling was reflected in Republican statements last week. Senator Bob Dole (R-Kan.) commented: “The Vice President is not alone when he questions the objectivity of television news. Even before he made his speech last week, others were also questioning that objectivity.” Senator John Tower (R-Tex.), responding to Mr. Agnew’s first speech, said: “I thought it was splendid. . . . Most of the [network commentators] are liberal intellectuals, but the other side should be presented too.”

Minority Leader Ford said: “If they [the media] distort the news, they should be called to account. I don’t know why they should have a halo over their heads.” Senator Barry Goldwater said he didn’t think the Vice President went far enough and warned that the networks had “better start policing themselves.”

One party insider speculated that if the Republican dissatisfaction continued, there might be a call for some kind of network regulation. He acknowledged that no evidence of this development is anywhere in sight at the present.

Democrats, meanwhile, stormed back in protest. The Democratic Policy Council, under the chairmanship of former Vice President Hubert H. Humphrey, issued a resolution stating that the administration’s statements “alarm those who believe in a right to dissent and in a free press. . . . We are aware of the dangers of irresponsible journalism; but when the highest officials of the government launch a deliberate and premeditated attack upon the right to comment—with a clear threat of

from William Lloyd Garrison, who said: ‘I am in earnest. I will not equivocate. I will not excuse. I will not retreat a single inch. And I will be heard.’ And he will be heard, because the press and the broadcast media will make it possible for him to be heard. . . . They will do it out of a deep sense of obligation to report the wise with the foolish. . . . They will point the path the Vice President should return to if he really desires a meaningful and constructive dialogue with the American people. . . .”

FCC Chairman Dean Burch also got a share of the flak last week. Representative James G. O’Hara (D-Mich.) urged the President to fire Mr. Burch and communications director Herbert Klein because the two expect the media to provide “the sort of objective coverage that Kosygin can expect from Pravda.” The President is prohibited by law from firing Burch.

Attending a Democratic policy committee meeting in Washington last week, former Vice President Hubert Humphrey (r) took time out to say that Spiro Agnew’s Nov. 13 comments about television news “alarm those who believe in the right of dissent and in a free press.” With him at his news conference was W. Averell Harriman, former U.S. negotiator at the Paris peace talks, whose comments on President Nixon’s Vietnam speech had been criticized by Mr. Agnew (see story, page 50).

Nevertheless, the new chairman felt heat from several different directions last week because of his personal calls to the networks, requesting transcripts of their comments on the President’s Nov. 3 speech on Vietnam policy. Members of the House Communications Subcommittee got into the matter at last week’s pay-TV hearings (see page 72) after Representative Lionel Van Deerlin abruptly veered off the subject and told Mr. Burch: “I’m sure it doesn’t come as any surprise to you that there are some members of Congress who look with misgivings on the events of the past few days which look to us like a possible attempt at intimi-
Sinatra

Evening with

were unsponsored programs. Analyses were not rated because they

sen Television

a

In

mentaries were not meant to

Vice

direct attacks upon

the Agnew speeches were not meant to

administration

"I don't share the equanimity of my colleague from California." He called Mr. Burch's ac-

tion, when taken in conjunction with Mr. Agnew's speech, "a clear effort at intimidation of the networks ability to

carry." Reports that the Democrats would ask for equal time to respond to Mr. Agnew were quickly squelched by the national committee last week. A spokes-

man said the policy council had talked about possible avenues of response to administration speeches, but added that the Agnew speeches were not meant to be included because they contained no direct attacks upon the Democrats.

Some Democrats conceded that the Vice President raised some valid points about the concentration of power in the hands of three networks, but most were quick to qualify the statement. As Sen-

ator William Proxmire (D-Wis.) said of Mr. Agnew: "It was unfortunate the criticism had to come from him."

Ratings are out for

week of Nixon speech

In a week of programing interrupted by a telecast of President Nixon's speech and local election coverage (Nov. 3-9), CBS-TV came out on top in the Nielsen Television Index ratings with 20.1 average, NBC-TV was second with 18.4, and ABC-TV had a 16.8 rating.

CBS's correspondents analysis of the President's speech ranked 11th with a 22.6 rating; the other networks' com-

mentsary were not rated because they were unsponsored programs.

The top 20 included one special, An Evening with Julie Andrews and Harry Belafonte (NBC-TV), in 17th place, but two other specials that week, Frank Sinatra on CBS and Debbie Reynolds on NBC, attained only 45th and 61st

Sirga Delta Chi sees Agnew threat

Formal resolution calls for free commentary, deplores Red Lion case

Sigma Delta Chi, the nation's largest journalistic society, has officially con-

demned Vice President Spiro T. Agnew's criticism of network news (BROAD-

CASTING, Nov. 17). In an action taken at Sigma Delta Chi's four-day (Nov. 12-15), 60th annual convention in San Diego, some 800 delegates overwhelm-

ingly adopted a resolution that made it clear the society "rejects and condemns any efforts by the Vice President or other government officials to control or impede coverage and the flow of legitimate comment on and analysis of the news."

The resolution pointed out that while constructive criticism of journalism was welcomed, the Vice President's remarks on national television went "far beyond anything that might be considered constructive" and "can be construed as a threat to the American freedom to collect and comment on the news." Sigma Delta Chi, the resolution emphasized, "must be ever aware of the danger of threats to freedom, whether implied or specific, from any source."

In a separate but related action, Sigma Delta Chi's Freedom of Information committee also dealt, in part, with government intrusion into news content. The committee's report to the convention described current times as "a troublesome year" for broadcasters in their relationship with government.

The U.S. Supreme Court's decision up-

holding the fairness doctrine laid down by the Federal Communications Com-

mission (BROADCASTING, June 16), was termed "the most damaging blow to broadcasting's journalistic freedoms in decades" by the Freedom of Information committee.

In one of the more intensively dis-

cussed issues discussed at the convention, a resolution was passed urging

more news jobs for black people. Key point at issue in the six-point resolu-

tion drafted and presented by the Com-

mittee on Minority Group Recruitment, was a recommendation that Sigma Delta Chi solicit and collect from both the publishing and broadcasting industries $1 million to be used to house, keep and train minority group persons so that they be prepared for employment in print and broadcast journalism. The $1 million collected from private industry would be matched by $2 million in federal money.

This recommendation in the language of the resolution reads: "That Sigma Delta Chi obtain commitments from the publishing and broadcasting industry a $1 million fund to pay for room and board, stipend, and instructors' salaries for these intensive institutes [regional schools to teach journalism and spec-

ically designed to prepare minority group persons to become newsmen]. The Committee further recommends that matching federal funds for retraining also be sought to establish an eventual $2 million endowment." The entire resolution was passed and referred to the society's board for implementation as feasible.

WTOP-TV gets Agnew via Alabama ETV network

WTOP-AM-FM-TV Washington, one of the stations under attack in the speech by Vice President Spiro Agnew Thurs-

day night, maneuvered quickly to bring the speech live to its viewing and lis-

tening audiences and to offer the program to other waiting networks and stations.

Cooperation was needed, how-

ever, between commercial and non-

commercial television to relay signals from the site of the speech, Montgom-

ery, Ala., to Washington.

The Alabama Educational Television Network supplied its own technical equipment in Montgomery to televise the speech live and then sent the signals directly to WTOP. The station, in turn, made the black-and-white programing available to the Eastern Educa-

tional Network, ABC Radio and ABC-TV networks, Westinghouse Broad-

casting Co., the Voice of America, WABC Radio network, and WMAL-

AM-FM-TV Washington. The CBS Radio and CBS-TV networks took the feed for later news use only.

62 (SPECIAL REPORT)

BROADCASTING, Nov. 24, 1969
Introducing Zenith

CHROMACOLOR

A revolutionary new color television system featuring a new patented color picture tube...that outcolors...outbrightens...outdetails...and outperforms...every giant-screen color TV before Chromacolor!

We would like to show you Chromacolor instead of the simulated TV picture at right. Because it is impossible to accurately reproduce the Chromacolor picture in a magazine, we invite you to visit a Zenith dealer and compare Chromacolor with any other color TV.

The heart of the Zenith pioneered and developed Chromacolor TV system is the patented Chromacolor picture tube. Where previous giant-screen color pictures have been made up of thousands of tiny color dots on a gray background, Zenith reduced the dots in size, surrounded them with jet black, and fully illuminated every dot. You'll see a color picture over 100% brighter, with truer colors, sharper detail, and greater contrast than any giant-screen color TV before Chromacolor.

Zenith's new Chromacolor system also features the exciting Color Commander Control

Now one control simultaneously adjusts contrast, color level and brightness in proper balance to provide the most pleasing picture for any light conditions in the room.

Plus:
New Titan Handcrafted Color Chassis with solid-state Dura-Module for greater dependability.
New RGB Color Circuitry for higher color fidelity.

Exclusive Chromatic Brain with the first integrated circuit to create a color picture.
Exclusive Gold Video Guard Tuner with 16-carat gold contacts for longer life.
Exclusive Zenith AFC Control fine-tunes the color picture at the flick of a finger.
See new Zenith Handcrafted Color TV featuring the exclusive Chromacolor system—at your Zenith dealer's.

The quality goes in before the name goes on.
More trouble ahead on obscenity

Pastore wants FCC to explain its policy on matter; Burch may want guidelines developed for broadcasters

FCC Commissioner Robert E. Lee's decision to publish in a dissent a poem broadcast by a Pacifica Foundation station that he regarded as obscene is having repercussions on Capitol Hill. The commission has been asked by Senator John O. Pastore (D-R.I.) to be prepared to discuss its policy on obscenity in broadcasting when it appears before him on Dec. 1.

The senator, chairman of the Senate Commerce Committee's Communication Subcommittee and long a foe of allegedly suggestive or obscene programming on radio and television, is reopening hearings that day on the so-called Pastore bill (S-2004). The commission has been scheduled to testify on the measure, which would afford broadcasters protection against challenges at license-renewal time.

Senator Pastore last week asked that the commission come prepared to discuss its policy on obscenity in a letter in which he included one from Senator Edward Gurney (D-Fla.) complaining about the poem, "Jehovah's Child," which had been aired on Pacifica's KPFK (FM) Los Angeles. The poem contains slang expressions for genitals and sex acts it ascribes to Jesus and Jehovah.

Commissioner Lee had quoted it in the statement in which he dissented from the commission's 5-to-2 decision approving Pacifica's application for an FM station in Houston (Broadcasting, Nov. 3).

The commissioner, who has long been troubled by Pacifica programming he considers obscene, also sent copies of his dissent to all members of the Senate and House Commerce Committees, which have jurisdiction over the FCC, as well as to several other members of Congress.

Senator Gurney, who is not a member of the Commerce Committee and who read the poem in the commission's release containing the Lee dissent, said in his letter to Senator Pastore that the language on its face is profane if not obscene. He also said he could not see how the public interest was served by the renewal routine earlier this month of Pacifica's WBAI (FM) New York.

Senator Pastore attracted considerable public attention in March with a speech at the National Association of Broadcasters convention expressing concern over sex and violence on television. He called on the networks to submit their programs to the NAB code for prescreening: ABC and NBC complied, but CBS did not (Broadcasting, March 31).

He also expressed his feelings on the subject in a hearing earlier that month on matters facing the FCC. At that time, the then chairman Rosel H. Hyde said that the commission's procedure for dealing with obscenity matters was to refer them to the Justice Department, which is responsible for enforcing the statute outlawing the broadcasting of obscenities. It's understood "Jehovah's Child" was cleared with Justice. Senator Pastore may get into the question of whether the change in administration has led to any change in commission procedures.

Senator Pastore's letter reopening the question with the commission came at a time when that agency was moving toward a review of that question at the initiative of its new chairman. Mr. Burch had informed his colleagues of a desire to discuss the matter.

One question to be considered is whether different legal standards are to be applied to broadcasting than to other media, like books, magazines and movies. Commission attorneys note that the Supreme Court has held that standards for the different media are not the same, but, that the ruling has never been applied to broadcasting.

Some commission attorneys feel that different standards would be employed for broadcasting. One said that while the once-controversial Lady Chatterly's Lover, for instance, is protected by the constitutional guarantee of free press, the commission could move against a station that carried a film "that shows what Lady Chatterly describes."

The issue is becoming increasingly critical as movies produced under the new permissiveness find their way into television. Commissioner Lee has frequently expressed concern about this development, and has said he would like to see a court decision delineate the commission's authority to bar such films from the air.

Commission sources say no action is contemplated as a result of the new look being taken at the issue. However, some commission officials expect Chairman Burch to seek to lead the commission into a harder line on the question than it has so far taken.

One official said the new chairman's talks with staffers indicate he is interested in developing guidelines for broadcasters, if possible. And it is being recalled that, before his confirmation as chairman, Mr. Burch, in an interview, said he gave as a "gut reaction" the thought that he could not "conceive" of "X"-rated movies being shown on television (Broadcasting, Sept. 29).

No date had been set for the commission meeting on the question.
in the meantime, chairman Burch is briefing himself, reading background material available at the commission, including memoranda and letters that have passed between the commission and the Department of Justice on various cases.

Word that the commission is preparing to take a new look at the obscenity-in-broadcasting issue emerged last week from the House Communications Subcommittee hearing on legislation to prohibit the establishment of a pay-television service (see page 72), when the question of suggestive movies on television came up. Subcommittee Chairman Torbert Macdonald (D-Mass.) had asked where pay-TV stations would get movies that would be suitable for home viewing.

Chairman Burch expressed his concern about "X"-rated movies and then disclosed that the commission was looking into the matter of obscenity on television. He said the results might emerge "in a month or so."

Commissioner Kenneth A. Cox, who appeared with Chairman Burch, said that the Constitution would pose serious problems in the event the commission sought to bar from television a movie it considered obscene. Commissioner Cox said it would be as difficult to prove obscenity in broadcasting as it is in print.

However, he also said that a "pattern" of obscene broadcasts by a station might provide the commission with a basis for moving against its license at renewal time.

Moon colorcast goes to black

Scientists attribute TV camera failure to exposure of lens to sun

The eagerly awaited color television pictures from the moon were transmitted right on time early Wednesday morning (Nov. 19)—but lasted only 45 minutes.

In moving the Westinghouse/CBS Labs field-sequential system camera from the lunar module to a tripod, Apollo 12 astronauts Pete Conrad and Alan Bean may have inadvertently exposed the lens to direct sunlight and burned out the tube, scientists on earth concluded. The camera will be brought back to earth for examination.

After vain efforts at fixing the camera, the astronauts continued with their lunar explorations, and the television networks each activated their "astronauts" in the studios to provide extensive simulations of the probings on the moon. Each network used the clear
audio communications to accompany the simulations, and anchormen probably spent more time than they had planned in describing and summing up the activities.

As one network official pointed out, much of the second moon walk Wednesday night would not have been seen by U.S. viewers anyway, because the astronauts would have been out of range of the camera. Simulations had been planned by the networks for most of the second exploration.

Although the camera breakdown on the moon was disappointing, the first color pictures of the undocking and docking of the lunar module from the command capsule were extraordinary. Separation was clearly shown against a yellow-orange moon, and on the return, the astronauts could even be seen through the window.

As of last Thursday, CBS and NBC had spent about 19 to 25 hours covering Apollo 12, and ABC about 14. The big difference in time came during the second moon walk at 11 p.m. EST Wednesday, which began earlier than expected. ABC televised The Joey Bishop Show, breaking in each half-hour with five-minute recaps, and picked up Apollo 12 when the Bishop show had ended after 1 a.m.

In addition to the number of hours of coverage being less than for Apollo 11 (the networks devoted a whole day just to the lunar landing and moon walk then, and 42 hours over-all), the television audiences this time were smaller.

New York Nielsen and New York Arbitron figures available last week for the moon landing and the first moon walk ran three to seven points below the New York averages for coverage of Apollo 11 events combined.

For the 1-2:30 a.m. period Wednesday morning, NBC had an 8.9, CBS a 3.9 and ABC a .7 in Nielsen ratings, and NBC a 5.1, CBS a 3.8 and ABC a 1.4 in Arbitrons. For the moon walk between 5:30 and 10:30 a.m. Wednesday, NBC had a 5.2, CBS a 4.2 and ABC a 1.7 rating according to Nielsen, and NBC had an 8.1, CBS a 4.0 and ABC a 1.5 in Arbitrons.

New York Nielsen averages for Apollo 11 were NBC and CBS with 11.6 and ABC with 3.7. New York Arbitrons were NBC 10.5, CBS 9.7, and ABC 3.8 (Broadcasting, July 28).

The reduction in hours will also reduce networks costs, primarily in pre-emption time saved but also in production costs to some extent. The networks estimated total costs around $11 million for Apollo 11, with $4.5 million coming from pre-emptions.

At least another two-and-a-half hours of coverage is planned for television transmissions from space and splashdown today (Nov. 24).

Is John Gambling (c) wor! personality, the highest paid radio personality in the New York market? Robert Smith (r), "WOR vice president, thinks he may be. His new five-year contract calls for $425,000, a year, according to Mr. Smith, who says it "is the largest to my knowledge in force at any local New York station." Mr. Gambling is host of the Rambling with Gambling show. At left is George Brown, WOR vice president-programming.

Actors get $10,494,393 in TV residuals in year

The Screen Actors Guild, without even counting payments for work performed in TV commercials, has collected and distributed more than $100 million worth of television residuals since the advent of the medium. This was the good news that was reported to members at the film performers union's annual membership meeting, held this year on Nov. 16 in Hollywood.

In the 12-month fiscal period ended Oct. 31, it was announced at the meeting, SAG collected and distributed to its members in domestic residuals alone (again exclusive of use payments for commercials) a total of $10,495,353. This involved the handling of 81,094 TV residual checks. For the foreign use of TV programs, the Guild collected $1,260,541. For the TV exhibition of feature movies on television, SAG collected in the fiscal year $2,420,-472.

A treasurer's report to the meeting revealed that guild income during its fiscal year totalled $1,444,601. Expenses were $1,346,895. This left a surplus for the year of $97,706. The total guild surplus on hand is $1,484,688.

The annual SAG award for "outstanding achievement in fostering the finest ideals of the acting profession" was presented at the meeting to Edward G. Robinson, an actor for more than 60 years. The presentation was made by SAG president Charlton Heston, reelected for a fifth one-year term. Mr. Heston, in an address on the state of the film industry, announced that Thomas Kuchel, former Republican party senator from California, has been hired by SAG and the Hollywood AFL Film Council, to represent the film industry in Washington in hopes of promoting a tax incentive plan to encourage film production in this country.

Program notes:

Here comes Santa Claus = Dateline: North Pole, a series of 28 one-minute Christmas programs is being offered for the third consecutive year. Rolar Co. of Athens, Ga., producer of the series, has signed 74 stations in 27 states for the 1969 edition of the reports on Santa's pre-Christmas activity. Phone: (404) 549-1817.

Revival = Old-time favorites Kukla, Fran, and Ollie and the Kuklapolitans will join National Educational Television for five weekly programs beginning Wednesday, Feb. 4, 8-8:30 p.m. EST. The program is created by puppeteer Burr Tillstrom and produced by noncommercial WTTW(TV) Chicago.

McGee at WNBC-TV = Frank McGee, NBC News correspondent, has been designated anchorman for an evening news show in New York (wncb-tv New York's Sixth Hour News 6-7 p.m. EST weekdays). He replaces Lew Wood as of Dec. 1. Mr. Wood continues to serve with the local reportorial staff and as a contributor to the local news show.

Comedy special = The Mad, Mad, Mad Comedians, an ABC-TV special fea-
Reserve a nice fresh GM car from National and know it's going to be there.

National features GM cars. They're fresh, because we generally trade 'em every 6 months. But a car isn't any good to you if it isn't where you want it when you want it. That's why we hired Max, the million dollar computer.

Max knows where every one of our cars is. Every minute. Call us anytime, from anywhere, at this toll-free number—800-328-4567. Ask us for a car, and we'll ask Max what's available. Thanks to him, we know instantly. The best our big name competitors can do is guess. That's why only National can guarantee reservations.

Of course, we still toss in the free S&H Green Stamps at all our 1800 locations. Our trusting nature permits us to accept any recognized credit card. Add all that to our GM cars and our plot to make the customer No. 1, and we think you'll like renting from us.

We make the customer No. 1.
Intonational by the turing the with Dr. George Gallup, president of the American Institute of Public Opinion. In a studio interview Mr. Gallup says that a poll of 500 people across the country following President Nixon's Nov. 3 speech showed that a large majority of the American people supported the President's policies as set forth in his speech and that a large majority of the public also favored the President's program for troop withdrawals.

The beginning of the film shows a large number of marchers in Washington demonstrating against the war in Vietnam. The USIA correspondent says the demonstrators were given permission to carry their protest "within sight of the White House." The correspondent then says that many of the people merely observing the demonstration from the sidelines are "probably members of that 'silent majority'" to which Mr. Nixon referred in his speech.

"Toward the end of the film there is footage of President Nixon at the White House looking over thousands of telegrams and letters he received following his speech on Vietnam. The film concludes with a statement by the USIA correspondent that: "What I have found . . . is that the loudest sound is not the only one that should be listened to."

The: production cost of the initial English version of "The Silent Majority" was $11,000. The cost of translation ($9,000) and prints ($10,000) brought the total cost of the film to $30,000. The USIA said that, after production of the original English version, the film was being dubbed in French, Spanish, Portuguese, Arabic, Vietnamese, Greek, Turkish, Hebrew, Hindi, Cantonese, Urdu, Bengali, Indonesian and Farsi (Iran).

There was no indication as to which stations or networks abroad would actually air the USIA film. The agency only began distributing the film last week.

The USIA is also now preparing, through its motion picture and television department, a short film biography of Vice President Agnew and a 90-minute documentary on the U.S. role in Vietnam.

The 10-minute black-and-white film on Mr. Agnew is being produced at a cost of $20,000 and is expected to be completed before the end of the year. USIA spokesmen said it was believed the film portrait of Mr. Agnew was the first of a Vice President that the agency had produced. The agency has produced, however, several films of Vice Presidents in previous administrations travelling abroad.

The 90-minute documentary on Vietnam, directed by John Ford, cost $214,443. Work on the documentary was begun during the Johnson administration.

None of the USIA materials will be seen in the U.S., since the U.S. Information and Educational Exchange Act of 1948 only authorizes the USIA to distribute its product abroad.

Foreign sales up this fall for ITC

Independent Television Corp., New York, said last week it has scored on two counts in its foreign business: in the distribution of musical-variety shows in Latin America, and a record $2.1-
million gross in foreign sales in a four-week period in October.

For the first time, ITC is now dubbing such video-tape series as The John Davidson Show, Liberace and Stars in Revue (retitling of Kraft Music Hall on NBC-TV). ITC officials said that films were always dubbed in Spanish for Latin American sale, but now ITC offers taped musical-variety shows.

These properties, plus several specials, such as the Royal Family documentary and Twelfth Night with Alec Guinness, Tommy Steele and Ralph Richardson; the suspense-mystery series, The Strange Report; Randall & Hopkirk (Deceased), a private-eye series, and This is Tom Jones (on ABC-TV), has contributed to the record-breaking gross sales overseas.

Satellite links to home TV foreseen

Parley in France told direct broadcasting via space gear is probable

An international group of telecommunication savants feels that direct broadcasting to homes and/or community sets via satellites will become a reality in the coming decade, presenting “new problems and opportunities requiring changes in traditional organizations and ways of thinking.”

But the group, meeting in France Sept. 21-25, warned that no nation should be permitted deliberately to broadcast sound or TV into the territory of other nations without consent. “In order to deal with the complex problems of direct satellite broadcasting, including intentional or unintentional spillover of programs,” the panel said, “greater cooperation among nations and broadcasters should be sought.”

The meeting, sponsored by the Carnegie Endowment for International Peace and the Twentieth Century Fund, also called for the merger of the International Telecommunications Satellite Consortium (Intelsat), comprising 70 nations, and Intersputnik, made up of the Soviet Union and its eastern European allies.

“As an integrated and global system of satellite communications, taking into consideration the coordination of existing and projected systems,” the report said, “is most desirable as a means of assuring the best service with the greatest economy. In particular the cost of earth stations, tariff rates and superior quality of service would reflect the relative efficiency of a global, integrated system.”

BROADCASTING, Nov. 24, 1969
At NBC: give a little, take a little

TV stations to bear most of AT&T increase, but they'll get more breaks for own sale

NBC-TV officials and the NBC-TV affiliates board of delegates reached a quid-pro-quo agreement last week under which affiliates would absorb almost half of the network's $7.4-million increase in AT&T costs in the first year and about 81% of it after that.

Key attractions for the affiliates are NBC's agreement to provide more break time for station sale, effective Jan. 5, 1970, and to defer assessment of affiliates for their share of the AT&T increase—via a 6.5% reduction in their network compensation—until next year, March 1.

The plan NBC would absorb all of the increase for the first five months since the rate boost went into effect last Oct. 2, and the affiliates would start getting the extra time for local sale—10 new 62-second night-time breaks a week, created by lengthening 10 breaks that are now 42 seconds—two months before the reduction in compensation took effect.

The plan, although approved by the affiliates board, must be approved by the general affiliate body. Telegrams were sent to all NBC-TV affiliates last week by the affiliates board, headed by Harold Grams of KSD-TV St. Louis, presenting details of the plan and "strongly endorsing it.

In its wire, the board said the plan was worked out at a meeting Monday through Wednesday last week between the board and NBC officials at Tryall, Jamaica, and largely represented a counterproposal developed by the board after it found NBC's first plan to be "unacceptable."

The network's first proposal, according to the wire, called for a 6.5% reduction in affiliate station compensation effective next March 1. This, it was estimated, would produce $6 million of the approximately $7.4 million extra that NBC-TV will have to pay annually under the new AT&T rates.

Even though "the plan also recognized the stations' needs for additional revenue opportunities to offset the decrease in station compensation," the telegram continued, the affiliates board in a two-day session found the plan "unacceptable" and came up with an alternate plan "much more favorable to the stations."

"We were confident our proposal offered a fair and reasonable solution to a difficult problem," the board said. "NBC considered this alternative and accepted virtually all the modifications we had suggested."

The plan was described as follows:

1. NBC will absorb the full cost of the rate increases from Oct. 2, 1969, to March 1, 1970.
2. NBC will effect a 6.5% reduction in compensation March 1, 1970.
3. Effective Jan. 5, 1970, the pattern of station breaks in the evening schedule will be: (a) 42-second station breaks after half-hour programs; (b) 62-second station breaks after programs of one hour or longer that end before 11 p.m. New York time; (c) a 42-second station break across the board at 11 p.m. New York time regardless of program length; (d) interior breaks of 32 seconds continue as at present; (e) 'the movie' [commercial] formats remain unchanged.

This will provide 17 positions of 32 seconds, 14 of 42 seconds and 16 of 62 seconds per week in the current schedule."

NBC officials said the basic change in the pattern of breaks was that the number of 62-second positions would increase from six a week to 16 a week, to be created in each of the 10 new cases by expanding breaks that are currently 42 seconds in length.

There was no immediate way to estimate how much new revenue the stations might thus obtain to offset reductions in station compensation. The answer obviously would depend on the extent to which the expanded positions are sold and also on the rates charged, and presumably would vary from station to station.

If a 6.5% reduction in station compensation would yield $6 million of the $7.4 million total increase on a full-year basis, network sources calculated that deferment of the effective date to March 1 would mean that in the first 12 months of the rate increase NBC would absorb about $2.5 million of the affiliates' share plus its own $1.4-million share, or a total of approximately $3.9 million. For the year starting next Oct. 2, $6 million borne by affiliates would represent about 81% of the $7.4 million total.

In its wire, the board told NBC affiliates that "both NBC and your board recognize there is no perfect solution to the problem created by the AT&T increase."

"We have tried, however, to find a course that would be reasonable and equitable to all concerned and we have been gratified by the spirit of cooperation and mutual understanding that has marked all our discussions with the network representatives. We hope that in your independent consideration of this plan you will agree with the judgment of your board which strongly feels that the interest of the network and the stations have been fairly reconciled."

The agreement, coming after one in which ABC-TV agreed to absorb all of the additional AT&T costs for its affiliates for at least one year, appeared to weaken the hand of CBS-TV in its efforts to sell its own affiliates board on a plan under which 40% to 44% of CBS-TV's estimated $6.8-million annual AT&T increase would be absorbed by affiliates. That plan presumably is under review after being found "unacceptable" by the CBS-TV affiliates.

NET council elects

The NET affiliates council announced last week the election of Kenneth A. Christiansen, manager of WUFT-TV Gainesville, Fla., as chairman; Dr. Otto F. Schaak, manager of WMVS-TV Milwaukee as vice chairman; Robert H. Ellis, manager, KAET-TV Arizona State University, Tempe, as secretary; and Loren B. Stone, manager, KCTS-TV University of Washington, Seattle, as treasurer for the coming year.

Other station managers serving on the council will be Lloyd Kaiser, WITF-TV Hershey, Pa.; William J. McCarter, WETA-TV Washington; Dr. Presley D. Holmes, WOUB-TV Athens, Ohio; Dr. James L. Loper, KCET-TV Los Angeles; J. Michael Collins, WNED-TV Buffalo; and John Montgomery, KDIN-TV Des Moines, Iowa.

70 BROADCASTING, Nov. 24, 1969
The Nation Will Breathe Easier Because You...The Broadcaster... Are "Airing The Matter"

"It's A Matter Of Life And Breath"

Tuberculosis Is Still A Clear And Present Danger.

Emphysema, Chronic Bronchitis, Air Pollution And Other Respiratory Diseases Take A Deadly Toll Of Lives Each Year.

Our Christmas Seal Campaign Is Designed To Alert The Nation To Causes, Symptoms, And Medical Treatment.

The Recorded And Filmed Material Is Produced With The Highest Professional Standards. It Is Fitted To The Holiday Season: It Seeks To Alert The Viewer And Listener Without Employing Sensational Approaches, Morbid Reflections Or Inducing Fear Or Panic.

TELEVISION

These stars have contributed their talent to make this public service material available to the broadcast media.

WALTER MATTHAU, CANDICE BERGEN, MIKE DOUGLAS (all available in 1-minute spots and 30-second variations, in color)

HENRY FONDA (movie trailer, 1:28, color and B&W) (also 20-second variant), ANIMATION SPOT (1 minute, with 30-second and 10-second variations) (in color)

PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS GREYED AND COLOR

Produced by NOWAK ASSOCIATES, New York, N.Y. FRANKOVICH PRODUCTIONS AT COLUMBIA STUDIOS, Hollywood RALPH LOPATIN PRODUCTIONS, Philadelphia NATIONAL TUBERCULOSIS AND RESPIRATORY DISEASE ASSOCIATION, New York, N.Y.

RADIO

15-minute transcribed programs starring:
LENNON SISTERS, TRINI LOPEZ, KATE SMITH, GLENN CAMPBELL, MIKE DOUGLAS, DIONNE WARWICK, ARTHUR FIEDLER, LAINIE KAZAN

5-minute transcribed programs starring:
SKILES AND HENDERSON, LESLIE UGGAMS, JOANIE SOMMERS, ROWAN AND MARTIN

Transcription of All-Time Great Hits, featuring outstanding artists.

Transcription of 30 Celebrity Spot Announcements.

Transcription of 22 Recording Artists' Announcements for Disc Jockey Shows.

Transcription of 26 Celebrity Reminder Announcements.

Special Christmas Seal Theme Song featuring JOHNNY MATHIS.

63rd ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 12th through DECEMBER 1969

For network use: Contact Milton Robertson Director, Radio/TV/Films National Tuberculosis and Respiratory Disease Association 1740 Broadway, New York, N. Y. 10019 Circle 5-8000

For local use: Contact your local TB and RD Association in your own community

Approved by Advertising Council of America
board ("Closed Circuit", Nov. 17).

The AT&T increase—and the criticisms of network-TV news touched off by Vice President Spiro T. Agnew, which forced the affiliates board to adopt a resolution "fully" supporting the network (see page 70)—were said to be the principal agenda items at the NBC Jamaica meeting.

The affiliates board also heard NBC-TV program-development plans for the 1970-71 season (Broadcasting, Nov. 17), reports on NBC-TV standings in the ratings this season, news and sports coverage plans, and plans for some daytime changes at the end of this year.

Effective Dec. 29, a new program tentatively titled The Who, What or Where Game will move into the 12:30-12:55 p.m. period replacing Name Doppers. The latter is due to move to 4-4:30 p.m. in place of Letters to Laugh-In, which is slated to be dropped. Also on Dec. 29, Life with Linkletter, featuring Art Linkletter and his son Jack, is scheduled to move into the 1:30-2 p.m. slot replacing You're Putting Me On, also due to be dropped.

**FCC asks comments on banks in broadcasting**

In response to a request by the American Bankers Association asking for amendment of the FCC's multiple ownership rules as they apply to the broadcast holdings of banks, the commission last week solicited comments on what information banks should file about their holdings and how much broadcast stock they should be allowed to own.

In the same action the FCC opened an inquiry into certain financial and management connections between banks and licensees.

In its notice of proposed rulemaking the commission asked interested parties whether the filing of trust agreements or abstracts, as required by FCC rules, was necessary—and if so, can they be dispensed with in some cases by assuming that the bank, as trustee, has full power to vote and sell license stock. The commission also sought comments on whether banks should be permitted to hold up to 3% of a station's stock if they disclaim intent to manage or control policy. Presently, the commission limit is 1% with the exception of mutual funds, stockbrokers and trusts, which may hold up to 3% of broadcast companies with over 50 stockholders.

The ABA had asked that there be no limitation on broadcast holdings for banks; that holdings in different trust accounts in which the bank has voting power, not be considered collectively in determining the size of its interest—or if considered collectively—that the level be raised to 10% on total holdings and 5% in any single trust.

**Siphoning worries pay-TV foes**

It's a familiar, but vital issue to opponents as they plead their case in the House

There was one live issue at last week's House Communications Subcommittee hearings on pay TV: Would subscription stations siphon off the public's favorite free programs? So far, the subcommittee majority doesn't think so. And as a result the atmosphere was relatively friendly for advocates of pay TV. It was clear, however, that if opponents could turn the subcommittee around on that one issue, a bill banning pay TV would be voted out in about 10 minutes.

The issue was raised by congressmen on both sides last week. Representatives James Harvey (R-Mich.), an opponent of pay TV, and Richard Ottinger (D-N.Y.), an advocate, agreed that the possibility of siphoning was the "key factor." Subcommittee Chairman Torbert H. Macdonald (D-Mass.), another favorable presence for pay-TV hopefuls, said Congress would watch closely to see that the FCC enforces its own order, which authorized pay TV but set severe restrictions on its operation (Broadcasting, Dec. 16, 1968).

Other old, familiar issues were raised during the first three days of testimony last week—such as the alleged threat of existing broadcasters posed by pay TV, and the possibility that poor Americans could not afford the service—but these alone will apparently not sway the subcommittee.

They may carry more weight with the full Commerce Committee. The subcommittee is considering a bill introduced by Representative John D. Dingell (H. R. 420), along with about 20 similar bills, all of which would ban pay TV. If, as appears likely, the subcommittee turns thumbs down on that proposal, committee Chairman Harley O. Staggers (D-W. Va.) may haul the bills before the full committee, where the odds are against pay TV.

For the present, however, attention centers on the subcommittee and on the siphoning question. That threat was stressed by both Vincent T. Wasilewski, president of the National Association of Broadcasters, and Julian S. Rifkin, president of the National Association of Theater Owners.

The NAB president urged passage of the Dingell bill or, as an alternative, the establishment by Congress of guidelines for the FCC to follow. The present rules, he said, can be easily subverted or changed, particularly since commission personnel come and go.

Mr. Wasilewski illustrated his argument with a reference to sports programming, which seems of special concern to the subcommittee. Under FCC rules, no sporting event that has been carried on free television during the past two years can be taken by pay TV. The intent of the rule is to keep such programs off subscription stations completely. However, he said, programs such as the Super Bowl or the World Series could be purchased by pay-TV entrepreneurs and kept off the air for two years, with the pay broadcasters paying the sports for that period. The games would then become available for pay TV, meeting the FCC's requirements, he said.

This argument carried some weight with the subcommittee. Over and over, one congressman or another would speculate: "What if Howard Hughes bought the Super Bowl and kept it off the air . . . ?" So far, the argument has fallen short of acceptance because of assurances by the FCC and its supporters that such a coup would not be permitted.

Mr. Wasilewski hammered at another theme. "The clearest reason for rejecting pay TV," he said, is that the greatest burden of such a system would fall on those least able to pay for it—people in low-income groups, and especially in the ghetto. . . ." The present system serves all Americans, he said, without creating a class of "second-class citizens."

In practical political effect, this argument is a corollary to the siphoning issue. A pay-TV system that provides special-interest programs for a fee would probably be welcomed by this subcommittee; the idea of a system that would deprive poor Americans of programs they now receive free, on the other hand, would meet with unanimous hostility.

During questioning of Mr. Wasilewski, Representative Clarence J. Brown (R-Ohio) suggested that pay TV might serve the positive purpose of providing greater diversity in programming. The NAB president agreed, but warned that the consequence might be fewer or lower-quality free programs.

Mr. Rifkin, speaking for the nation's theater owners—whose opposition to a box-office in the home borders on the rabid—said the advent of free television 20 years ago was a "traumatic" experience for his industry, but not a threat such as that posed by pay TV. He noted that theater owners never attacked free TV in the courts and never proposed congressional action. But if
Did broadcasters make own miseries?

FCC's Cox says television failed to respond in time to calls for change

Broadcasters five years ago turned aside recommendations that they voluntarily curtail their airing of cigarette advertising, and now find themselves faced with the prospect of losing that source of funds without much time to replace it. They hung back when asked to reduce rates for political broadcasting, and now find Congress considering bills to require steep cuts in such rates.

Now, television broadcasters are being advised that "substantial upgrading" of their public-affairs programming is the best defense against the possibility of an FCC rule enforcing minimum program criteria. The Supreme Court, in upholding the commission's fairness doctrine, provided legal support for such a requirement.

FCC Commissioner Kenneth A. Cox delivered this catalogue of what he suggested were missed opportunities and the call for action on public-affairs programming in an address before the St. Louis chapter of the National Academy of Television Arts and Sciences on Nov. 11.

The commissioner recalled that LeRoy Collins, when president of the National Association of Broadcasters, urged the industry to cut back on the carriage of cigarette commercials, but was rebuffed. If it had "recognized the moral issue" of using the airwaves to promote "a serious health hazard" and had decided to forego cigarette advertising revenues, Commissioner Cox said, the broadcasting industry would have had the public's acclaim and could have gotten a substantial period of adjustment.

Instead, he said, it is now going to lose that revenue, "and it is battling, against heavy censure, for a year within which to find replacement revenues." The Senate Commerce Committee has approved legislation banning cigarette advertising from broadcasting by the end of 1970.

The commissioner also noted that there had been only "limited response" to former Chairman Rosel H. Hyde's suggestion that broadcasters afford political candidates reduced rates. Instead, he said, broadcasters generally countered the suggestion with a call for repeal of the equal-time law. (He wondered whether those calls were still serious or "just a rut into which the industry has fallen.")

In the absence of broadcaster action, he said, legislation has been introduced in Congress that would require stations to afford congressional candidates specified amounts of time at discounts of up to 70% and 80%. In addition, the commissioner of the Twentieth Century Fund has proposed that broadcasters be required to make time available to major- and minor-party candidates for President at 50% of their lowest rates.

He said "one encouraging sign" is that all the networks and a number of other broadcasters have offered free or discounted time to various categories of candidates. And, although he said some in the industry continue to complain they are not treated the same as newspapers, he said the political-broadcasting matter offers the industry "a chance to make a statesman-like contribution to the public's interest in its elective process."

He expressed disappointment broadcasters have not supported the commission's proposal for easing campaign costs. It would permit broadcasters to afford major-party candidates equal time and some lesser amount to minor-party nominees.

"The commissioner, in urging broadcasters to provide more public-affairs programming, parted company with some TV critics who contend that broadcasting is not doing enough to illuminate the great social issues. "Some of their criticism is unreasonable," he said. "It is not realistic to expect television to solve all our difficulties in short order."

"But," he added, "I do not think many television stations are regularly attacking, on a repeated basis, the key problems of their service areas. Nor does it seem to me that the networks are pounding away on the questions which may determine the quality of our society for the next generation."

The commissioner said that those who suffer from social ills are entitled to have television help eliminate them "even though they may protest the loss of a favorite program." And those who bear responsibility of public leadership, he entitled to the help and support "that can come only from television," he added.

But although the critics, the commission and Congress may exhort broadcasters, and although the commission and Congress could require broad quantitative programming standards for broadcasters, he said, only broadcasters can conceive and present the needed programs. "Again, it seems to me that the industry would be better served by voluntary action to improve its performance in this critical area than by government action toward that end."

pay TV is permitted, Mr. Rifkin said, a "great majority" of U.S. theaters will close. This development, he said, will, in turn, affect ancillary businesses—parking lots, restaurants, public transportation, and retail stores. "The effect in every city will be reflected in darkened streets and smaller tax revenues," he said.

He also said the advent of pay TV will lead to siphoning of free programs and will further deplete "an already thin supply of films."

"Why should we have pay TV?" Mr. Mr. Rifkin asked. "Who will benefit? Who will lose?"

The FCC came armed with its answers to Mr. Rifkin's questions. Chairman Dean Burch and Commissioner Kenneth A. Cox appeared for the commission, with Mr. Cox carrying the ball—since, as Mr. Burch noted, "this debate has been going on for 14 years and I've only been at the commission 14 days."

The commission testimony was basically a review of its decision to authorize pay TV and a rebuttal to those who feel the restrictions on subscription service are inadequate. Mr. Cox noted that the commission limited pay TV to one station in a community, and only then if there are already at least four commercial stations in that community, so as not to "constrict the existing or potential free service." The pay outlet would also have to broadcast at least 28 hours a week of free programming, he said.

The commissioner also reminded his listeners that pay TV may not include "series-type programs with interconneceted plots or substantially the same cast of principal characters which are so typical of advertiser-supported television." Standard sports fare is similarly prohibited, he noted.

"Positively," he said, "we believe that [pay TV] operation will provide a beneficial supplement to conventional television. For example, it can find support for programs which might be too costly for advertisers or which would be disruptive of conventional schedules.

Commissioner Cox also rejected the argument that subscription service would discriminate against the poor. "The rules we have adopted are intended to benefit the public at large. We have taken particular pains to ensure that the present programming offered free to the public will continue to be available to the public free of charge on at least four other stations," he said.

"Thus, we think that those who cannot, or do not wish to pay for subscription
programs will continue to receive an adequate amount of free programing."

"But we believe," the commissioner added, "that we cannot deny other members of the public an additional but optional source of programing. We see pay television in the limited form in which we have approved it, as a competitive challenge which should enhance all television available to the public."

Much of the questioning of Mr. Cox dealt with the problem of adult movies on television, a problem of increasing concern both to Congress and the commission (see page 64). And in a digression, several committee members discussed with Mr. Burch his telephone calls to the networks two weeks ago, the day after Vice President Agnew's speech attacking network news. Two of the congressmen were critical of the chairman's attempt to get transcripts by telephone rather than through normal processes (see page 61).

The case for pay TV was not confined to the FCC. Joseph S. Wright, board chairman of Zenith Radio Corp.—the principal pay-TV entrepreneur—said the public should have a chance to decide for itself whether pay TV is worth having. "If by its patronage in the market the public takes to the service on a large scale, then and only then will pay TV succeed," Mr. Wright said. "If it does not choose to do so, pay TV will fail and you will hear no more of it."

In response to a question, Mr. Wright said his company has no intention of going after free programs. Public reaction is a primary reason, he said, "if the Congress and the FCC weren't there and there were no regulation at all," he said, "it would still be a stupid, suicidal thing for us to take programs that have been on free TV and try to make the public pay for it."

The Zenith chairman devoted much of his statement to an attack on the "shoddy propaganda" against pay TV by the theater owners.

In reality, he said, first-run films on pay TV would be no major threat. There might even be benefits for the theater owners, he said: "Perhaps one salutary effect would be a move on the part of theaters to bring high ticket prices down, to attract more patrons, upgrade the movie houses, and make the whole idea of going to the theater so attractive that people will not want to stay away."

Mr. Wright also said that his firm was so disinclined to go after free sports programs that it would not object if the FCC banned from pay TV all sports that have been shown on free TV in the last four years, instead of two as proposed by the FCC.

These assurances finally brought a skeptical response from pay-TV advocate Ottinger. "I must admit that I sat and listened to you about as incredulously as I did yesterday to the theater owners when you indicated that you won't stretch the rules as far as you can," the congressman said.

One argument against the alleged inevitability of program siphoning was voiced by Representative Brown during the course of Mr. Wright's appearance. "It seems to me that what people are willing to pay to see for themselves, and what they'll watch on free TV, are two very different things," he said. "I just can't quite imagine people putting their nickel in the slot to watch Laugh-In.... I wouldn't put in two cents, but I do watch parts of it occasionally on free television."

Some of those who invoked the siphoning argument betrayed their unfamiliarity with the FCC's plans to prevent erosion of free service. On the first day of testimony, Representative John Wydler (D-N.Y.) said the threat of siphoning prompted his opposition and that of his constituents. When Representative Macdonald asked if he had read either the FCC order authorizing pay TV or the court decision upholding the commission, the New York congressman said he had read only news accounts. Representative Wydler added that he thought the changing composition of the FCC and the passage of time would erode the commission's restrictions.

When Raymond Somers, general manager of WKBW (AM) Hemingway, S. C., made essentially the same argument two days later, Chairman Macdonald began to look exasperated. Mr. Somers also had read only press accounts, it developed—but he, too, felt that siphoning was all but inevitable.

Mr. Somers said he once worked for WTVT (TV) Hartford, Conn., when that station was authorized to conduct the only pay-TV experiment in the country. He said there were numerous technical and service deficiencies in the station's operation, but Representative Macdonald countered: "That's what an experiment is—to work out the bugs."

The marathon hearings continued last Friday (Nov. 21) and will run at least through the end of this week.

---

**Outstanding Values in Radio-TV Properties**

**EXCLUSIVE CALIFORNIA $325,000**

Well established daytime AM in excellent growth market. Ideal owner-manager-sales manager situation. Liberal terms.

---

**BLACKBURN & Company, Inc.**

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. • CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Bittrick
Frank Nowacek
1723 K St. N.W.
333-8270

Hub Jackson
William B. Ryan
Eugene Carr
Wendell W. Doss
333 N. Michigan Ave.
346-6480

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MCNY Building
955 Peachtree Rd. N.E.
673-6626

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9455 Wilshire Blvd.
374-8151
69-35

---

**Announced:**

The following sales were reported last week and will be subject to FCC approval:

- **KIMN(AM)** Denver and **KYXI(AM)** Oregon City, Ore.: Sold by Kenneth E. Palmer, John C. Hunter, Robert
Donner Jr. and others to Pacific & Southern Broadcasting Co. for in excess of $6 million (see this page).


Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 88).

* Wmoo(AM) Mobile, Ala.: Sold by Samuel R. David and others to George Beasley, Thomas Jenkins, James E. Harrelson and S. E. Floyd for $240,000. Mr. Beasley has interest in WKX-AM-FM Paducah, Ky.; WFMc(AM) Goldsboro and Wkox(AM) Lenoir, both North Carolina; WKy (AM) Chatham, Va., and Wasc(AM) Spartanburg, S.C. He is selling interest in WKy and is applicant to acquire interest in WNfl(AM) North Augusta, S. C. Mr. Jenkins is Raleigh, N.C., life insurance executive. Mr. Harrelson has interest in WFMc and Wasc. Mr. Floyd has interest in WFMc. Wmoo is a daytimer on 1550 kc with 50 kw. Vote was 5-to-1 with Commissioner Robert T. Bartley dissenting and Chairman Dean Burch not participating.

* WRON(AM) Ronconevert, W. Va.: Sold by Nash L. Tatum to Roy D. Wooster Jr. and others for $160,000. Mr. Wooster was formerly southeastern district regional manager of the dairy and services division of the Borden Co. WRON is full time on 1400 kc with 1 kw day and 250 w night.

Cable Television

* sulphur, Okla.: Sold by George Griffith to Commeo Inc., Austin, Tex., principally owned by Walter Jenkins, former aide to President Johnson, who also has multiple CATV holdings in Texas, as well as New Mexico and Kentucky. Mr. Griffith also has multiple CATV ownership in Texas. Price was not disclosed. Broker: Daniels & Associates.


* Huntington, Martin, McKenzie, Tenn. —Sold by Cable Information Systems Inc., multiple CATV owner, to S. A. Rosenbaum, G. H. Ward, James R. Dowdy and others, formerly principals of multiple-CATV-owner Clear Vision Cable Co., sold last summer to American TV & Communications Corp., also a multiple CATV owner. Price was not disclosed. Buyers have interests in Wtok-tv (ch. 11) Meridian and WDAM-tv (ch. 7) Laurel-Hattiesburg, both Mississippi; Mr. Rosenbaum also has an interest in WCF-tv (ch. 33) Tuscaloosa, Ala. The Tennessee system, with about 2000 subscribers, were bought by Cable Information Systems in 1968 from Gregg Cablevision Corp. Broker: Chapman Associates.

Colorado, Oregon station deal set

Pacific & Southern buying KIMN and KXYI for $6 million if FCC gives its approval

Pacific and Southern Broadcasting, New York, last week announced an agreement in principle to purchase KIMN(AM) Denver and KXYI(AM) Oregon City, Ore., for over $6 million, subject to FCC approval.

Rio Grade Industries, owners of the Denver & Rio Grande Western Railroad, had previously bid for the stations but the two parties failed to come to a final agreement on the contract.

KIMN Broadcasting owns KXYI through a subsidiary, Republic Broadcasting.

$1 million is invested in Booth CATV systems

Booth Communications Co., group broadcaster and multiple CATV owner, is spending over $1 million to wire four CATV systems for which it holds franchises.

The systems are in Blacksburg and Salem, both Virginia; Kokomo, Ind., and Mt. Pleasant, Mich. The total subscriber potential in those four communities is estimated to be 33,200. Booth Communications has held franchises in those communities between two and four years, but construction was held up pending FCC litigation.
WPIX renewal hinges on news issues

But FCC in January will also look into how WPIX serves needs of its community

A bill of particulars spelling out alleged instances of news distortion by WPIX(TV) New York was issued last week by the FCC's Broadcast Bureau. The document forms the basis of a renewal hearing issue of whether the station or any of its employees distorted, falsified or misrepresented news.

The issue is one that will be considered next Jan. 5 when the FCC holds a hearing to determine whether it should extend renewal to licensee WPIX Inc. or approve a competing application for the channel 11 facility filed by Forum Communications Inc.

Meanwhile, Forum and WPIX Inc. each filed petitions last week with the FCC seeking to enlarge or delete issues in the proceeding.

The Broadcast Bureau's bill of particulars included these purported instances of news distortion by WPIX(TV) during 1968:

- During the Czechoslovakian crisis, a UPI correspondent in Vienna was identified as a WPIX(TV) correspondent reporting from Prague, and a film on the crisis was superimposed with the caption, "via satellite," though records indicate that no satellite-transmitted film was available to the station at the time.

- Old films were used in coverage of a Boston ghetto riot and a student demonstration at San Francisco State College; in the Boston incident, the film actually was of an unrelated high-school disturbance.

- During President Nixon's presidential campaign, film showing the candidate in Texas was represented as showing him in California, and footage of former Vice President Hubert Humphrey purportedly showing him in Los Angeles was actually taken the previous day in Philadelphia.

- When WPIX(TV) news department staffers brought irregularities to the attention of a station news producer, their complaints were ignored.

- The station's news director, after receiving memos detailing the practices from former employee Nancy McCarthy, failed to bring them to the attention of anyone else in a supervisory position. After Mrs. McCarthy met twice with president and general manager Fred Thrower to discuss the abuses, he fired her.

Forum's application for channel 11 was accepted after the FCC decided the news distortion charges warranted rescission of the license renewal granted WPIX Inc. May 22 (Broadcasting, June 23). Besides issues concerning WPIX(TV)'s news operations, the commission will also consider whether the station has adequately surveyed community needs and whether it can meet them. Forum's issues are concerned primarily with financing.

In its petition filed last week, Forum asked the commission to add three issues to the proceeding. The first asks whether WPIX(TV) violated sponsorship-identification requirements of the Communications Act by failing to announce that the appearances of performers on certain programs were "paid for or sponsored" during 1963-65. Forum also charged that during 1965-67 the station announced only that such appearances were "arranged through" various record and publishing companies.

A second proposed issue would question WPIX(TV)'s honesty in its efforts to ascertain community needs and interests. Forum alleges that several of the community leaders supposedly questioned by the station were not in fact even contacted. Copies of letters from several of these persons stating that they had not been approached by the station were included with Forum's petition.

Forum's third issue asks whether there are "differences" between its own efforts to determine community needs and interests and those of WPIX(TV), "and the means by which each proposes to meet those needs and interests."

Commenting on Forum's filing, a WPIX(TV) spokesman said: "These are the same kind of charges that Forum has been periodically releasing in an effort to develop public sympathy for its attempted raid on channel 11's license. We are confident that a full refutation can and will be made at the appropriate time."

In its own petition, filed the same day as Forum's, WPIX Inc. asked the commission to delete the community-survey issue. The licensee said that it had undertaken "an extensive analysis of its community-survey efforts" which it had filed Nov. 12 as an amendment to its renewal application. The licensee said it had "consulted with more than 700 representatives of significant groups and interests" and had fully complied with the commission's survey requirements. It also said it was unaware that its survey efforts might be called into question until it received the hearing designation order. It said the issue was "entirely unnecessary."

Forum's financial representations were also disputed. WPIX said an issue should be added of whether Forum had "substantially understated" its construction and operating costs and whether it actually had available funds not herebefore questioned.

The licensee, in addition, requested a modification of the existing comparative issue to emphasize the criterion of WPIX(TV)'s past broadcast record. WPIX said the modification was needed to avoid "capricious results in cases where, as here, the hearing is a hybrid of two essentially different types of proceedings—the renewal case, on the one hand, and the comparative hearing for new broadcast facilities, on the other."

36 enter news field via Columbia U. course

A former doorman, two former mailmen and three former teachers are among the 36 graduates of the 10-week Columbia University School of Journalism summer program who have found jobs on news staffs of radio and television stations and newspapers across the country.

Of the 36 graduates of the program, which started in 1968 to train minority group members for journalism careers, 31 are Negro, four Puerto Rican and one Mexican-American. Twenty students in the 1969 program learned radio and TV news. Sixteen were trained in newspaper reporting.

The program was tuition-free, with room and board, cost-of-living stipends and family allowances based on need also provided.

Program costs for the 1968 and 1969 programs were met by grants from the Ford Foundation and several news organizations which provided funds for personal expenses.

The summer programs were directed by Fred W. Friendly, former president of CBS News and now Edward R. Murrow Professor of Journalism at Columbia.

NAB fall series draws bigger crowd this year

The National Association of Broadcasters wound up its fall conference series last week in Portland, Ore., and appeared set to establish an attendance record.

Attendance at the first five of the six annual fall gatherings of broadcasters with NAB staff members and officers was 1,628 (including the fifth conference in Denver Monday and Tuesday last week). The figure is 395 ahead of

76 (THE MEDIA)
the similar stage last year.

A feature of the conferences this year has been the panel discussion on the critical issues facing broadcasters. Outstanding broadcasters have participated in the confrontation with NAB members and staff.

Panelists in Portland were: Richard C. Block, vice president and general manager of Kaiser Broadcasting, Oakland, Calif.; Richard Brown, KPOJ(AM) Portland; Ray Johnson, KMED-AM-TV Medford, Ore. and Eugene Wilkin, KREM-TV Spokane, Wash. Mr. Block is a member of the TV board of the NAB; Mr. Brown is former chairman of the NAB radio code board and Mr. Johnson is a former member of the radio board of NAB.

AM's don't like promoting FM's

Plan for single AM-FM aural service is sharply criticized by opponents

The FCC received mostly negative comments last week on its proposals issued last September aimed at promoting the growth of FM stations and tightening standards for new AM applications.

The proposals would lump AM-FM together as a single aural service and reject applications for daytime stations and for major changes in daytime or nighttime facilities that did not propose first service to 25% of the proposed service area or 25% of the area's population (BROADCASTING, Sept. 8).

Most of the negative responses were from applicants for AM CPs or from existing AM licensees applying for permission to extend their broadcast day. About 15 filings were received.

In a representative filing, Ashdawn Broadcasters, Inc., which has applied for a CP for a 500-watt daytimer in Ashdawn, Ark., said it opposes the requirement for a "25% white area" to be served as a prerequisite to the establishment of a local broadcast service. Ashdawn said the white area criterion was "nothing more than a guarantee to the existing broadcast industry that new and competitive facilities will not be established to disturb the 'status quo.'"

The would-be licensee added that 1968 FCC radio figures indicate that the industry "has no need for any such protection from competition."

The proposal to consider AM-FM as a single aural service is "particularly naive," Ashdawn said, pointing out that FM set circulation in rural areas is "minimal" and that car radios are mostly equipped to receive only AM. It said the commission's proposals were a "thinly veiled device to lock out any new AM facilities in all except the most isolated portions of the United States."

Vir N. James, a Denver consulting radio engineer, observed: "Existing prohibitive overlap rules for new daytime stations are sufficiently restrictive in themselves . . . there is no justification for a white area requirement."

A cautionary statement on the proposals came from another consulting radio engineer, E. Harold Mums Jr., who said: "It is essential that the 'status quo' be maintained for the limited period of study devoted to the future development of aural broadcasting. Existing broadcast stations need a 'breather' to allow themselves to become more firmly established from an economic standpoint."

Another negative note was sounded by WPVL Inc., licensee of WPVL(AM) Painsville, Ohio, and applicant for a CP to permit full-time rather than daytime-only operation. Noting that no FM channel was available in the Painsville area, WPVL argued: "Even if such operation were possible, however, it would not eliminate the need for AM service to reach commuters (who rarely have an FM radio in their car), underprivileged persons (who can't afford good FM radios), and the general public who—perverse though it may be—just don't listen to FM to the same extent as AM."

The deadline for comments on the proposals has been extended to Jan. 14, 1970. Reply comments are now due Feb. 13, 1970.

Common carriers to get equal-opportunity rules

Common carriers, not to be discriminated against, are to have their own set of rules on non-discrimination in employment practices ("Closed Circuit," June 30).

In a notice of proposed rulemaking issued last week, the FCC said it felt the same considerations contained in non-discrimination rules for broadcasters adopted June 4 should apply to common carriers subject to commission jurisdiction.

The proposed rules would (1) require the carriers to establish and maintain a program encouraging equal opportunity; (2) amend existing FCC reporting forms to provide the commission with annual statistical and other information on compliance; and (3) provide for forms to be filed by each applicant for license or renewal or a CP giving data on the applicant's non-discrimination program. The information would be considered by the commission in passing on applications.

The proposal also provides procedures for handling discrimination complaints.
Fox Corp. reports sharp losses in '69

Zanuck cites disappointing performance of films for $21,978,000 in red ink

Bad news kept piling up at two major film studios last week. On Wednesday Metro-Goldwyn-Mayer Inc. reported a net loss of $35,366,000 for its 1969 fiscal year (see page 79) and on Thursday (Nov. 20) 20th Century-Fox Corp. announced a net loss of $21,978,000 for the first nine months of 1969, down from earnings of $11,796,000 in the corresponding period last year.

Fox's loss would have been greater had it not been for extraordinary items of $11,555,000, including the gain on the sale of a South African theater circuit and the elimination of a reserve for contingencies.

Darryl F. Zanuck, board chairman of Fox, attributed the loss to the "disappointing performance of some of our pictures." Also included in the figures is a write-off for the backlog of story properties purchased in the past that will not be produced.

Fox reported that the net loss in the third quarter of 1969 amounted to $19,838,000, as compared with earnings of $4,126,000 in the third quarter of 1968.

Mr. Zanuck noted that during 1969 Fox had deliberately not leased feature films for first-time network television, "thus increasing the residual value of..."
the Fox film library for future TV sales."

Richard F. Zanuck, Fox president, reported that other company subsidiary operations, including Wyde Films, New York, a producer of TV commercials, and KEMS-TV Minneapolis, "are having record years." He added that in network television, Fox will have eight programs covering six hours weekly in prime time on the air by January.

**Soundcraft to CBS**

CBS Inc. acquired last week the Soundcraft division of Reeves Industries Inc., Danbury, Conn. The sale, plans for which had been announced (Broadcasting, Oct. 6), was completed Nov. 17. No price was disclosed.

**MGM has a year of financial headaches**

1969 earnings loss is greater in magnitude than had been expected

Metro-Goldwyn-Mayer Inc., which has been plagued by financial woes during the past year and recently implemented a top-level management realignment, reported last week a loss of $35,366,000, or $6.11 per share, for the fiscal year ended last Aug. 31.

The extent of the loss was even larger than the company had estimated last September, when MGM indicated that after-tax losses would be at least $25 million. The principal reasons for the loss were said to be the additional write-downs of inventory values of theatrical feature films to reflect expected losses; additional write-downs of properties previously acquired for future film production which management has determined will not be produced.

MGM said its loss for the fiscal year compared with earnings in fiscal 1968 of $9,409,000, or $1.63 per share.

James T. Aubrey Jr., who was recently elected president and chief executive officer of MGM (Broadcasting, Oct. 27), said the new management has made "a careful analysis of the company" and "is effecting economies rapidly." He voiced confidence that MGM "will return to profitability."

---

**Stock Market Capitalization**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 20</th>
<th>Closing Nov. 13</th>
<th>Closing Nov. 6</th>
<th>1968-1969 High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock symbol</td>
<td>Exchange</td>
<td>Closing Nov. 20</td>
<td>Closing Nov. 13</td>
<td>Closing Nov. 6</td>
<td>1968-1969 High</td>
<td>Low</td>
<td>Approx. Shares Out (000)</td>
<td>Total Market Capitalization (000)</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Service</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 20</th>
<th>Closing Nov. 13</th>
<th>Closing Nov. 6</th>
<th>1968-1969 High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Manufacturing**

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 20</th>
<th>Closing Nov. 13</th>
<th>Closing Nov. 6</th>
<th>1968-1969 High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Standard & Poor Industrial Average**

|-----------------------------------|---------------------|--------------------------|-----------------------------------|------------|---------------------------------------------------|

**Broadcasting, Nov. 24, 1969**
Company Reports:

MovieLab Inc., New York, motion-picture processing laboratory, reported an increase in net sales but a net loss in income for the nine months ended Sept. 29:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.28</td>
<td>$0.28</td>
</tr>
<tr>
<td>Net sales</td>
<td>7,266,266</td>
<td>6,366,369</td>
</tr>
<tr>
<td>Net income</td>
<td>($76,846)</td>
<td>$30,752</td>
</tr>
</tbody>
</table>

Notes: 1969 figures include results of the professional motion-picture division of Berkeley Photo Inc. 1969 net income is due to non-recurring expenses of $727,761 at the beginning of the third quarter, which came with acquisition of that division of Berkeley Photo.

Trans-Lux Corp. reports that gross revenues and net income reached record levels for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.57</td>
<td>$0.78</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>9,224,300</td>
<td>6,808,250</td>
</tr>
<tr>
<td>Net income</td>
<td>806,222</td>
<td>676,300</td>
</tr>
</tbody>
</table>

Visual Electronics Corp., New York, manufacturer of visual and audio systems for broadcasting, last week reported a decline of almost $5 million in net sales for the six months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.53</td>
</tr>
<tr>
<td>Net sales</td>
<td>8,222,006</td>
<td>13,020,000</td>
</tr>
<tr>
<td>Net income</td>
<td>(325,000)</td>
<td>749,000</td>
</tr>
</tbody>
</table>

Notes: 1968 figures restated to reflect companies acquired on pooling-of-interest basis.

Weather Corp., Beverly Hills, Calif., producer of CBS-TV's "Lastie" and also involved in TV distribution, reported an increase in revenues but a decrease in net income for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.65</td>
</tr>
<tr>
<td>Revenues</td>
<td>15,268,942</td>
<td>12,227,886</td>
</tr>
<tr>
<td>Net income</td>
<td>1,004,145</td>
<td>1,186,144</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,896,357</td>
<td>1,900,854</td>
</tr>
</tbody>
</table>

Notes: 1968 net income is before extraordinary tax credit of $118,000, equal to 7 cents per share.

National General Corp., Los Angeles, involved in TV production and distribution, reported a decrease in net income due to high sales costs.

Food firm to acquire Rust Craft's cards

Consolidated Foods Corp., Chicago, and Rust Craft Greeting Cards Inc., Dedham, Mass., last week announced an agreement in principle whereby Consolidated would acquire the greeting card business of Rust Craft through exchanges of stock worth about $30 million. Rust Craft's broadcasting and cable TV properties, though, are not involved.

The proposed merger, however, is subject to approval by the FCC because the Rust Craft group stations and CATV interests, now held in a wholly-owned subsidiary, Rust Craft Broadcasting Co., would be spun off from the parent firm and transferred on a pro-rata basis to the present stockholders in Rust Craft Greeting Cards Inc. The spin-off would come in sequence just before the merger with Consolidated was effected.

Rust Craft's station group includes five TV stations, six AM's and five FM's. The group holds interests in about a half-dozen cable systems. President of the parent firm is Louis Berkman. Jack Berkman is president of Rust Craft Broadcasting.

Vikoa Inc., Hoboken, N.J., constructor of TV stations, and producer of TV films, reported a 16% increase in sales and a gain in net income for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.58</td>
</tr>
<tr>
<td>Sales</td>
<td>17,890,000</td>
<td>15,466,000</td>
</tr>
<tr>
<td>Cash flow</td>
<td>1,716,000</td>
<td>1,310,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$904,266</td>
<td>904,760</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,815,369</td>
<td>1,599,378</td>
</tr>
</tbody>
</table>

Star Broadcasting Group Inc., Omaha, group owner, reported an 11% increase in gross revenues and a 30% increase in net income for first fiscal quarter:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.18</td>
<td>$0.13</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>$192,941</td>
<td>$131,261</td>
</tr>
<tr>
<td>Net income</td>
<td>$125,736</td>
<td>$94,760</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,600,000</td>
<td>3,600,000</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Burbank, Calif., TV and movie-production house, reported record earnings for the fiscal year ended Sept. 27:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.49</td>
</tr>
<tr>
<td>Revenues</td>
<td>149,367,000</td>
<td>137,146,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$13,805,000</td>
<td>$13,106,000</td>
</tr>
<tr>
<td>Note: 1968 figures restated.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Vikoa Inc., Hoboken, N.J., constructor of TV stations, and producer of TV films, reported a 16% increase in sales and a gain in net income for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.58</td>
</tr>
<tr>
<td>Sales</td>
<td>17,890,000</td>
<td>15,466,000</td>
</tr>
<tr>
<td>Cash flow</td>
<td>1,716,000</td>
<td>1,310,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$904,266</td>
<td>904,760</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,815,369</td>
<td>1,599,378</td>
</tr>
</tbody>
</table>

Starr Broadcasting Group Inc., Omaha, group owner, reported an 11% increase in gross revenues and a 30% increase in net income for first fiscal quarter:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.18</td>
<td>$0.13</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>$192,941</td>
<td>$131,261</td>
</tr>
<tr>
<td>Net income</td>
<td>$125,736</td>
<td>$94,760</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,600,000</td>
<td>3,600,000</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Burbank, Calif., TV and movie-production house, reported record earnings for the fiscal year ended Sept. 27:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.53</td>
<td>$0.49</td>
</tr>
<tr>
<td>Revenues</td>
<td>149,367,000</td>
<td>137,146,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$13,805,000</td>
<td>$13,106,000</td>
</tr>
<tr>
<td>Note: 1968 figures restated.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

National General Corp., Los Angeles, involved in TV production and distribution, reported a decrease in net income due to high sales costs.

Financial notes:


- Lee Enterprises Inc., Davenport, Iowa, publisher and group broadcaster, reported record revenues and net income for the fiscal year ended Sept. 30. Operating revenues were $31,943,000, up 19% over 1969. Net income was $2,880,053 or $1.49 per share as compared to $2,415,291 or $1.27 per share in 1968, a 19% increase.

- Storer Broadcasting Co., Miami Beach-based group station owner, has declared a regular quarterly dividend of 25 cents per share, payable Dec. 9, to stockholders of record Nov. 28.

- Publishers Broadcasting Co., Tallahassee, Fla., is seeking registration of 365,866 shares with the Securities and Exchange Commission, of which 215,688 will be offered for subscription by its stockholders at $10 per share maximum. Publishers Co., owner of all the class B stock of Publishers Broadcasting and 86.1% of the common, is offering the remainder of the registered shares to its stockholders as payment of a dividend. Publishers Broadcasting owns WONS(AM) and WGBM(FM) both Tallahassee.

Ameco Inc., Phoenix-based manufacturer and installer of CATV systems, reported a decline in net sales and net income for the three months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.18</td>
<td>$0.01</td>
</tr>
<tr>
<td>Net sales</td>
<td>$1,225,567</td>
<td>$1,418,786</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(214,496)</td>
<td>15,232</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,200,000</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>

TVC obtains financing for Akron cable system

Television Communications Corp., New York, will receive $3 million in long-term financing from the John Hancock Mutual Life Insurance Co. and Mass-
Two engineering firms reveal merger plans

An agreement to merge has been announced by Gaunce & Jones Communications Inc., Washington, and Datronics Engineers Inc., Wheaton, Md., through an exchange of shares. The surviving corporation will be Datronics, a public firm whose shares are sold over the counter, which is engaged in communications engineering, computer operations, data management, hospital services and publishing. Gaunce and Jones Communications is also engaged in communications engineering.

Following stockholder approval, Datronics Engineers will change its name to G&J Inc. and will be located in Falls Church, Va. George E. Gaunce will be president and Carl T. Jones, executive vice president of the new company; John Gauntner, now president of Datronics, will be vice president. Messrs. Gaunce and Jones, who also are broadcast consulting engineers, will hold controlling interest in G&J Inc. Datronics has 900,000 shares of common outstanding; it was selling at $3.50-3.50 last week.

Who traded stock during October

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):

- Apex Corp.—Robert J. Weissman sold 1,000 shares, leaving 9,000 shares.

- Barkan—Anna Barkan, leaving 2,400 shares. Following are exercise of options: Lawrence Weil bought 1,000 shares, giving him a total of 1,000 shares.

- Capital Cities Broadcasting—John B. Fairchild exchanged 4,000 cumulative convertible preferred shares for 4,000 shares, leaving 42,855 cumulative convertible preferred shares held personally by Fairchild, 17,406 cumulative convertible preferred shares held as custodian, Mar. 7, 1985.

- Columbia Broadcasting—Mrs. Stanley Schneider sold 300 shares, leaving 370 held personally and 4,518 held by husband, 790 held by husband as custodian and 25 held in husband's retirement fund.

- Corinthian Broadcasting Corp.—Robert F. Bryan bought 1,000 shares, giving him a total of 24,775.

- Datronics—Larry Jones sold 500 shares, leaving 400 held personally and 1,000 held by wife.

- Cox Broadcasting—Frank Gaither sold 500 shares, leaving 8,533. C. M. Kirtland Jr. sold 500 shares, leaving 5,435.

- Cypress—Donald D. Graham bought 10,000 shares, giving him a total of 12,597 held personally.


- Fuqua Industries Inc.—J. B. Fuqua bought 200 shares, giving him a total of 3,513 held through reinforcement and 2,460 held by wife as custodian.

- Grey Advertising Inc.—Alan B. Fendrich sold 1,000 shares, giving him a total of 1,100.

- H & B American Corp.—William J. Bremann bought 300 shares, giving him a total of 400.

- Kaufman & Broad Inc.—LeRoy H. Golman bought 2,000 shares, giving him a total of 2,000 held personally and 500 held as custodian.


- Media General Inc.—D. T. Morgan through trust sold 1,000 shares, leaving 10,780 held personally, 1,198 held as custodian.

- Media General Inc.—A. A. Kettler bought 5,243 shares, giving him a total of 5,999 sold 4,033 shares, leaving 1,966 held personally and 370 held by wife.

- National General Corp.—Walter Reade Organization—Sheldon Gunberg sold 7,000 shares, leaving 15,500. Samuel Reade bought 500 shares.

- Scripps-Howard Broadcasting Co.—Mason A. Lowndy sold 600 shares, leaving 452,000. J. Sterling Broadcasting Co.—Mrs. Stanton P. Kettler bought 1,000 shares, giving him a total of 1,718 held personally and 20,100 held by husband.

- Time Inc.—Bernard M. Auer sold 300 shares, leaving 9,362. Henry Lucas II through family trusts bought 200 shares, giving him a total of 225,008 held through family trusts, 130,317 held personally, 19,065 held through trust and 11,385 held as co-executor.

- Century-Fox Corp.—Andre Haktin bought 500 shares, giving him a total of 1,000. William C. Kerby bought 125 shares, giving him a total of 200. David Brown bought 1,000 call on common.

- Michigan Radio Co.—William M. Kinney sold 3,000 shares, leaving 34,000.

Order The World's Finest Tape Cartridge System Today! CRITERION!

Get a Criterion record/playback unit. Speed accuracy of 0.2%. Direct capstan drive comparable to finest reel-to-reel machines. No tape skew. Exclusive interchangeable tape assembly with pressure machined cast aluminum head mounting. Write Gates Radio Company, Quincy, Illinois 62201, or telephone (217) 222-6200 for off-the-shelf delivery.
Sony will enter TV player market

Apollo 12 liftoff is used to demonstrate how to tape shows off the tube

The Sony Corp. of Tokyo has joined CBS and RCA in the race for the marketing of color-TV home players, with announcement of plans to introduce its Videoplayer in the U.S. in late 1971.

The Sony Videoplayer was demonstrated last week (Nov. 18) in New York by Akio Morita, executive vice president and co-founder of Sony Corp.

The Videoplayer joins the CBS electronic-video-recording (EVR) color film player, expected to be available in the summer of 1971 (BROADCASTING, Nov. 3), and RCA's Selectavision color TV-tape system home player, which is aimed for the consumer in 1972 (BROADCASTING, Oct. 6).

The Sony Color Videoplayer, expected to cost $350, can be connected to any standard color TV set without any modifications to the set. A color picture with sound will be reproduced instantly. It also can be attached to any black-and-white set.

The Videoplayer utilizes a magnetic video tape-recording method and a cassette tape, called a Videocassette. Each Videocassette, measuring 8 inches by 5 inches, weighing one pound, and expected to cost $20, will provide a 90-minute program. It can be inserted in the Sony Color Vedioplayer as easily as inserting a cassette in an audio cassette tape recorder.

A program on a Videocassette can be erased as easily and as frequently as an audio tape. And, after the Videocassette program has been played, the cassette can be returned to the program's supplier for re-recording another program on the same Videocassette.

Mr. Morita also noted that a Videocassette, stopped at any point, can be removed without rewinding and replaced with another Videocassette. When reinserted, the cassette can be continued from point of interruption.

Sony is negotiating with the film and TV industries, music recording companies, publishers, educational institutions, and sports promoters to transfer their programs to Videocassettes for the public.

Also said to be ready for marketing are adapters, at $100 each, which permit direct recording in color or black-and-white of TV shows off the screen. The Apollo 12 liftoff recorded in this manner, was played and replayed during Mr. Morita's demonstration.

Mr. Morita also said Sony has been working with Philips Lamp of Eindhoven, the Netherlands, in development of video-recording technology.

September is slow for color-set sales

TV and radio set sales to dealers, except automobile radio, took a dive in September, but for the nine months of the year, automobile radio and color TV showed pluses.

In September, automobile radio sales were 0.3% over the same month last year, and 1.7% over the sales in the same January-September period in 1968.

Color TV sales sank by 11% in September, compared to the same month last year, but retained a 5.4% boost for the nine-month period. Monochrome TV sank by 4.7% in September and was down 6.4% for the nine months.

Distributor sales to dealers, for the nine months of the year, as announced last week by the Electronic Industries Association:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monochrome</td>
<td>4,092,244</td>
<td>3,883,946</td>
</tr>
<tr>
<td>Total</td>
<td>7,444,289</td>
<td>7,786,104</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>AM</td>
<td>4,302,483</td>
<td>5,205,970</td>
</tr>
<tr>
<td>AM/FM</td>
<td>7,612,458</td>
<td>1,684,526</td>
</tr>
<tr>
<td>Total</td>
<td>14,658,890</td>
<td>15,484,070</td>
</tr>
</tbody>
</table>

Fire-hazard plan ready for action

But there's more to it than that; OK is needed from safety commission

The nation's TV set makers—and some foreign manufacturers—have submitted an extensive engineering plan to reduce fire hazards in TV sets to the National Commission on Product Safety.

But, before the plan, which establishes standards, can go into effect, it must be accepted by the seven commissioners of the safety commission. The commission meets Dec. 8 for its next monthly meeting.

The manufacturers, however, have asked the safety commission to delay action while they get clearance from the Department of Justice to establish industry-wide standards. They're afraid that if all TV-set manufacturers agree on fire-prevention procedures the industry might become the target of a government antitrust suit.

The TV set makers were responding to an alert sounded last month by the safety commission. The commission said that there were an estimated 5,000 such blazes last year, principally in color TV sets. The safety commission acknowledged, however, that this estimate is based on sketchy information.

Meanwhile, how the TV-set industry is meeting the earlier problem of X-radiation from TV sets, was explained by Harris O. Wood, executive engineer, Philco-Ford Corp. He told a meeting of the American Public Health Association in Philadelphia Nov. 14 that from 1964 to the end of last September, only about one TV receiver in 28,000 checked at the factories emitted radiation in excess of the federal standard (0.5 milliroentgens per hour measured within two inches of any part of the set). More than half the sets screened in factory control programs emitted no appreciable radiation above background levels, he said. Only 71 out of 204,545, he noted, emitted radiation in excess of the federal standard, all of which were corrected prior to shipment.

The radiation scare came to a head early last year when it was found that a large number of color TV sets was emitting radiation in excess of federal standards. These sets were recalled, and, at the same time, the Public Health Service investigated and subsequently fixed standards for measuring emissions.

---

BROADCASTING, Nov. 24, 1969
Astronauts bringing camera home for repair

The Apollo 12 astronauts, unable to get their color TV camera functioning after about 30 minutes of clear, sharp pictures as they stepped onto the surface of the moon, are doing what most Americans do—they’re taking it back for repair.

Astronauts James Conrad and Alan Bean stowed the camera into one of their moon rock boxes so that it may be examined to discover why it failed. The astronauts severed the camera from the cable as one of the last things they did before climbing back aboard Intrepid to rejoin Astronaut Richard F. Gordon Jr. in the command ship Yankee Clipper.

The camera’s failure was attributed to the astronauts “indavertently” pointing it at the bright, bright sun while they were attempting to place it on the tripod that had been set up for it. This overload (the camera is designed to work at very low light levels and thus is extremely sensitive to even ordinary light) burned the image tube and caused the difficulty. This is the best opinion of Westinghouse technicians who designed and built the $80,000 camera. It is the same one that was used in the Apollo 11 command ship last summer, modified for use on the lunar surface.

When the camera failed, Houston mission control relayed various suggestions to the moon astronauts in an attempt to fix the fault. At one point, when the picture returned momentarily in black and white, they were asked what they did: “I just banged it with my hammer.” Astronaut Bean reported.

The picture, showing bright white in the top third and complete black on the lower two-thirds, remained frozen in its frame.

New rule is offered on nighttime AM patterns

The FCC last week proposed modifications of its 1965 proposed rulemaking to specify a standard method for calculating directional AM antenna radiation patterns.

The proposed method would be used in evaluating interference, coverage and overlap of mutually prohibited contours in place of the existing approximation known as maximum expected operating value (MEOV).

In its first rulemaking notice, the FCC proposed an addition to the mathematical equation for measuring antenna radiation. The addition was a figure equal to 10% of the root means squared (RMS), which is the size an antenna pattern would be if it were non-directional. In its present rulemaking proposal, the commission suggested a substitution for 10% of RMS—3% of the root sum squared (RSS), which is the root of the sum of the squares of the individual tower fields in an antenna array.

The primary purpose of the rulemaking is to standardize, in certain respects, factors employed in the design of directional radiation patterns for AM’s so that the radiation can be reproduced mathematically, making possible computerized channel studies for determining night-time interference.

The deadline for comments on the commission’s amendments is Feb. 9, 1970; reply comments are due March 13, 1970.

Seattle has new home for cable TV activity

Reeves Telecom Corp., New York, has dedicated its new Northwest Cablevision building in Seattle (Nov. 12). The fully integrated cablevision and production facility is due to begin locally produced and originated programming early in 1970. The building has almost 5,000 square feet of floor space and includes a large studio from which live programs will emanate.

Two major facilities that operate under Northwest were acquired by Reeves in September 1968 and in August 1969. According to Reeves, the present potential subscribers comprise 25,000 homes.

Over the next five years, Reeves plans to construct approximately 1,000 additional plant-miles of cable and increase its capacity by 75,000 homes. When completed, Reeves said, the Northwest system will embrace one-third of the greater Seattle area.

Technical topics:

RCA in Europe • RCA plans to build a $10.7 million semiconductor manufacturing plant in the province of Liege, Belgium, by mid-1970. The one-story, 80,000-square-foot plant will manufacture power semiconductor devices used in TV autos, computers, and industrial and aerospace electronic equipment. It will be RCA’s first electronics manufacturing facility in Europe.

New Year • Television Production International Inc., Atlanta, has installed $1.5 million in Ampex broadcast television equipment for on-location and studio production of television programs and commercials created for regional and national syndication.

IC tape equipment • International Tape-tronics Corp., Bloomington, Ill., has introduced a new line of cartridge equipment using integrated circuit components and a reduction in moving parts for compactness. All equipment is adaptable for mounting.

AM Telemetering • Moseley Associates Inc., Goleta, Calif., announces the availability of a four-page brochure explaining the principles and use of subaudible tones on AM carriers for remote metering of transmitters, which becomes effective Dec. 8. The brochure, AM Wireless and Radio (STL) Remote Control, also describes a systems approach to this type of remote control. It is available from Moseley Associates, which initiated the FCC proceeding, upon request.

New locale for Gautney & Jones • Gautney & Jones, Washington consulting engineers, are moving Dec. 1 to their own 12,000-square-foot building at 2922 Telestar Court, Falls Church, Va. 22042 (Route 50 and Washington Beltway). Phone: (703) 560-6800.

More mobility • WMAQ-TV Chicago Thursday unveiled its fourth mobile color TV unit, a compact $400,000 custom van with twin RCA TK-44 cameras and RCA TR-60 high band video recorder. System is completely self-contained, including power generator, and is designed for fast news work as well as program and commercial production.

New tube design • A single-gun, two-phosphor, multi-color cathode ray tube

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants
50 EAST 58TH STREET NEW YORK, N. Y. (212) 355-0405
If you ignore it, maybe it'll go away.
And other famous cancer legends.

Journalism excellence will get DuMont Award

The UCLA graduate department of journalism announced last week that the DuMont Awards, endowed by Nathaniel R. DuMont, from now on will alternate annually between print and electronic media. Last year’s awards were for print media.

In 1970 the DuMont Award, consisting of a trophy and a cash prize of $5,000, will be given on the basis of “excellence in journalism on basic issues” and will be conferred exclusively in the field of television journalism. Television producers in all parts of the world are invited to submit entries, for programs first broadcast during calendar 1969, to be judged by a panel of public figures. This will mark the first time the DuMont Award, actually the first award in the history of UCLA’s journalism awards program, will be devoted exclusively to television.

The winner of the award will be announced early in April 1970. Nathaniel R. DuMont is president and senior officer of DuMont Aviation Associates, Lakewood, Calif.

Editorials help keep Fremont schools open

Robert F. Wolfe, president and general manager of WFRO-FM-FM Fremont, Ohio, began a drive to collect money for that city’s school system when it faced closing the city schools for lack of necessary funds. In editorials broadcast over his nighttime FM station, Mr. Wolfe urged private citizens, businesses, and local public utilities to pay their taxes for 1970 early in order that the schools could secure necessary funds for the remainder of the year and thus remain open.

Although initially opposed by some community leaders on his idea, Mr. Wolfe was assured of the legality of early tax payments by the county treasurer. Continuing in its editorials, WFRO-FM reminded its audience about the lack of school funds because of defeated levies and of the needed amount, $400,000, to keep the schools open.

Within two days after Mr. Wolfe initiated his campaign, citizens and local industry has paid in over $550,000 to the local treasury. Following the response from the community, the Fremont school board unanimously voted to rescind its decision to close the schools.

Promotion tips:

Interracial justice awards * Donald H. McGannon, president of Westinghouse Broadcasting, and Hulan Jack, New York state assemblyman, were presented with the James J. Hoey Awards of the Catholic Interracial Council of New York, given annually to two individuals, one white and one black, who contribute to interracial justice.

Political clean-up * KAYO(AM) Seattle aided in cleaning up political trash after Nov. 4 city elections by offering cash prizes for individuals or groups who collected the most left-over campaign material and delivered it to the station. The result was 3,200 pounds of signs, posters and handbills.

Honored woman * Mrs. Virginia Pate, national president-elect of the American Women in Radio and Television Inc., was one of three distinguished women to receive the alumni medallion of the College of William and Mary, Williamsburg, Va. The award was presented in recognition of her demonstrated abilities in the field of communications.

Double winner * KGO-AM-FM San Francisco was the recipient of two major awards recently. The American Bar Association presented its 1969 Certificate ofMerit for a series of station editorials on gun-control laws to Edward F. McLaughlin, general manager of KGO. Earlier, Mr. McLaughlin represented the station for receipt of the 1969 John Swett award for "outstanding program series interpreting educational issues by a radio station."

Color TV contract * The New Jersey Public Broadcasting Authority has awarded a contract in excess of $2 million to RCA to equip its first color TV studio complex in Trenton, N. J. Equipment includes six cameras, four units of a TV tape recording system, two TV film originating systems, program production master control switching, and audio equipment and studio lighting grids.
Broadcasting

**John C. Ryan**, senior VP, J. Walter Thompson Co., Detroit, named management supervisor of all aspects of domestic Ford division account. His headquarters will be in New York.

Claude E. Wheeler, with WJRT-TV Atlanta, appointed to newly created position of local sales manager.

Nicholas P. Sparkman, account supervisor, and **John A. Dunne**, senior art director, Needham, Harper & Steers, New York, named VP’s.

**James Armstrong**, senior VP & creative supervisor, BBDO, New York, named VP & management service director. **Donald C. Palmer**, director of broadcast sales, National Media Consultants, Los Angeles, joins **KFM-AM** there as director of national sales development.


**George E. Robinson**, VP and associate creative director, Benton & Bowles, New York, joins Lewis & Gilman, Philadelphia, as VP and director of creative services.


**Fred L. Netter**, former president of ABC TV Spot Sales, New York, joins Timebuying Services Inc., media purchasing firm there, as executive VP in charge of sales and administration. His headquarters will be in new TBS offices at 1345 Avenue of the Americas, New York. Phone 765-7710.

**John K. Miller**, with Reach, McClinton & Co., Boston, appointed supervisor of production and traffic.

**Paul Brickman**, VP-client services, Fuller & Smith & Ross Inc., Chicago, named VP and office manager there.

**Charlie Loufek**, with WDGY-FM Minneapolis, joins WYTV-FM there as manager of local advertising sales.

**Alex Tirado**, formerly with Marsteller Inc., New York, joins The Cadwell Davis Co. agency there as production manager.

**Dick Robinson**, with WDRC-AM-FM Hartford, Conn., appointed sales manager.

**Nadeen Peterson**, former VP and senior associate creative director, Norman Craig & Kummel, New York, joins MacManus, John & Adams there as VP

**Mitchell, with WTOP, appointed local sales manager.**

**Patricia Fritscher**, radio-TV production manager, Campbell-Mithun, Chicago, joins Stockton-West-Burkhardt Inc., Cincinnati advertising and PR firm, in newly created administrative position which includes responsibility for coordination of art, copy and production activities for clients.

**John R. Beihly**, with WVTY-TV Youngstown, Ohio, appointed local sales manager.

Broadcasting, Nov. 24, 1969

Books For Broadcasters

**Television News**

by Irving E. Fang

Analyzing in detail the who, what, when, where, and especially the how of television newscasting, this comprehensive book examines all the skills required by the TV journalist—writing, filming, editing and broadcasting.

285 pages, over 50 illustrations, notes, glossary, appendices, index $8.95

**Radio Broadcasting**, an Introduction to the Sound Medium edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting.

Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming . . . 2) Operating and studio facilities . . . 3) Producing and directing . . . 4) Writing . . . 5) Performing. 192 pages, sample scripts, notes, index $6.95

**Writing for Television and Radio**, 2nd Edition by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is invaluable for your home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index $6.95

**Broadcasting Book Division** 1735 DeSales St., N.W. Washington, D. C. 20036

**Broadcasting Book Division** 1735 DeSales St., N.W. Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

103. Writing for TV and Radio, $6.95
104. 1970 Broadcasting Yearbook, $11.50
105. Television News, $8.95
106. Radio Broadcasting, $6.95

Name

Address

City State Zip


Richard K. Burton, general manager, WJRT-TV Roanoke, Va., joins Hauuck & Co. Advertising there as VP-client services.

Fred Narcisso, copy chief, Al Paul Lefton Co., Philadelphia, appointed creative director.

William P. Dunleal, account supervisor with Campbell-Ewald Co., Detroit, and Thomas W. Hanlon, account supervisor with Campbell-Ewald Co., New York, named VP's. Douglas W. Knight, broadcast producer and director, WKBD-TV Detroit, appointed broadcast coordinator with Campbell-Ewald, Detroit.

J. Larre Barrett, with ABC-TV network sales Chicago office, appointed manager of daytime sales, central division, there. He succeeds Joseph Tirinato, who moves to New York office. Ronald Gleason, director of sales promotion, ABC-TV, New York, appointed director of research and sales promotion, ABC TV Spot Sales in New York.

Lee J. Cirillo and John F. Walsh, creative directors, N. W. Ayer & Son's Midwest region, Chicago, named VP's.

Laurence Donino, VP and co-founder, Robinson, Donino & West Inc., agency in New York, elected executive VP and secretary and Burton Zehner, VP and account supervisor, elected senior VP.

John H. Schaper, national sales service manager, KMEX-TV St. Louis, appointed to newly created position of manager, sales research.

Frederick L. Titus, formerly VP and associate account director, MacManus, John & Adams, Bloomfield Hills, Mich., joins Stern, Walters & Simmons agency, Chicago, as account supervisor.

Don Redell, director of program sales and development, Tele-Tape Productions Inc., New York, named VP. Jim Hartzler, with Tele-Tape, named to newly created post of VP, agency sales. Lew Lessard, director of production for TTP, named VP, production and creative services, succeeding James E. Wite, who resigns.

Charles Conrad and Bob Murphy, join Chicago sales staff of RKO Televison Representatives Inc. Mr. Conrad was with Storer Broadcasting national sales and Mr. Murphy was research director at RKO's Chicago office.

Marvin Greenbaum, with Bishopric/Green/Fielden, Miami-based advertising agency, appointed type director and traffic systems coordinator.

H. Rand Oslund, supervisor of broadcast services, and Robert A. Overfield, KLZ wins Pioneers award.

Hugh B. Terry, president and general manager, KLZ(AM) Denver, will accept Broadcast Pioneers Mike Award on behalf of KLZ at dinner March 3 at Hotel Pierre, New York. Dinner will benefit Broadcasters' Foundation Inc., philanthropic adjunct of Broadcast Pioneers.

VP and account executive, both with D. P. Brother & Co., Detroit based division of Leo Burnett Co., join Tom Thomas Organization, industrial film and TV commercial producer, Detroit, as writer-producers.

Media

C. Hewel Jones, VP and manager, KTOK(AM) Oklahoma City, named executive VP.

Crawford P. Rice, manager, KHVF(TV) Houston, also given over-all responsibility for operation of WTVV(TV) Milwaukee. Both are WKY Television System stations.

Danny Villanueva, former football player with Dallas Cowboys and director of community relations for KMEX-TV Los Angeles, appointed station manager.

Julius Koppleman, controller, finance, for RCA Electronic Components, Harrison, N. J., named staff VP, financial operations and analysis of RCA corporate staff, New York.

Len C. Smith, sales manager, KBAY-FM San Francisco, joins KEN(AM) San Jose, Calif., in newly created position of station manager. Both are United Broadcasting Co. stations.

James K. Hackett, station manager, WOAM(AM) Providence, R.I., joins WOBB(AM) Freeport, N.Y., as general manager.

Freeman Harris, with KBPI(FM) Denver, appointed station manager.

Brian Higgins, general manager of Cape Cod Cablevision Corp., Hyannis, Mass., and WSMW-TV Worcester, Mass., as assistant to operations director.

Sheldon Perry, with NBC-TV talent and program administration, New York, joins CBS-TV business affairs department there as associate director.

Bernard J. Quinn, director of production and operations, WVAR(FM) New York, appointed assistant general manager.

Robert D. Smith, executive director, Northern Virginia Educational Television Association, Annandale, Va., named VP and general manager. NVETA is seeking licenses for five television channels in Northern Virginia area.

Juliana Royal, business manager for KCOP(TV) Los Angeles, Chris-Craft owned station, appointed to newly created position of director of business affairs for television broadcasting division, Chris-Craft Industries Inc. She is succeeded by Earl Bacon, assistant business manager.

John Mosler, former chairman of Mosler Safe Co., Hamilton, Ohio, named chairman and chief executive of Bell Television Inc., New York, communications company with interests in-
cluding CATV. Bell owns 90% of Comtel Inc., master antenna and CATV operator in New York.

**Programming**

Andrew P. Jaeger, general sales manager, Allied Artists Television Corp., New York, named VP and general manager of TV division.

Roger L. Lefkon, production manager, WNBC-TV New York, appointed program manager.

Tom N. Tyler, operations director, KILE(AM) Galveston, Tex., joins WPCC(AM) Morningside, Md., as program director.

Edward H. Gilbert and Richard S. Reisberg, with NBC-TV, New York, appointed senior administrators, talent and programs. Michael J. Grossman, also with NBC-TV, New York, appointed administrator, talent and programs. Tom Postvak, policy editor, NBC, West Coast, appointed film program manager there.

Ed Moore, formerly with WFRV-TV Green Bay, Wis., joins WTCN-TV Minneapolis-St. Paul as public-affairs director.

Pat McCoy, operations director, WMMS-FM Cleveland, appointed program director.

Robert Granger, air personality, WHRF-AM-FM Riverhead, N.Y., also appointed assistant program director.

Jack Hoppus, with WLAV(AM) Grand Rapids, Mich., appointed program director.

**News**

Adam Gallan, newsmen, Storer's WSPD-AM-FM Toledo, Ohio, appointed correspondent with Storer Broadcasting's Washington news bureau.

Harvey N. Gersin, director of research, WOR-TV New York, joins ABC News there as director of audience research.

Glenn Lambertz, newsmen, WAVA(AM) Arlington, Va., appointed news director.

John Q. Adams, reporter, WIND(AM) Chicago, joins WGN-AM-TV there in same capacity.

Paul Lockwood, newscaster, KNTV(TV) San Jose, Calif., joins WBAL-TV Baltimore in same capacity.

William L. Lyons, with news department of WJMAL-TV Washington, joins WLVA-AM-TV Lynchburg, Va., as reporter-newscaster.

Gary L. Drewes, manager of UPI's Pierre, S. D., state capital bureau, appointed Iowa news editor and Des Moines bureau manager. He is succeeded in Pierre by Howard Jones, correspondent at Sioux Falls, S. D., bureau.

**SDX officers, directors**

New officers elected for one-year term at 60th convention of Sigma Delta Chi, professional journalistic society, in San Diego, Nov. 12-15: Frank Angelo, Detroit Free Press, president; Robert W. Chandler, Bend (Ore.) Bulletin, first VP; Guy Ryan, San Diego Tribune, secretary; William C. Payne, United Features Syndicate, treasurer.

Elected or re-elected directors: Region 1, Don Carter, Bergen (N.J.) Record; Region 2, William Small, CBS News, Washington; Region 3, Rhea T. Eskew, UPI, Atlanta; Region 5, Ralph Otwell, Chicago Sun-Times; Region 8, Robert McCord, Arkansas Democrat, Little Rock; Region 9, Roy Gibson, KCPX-TV Salt Lake City. There were no elections in other regions.

**Promotion**

Ella D. G'sell, with WBBM-TV Chicago, appointed director of advertising, sales promotion and information services.

Harvey Mednick, promotion, advertising and merchandising director, WRKO(AM) and WROR(FM), both Boston, appointed promotion director of KHJ-AM-FM Los Angeles. All are KKO General Stations.

Eugene S. Cooper, advertising and sales promotion supervisor for photolamp division of Sylvania Electric Products Inc., Danvers, Mass., appointed advertising manager.

**Equipment & Engineering**

Frank L. Flemming, director of engineering, NBC-TV, New York, named divisional VP, engineering, NBC-TV there.

W. Lynn Crabbe, with WHN(AM) Georgetown, S. C., appointed chief engineer.

Arthur Schwartz, with MCA Technology Inc., New York, subsidiary of

---

**Ask Merlin of the Movies**

Grand Seer of TV Programming ... brought to you as a service of Metro-Goldwyn-Mayer Television.

Agency buyer asks about story in N.Y. Times of an independent station that was dropping movies for lack of ratings.

"Is this a trend?"

**Answer:**

Most likely it is a one-station trend. Or, perhaps, as in the case of this particular station, a logical conclusion if you don't really want to invest in movies.

Nothing movies will get you nothing ratings, especially if the competition is playing something movies...those with strong titles or stars for promotable advantages. Buying and scheduling movies to fit time-period demographics is also a factor.

Significantly, two other independents in New York have invested heavily in features, including very recent buys of large and strong lists. A quick check of N.Y. Arbitrons in the last two weeks of October, for instance, shows ratings for late-night movies on these two stations up 43% over a year ago.

If you get in line late, don't expect an unobstructed view of the show.

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.
MCA Inc. manufacturing magnetic-tape duplicating systems and studio recording systems, named VP-finance.

Dr. Gordon MacBeth, senior scientist, Memorex Corp., Santa Clara, Calif., named VP with responsibility for directing all research and development activities for information-media products. Laurence M. Wilson, director of manufacturing for Memorex Corp.'s equipment group there, named group VP.

James W. Schwartz, general manager, Warnecke Electron Tubes Inc., joins Rauland division of Zenith Radio Corp., there as VP and laboratory director.


Michael F. Tennyson, with Nationwide Communications Inc.'s industrial electronics division, appointed manager of Washington office.

**Allied fields**

Ed Sellers, Southern sales manager for Broadcasting magazine, Washington, joins Television Digest Inc. there as sales manager.

Noel K. Jepson Jr., assistant director of placement, University of Wisconsin-Milwaukee, joins Career Academy, Milwaukee-based occupational educational organization, which includes radio-TV broadcasting, as national placement director.

Sheldon I. Altfeld, former production manager of promotion department, Los Angeles Herald- Examiner, joins Jewish Federation-Council there as radio-TV coordinator.

**International**

Jean Belleau, programing officer for Canadian Broadcasting Corp., Ottawa, appointed special assistant to VP, programing, of CBC.

Alexander Brody, area manager of Young & Rubicam for continent of Europe, named executive VP of agency. His headquarters are in Brussels.

Richard C. Berndt, former media director, James Lovernick Ltd., Toronto, joins J. Walter Thompson Co. Ltd., there as media head.

**Deaths**

Walter I. Duncan, 72, former VP-sales at WNEX(AM) New York and sales manager at WPX(TV) there, died Nov. 6 in Ithaca, N.Y. He is survived by his wife, Doris, and four children.

Robert M. Monahan, 56, newsman with former International News Service and United Press, died Nov. 12 in Alexandria, Va., of cancer. He is survived by his wife, Catherine.

Frank Stewart, 47, owner of WCCR(AM) (formerly WIKD) Urbana and WLRF-FM Champaign, both Illinois, died Nov. 15 in George Washington medical center, Washington, of cerebral hemorrhage.

William D. Hines, 78, retired PR director of Firestone Tire & Rubber Co., Akron, Ohio, died Nov. 17 in Akron after long illness.

Carroll Hansen, 60, former national sports director of CBS, New York, died Nov. 13 in San Francisco. He is survived by his wife, nineteen years of marriage. He was also former part-owner of KMYC-AM-FM Maryville, Calif. He is survived by his wife Ruth.

---

**For The Record**

As compiled by Broadcasting, Nov. 11 through Nov. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, ke—kiloelectrons, kw—kilowatts, LS—local station, N—night, PGA—preservice pass authority, SCA—secondary service authority, SH—specified hours, SAA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, watts,—educational.

**New TV stations**

**Application**

- Columbia, Mo.—Channel Seventeen Inc. Seeks UHF ch. 17; ERP 260 kw vis., 37.5 kw aus., Ant. height above average terrain 1,144 ft.; ant. height above ground 498 ft.; P.O. address: c/o Richard E. Koenig, 3 Ladue Ridge Road, Ladue, Mo., 63124. Estimated construction cost $305,000; first-year operating cost $19,000, revenue $100,000. Geographic coordinates 38° 46’ 38” north lat.; 90° 36’ 43” west long. Type antenna: RCA TTU-30A. Type antenna: RCA TTU-43J. Legal counsel now: consulting engineer Ralph J. Bitter, St. Louis. Principals: Keith Moyer, acting president (80%), et al. Mr. Moyer controls WJJY-TV Jacksonville, Ill. Ann. Nov. 17.

**Starts authorized**

- KCIT-TV Kansas City, Mo.—Authorized program operation on ch. 50, ERP 467 kw vis., ant. height above average terrain 1,170 ft.; petition filed Oct. 29.


**Action on motion**

- Hearing Examiner Chester F. Naumowicz c/o TV Cable Co. of Rensselaer Inc., TV proceeding, order released June 26, which directed TV Cable of Rensselaer Inc. to show cause why it should not be ordered to cease and desist from violation of rule 73.1108(e), provided that hearing may be avoided by TV Cable of Rensselaer reporting its compliance with request of RJN Broadcasting to designated examiner. At conference held Nov. 3, counsel for TV Cable reported to examiner that client had effected agreement designed to protect RJN, and was in compliance with request of RJN. All parties agreed further proceedings no longer necessary; record closed; examiner ordered proceeding terminated (Doc. 18579). Action Nov. 4.

**Other actions**

- Review board in San Francisco. TV proceeding, Doc. 18560, granted Broadcast Bureau's appeal from hearing officer's adverse ruling, filed Oct. 7, action Nov. 17.


- Review board in Charleston, S.C. TV proceeding, Docs. 18589-18612, granted motion to accept late filing, denied petition to enlarge or clarify issues, filed June by South Carolina Educational Television Commission, Reeves Telefilm Corp. and First Charleston Corp. Action Nov. 17.

---

**EDWIN TORNBERG & COMPANY, INC.**

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif 93950

408-375-3164

88

BROADCASTING, Nov. 24, 1969
Existing TV stations

Application

- WTHS-TV Miami—Seeks mod. of license to change hours of operation from 6:30 a.m. to 10:30 p.m., with proposed CH-2, Miami. Ann. Nov. 13.

Final actions

- Broadcast Bureau granted licenses covering changes in engineering facilities at stations: KXMC-TV Minot, N.D.; KTXS-TV San Angelo, Texas.
- WMLA-TV Washington, D.C.—FCC granted Black United Front and others group a license to operate new station WMLA-TV to de-ny application of Evening Star Broadcasting Company for renewal of license of WMLA-TV at time to Dec. 17 to respond to WMAL-TV opposition. Action Nov. 12.
- WCFI-TV Chicago — Broadcast Bureau granted mod. of CP to change ERP to 1200 kw vis. 200 kw aur.; change trans. location to John Hancock Center, Chicago; change type trans. and ant., ampl. height 1260 ft.; granted mod. of CP to extend completion date to May 14, 1970. Action Nov. 14.
- WYSH-TV Huntsville, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 275 kw vis., 30.8 kw aur.; change trans. location to a mile northeast of Bluff, Ill.; change station location to 1314 West Walnut, Decatur, Ill.; change type trans.; make changes in ant. system. Action Nov. 12.
- KGLO-TV Mason City, Iowa—Broadcast Bureau granted mod. of CP to install frequency control equipment. Action Nov. 14.
- WBBF(TV) Baltimore—Broadcast Bureau granted mod. of CP to change ERP to 513 kw vis., 102 kw aur.; change type trans. tomake changes in ant. system. condition. Action Nov. 14.
- KOMU-TV Columbia, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 288 kw vis., 30.2 kw aur.; change type trans.; condition. Action Nov. 14.
- WNEW-TV New York—Broadcast Bureau granted mod. of CP to change ERP to 47.9 kw aur.; change trans. location to trans. location to 17 Clinton Ave., South Rochester; change type trans. and ant., ampl. height 470 ft. Action Nov. 14.
- WWBT(TV) Richmond, Va.—Broadcast Bureau granted CP to change to 63.1 kw aur.; change type trans.; condition. Action Nov. 14.

Actions on motions

- Hearing Examiner Basil P. Cooper in Boston—Anniston Communications Company, Inc. of Massachusetts [WREP(TV)], TV proceeding, continued evidentiary hearing to Nov. 20. Action Nov. 10.
- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota—Anniston Communications Company, Inc. of Massachusetts [KSDS(TV), KWSD(TV)], TV proceeding, continued evidentiary hearing to Nov. 20. Action Nov. 10.
- Hearing Examiner Forest L. McClennin in Los Angeles—United Television Inc. [WFAN-TV, etc.], TV proceeding, examiner ruled that order of designation specifically places burden of proof under Issues 1, 2, 3, and 4 on United (Docs. 18359-93). Action Nov. 6.

Designated for hearing

- FCC set twelve TV applications for extension of time to construct for consolidation (Docs. 18358-9). Applicants are: WEYE(TV) Albany, N.Y. (Doc. 18677); WGBH-TV Cambridge, Mass. (Doc. 18608); KDFW-TV Dallas, Tex. (Doc. 18650); KMTV-TV Cheyenne, Wyo. (Doc. 18679); WMU(TV) Memphis (Doc. 18685); KTLF-TV Tyler, Tex. (Doc. 18681); KWTV(DTV) Tulsa, Okla. (Doc. 18682); KCEB(TV) Wichita, Kan. (Doc. 18688); WPHY(TV) Rochester, N.Y. (Doc. 18687); WDKS(TV) Toledo, Ohio (Doc. 18678); WMC(TV) Jackson, Mich. (Doc. 18669); WWBT(TV) Baton Rouge (Doc. 18672).

Network affiliations

ABC
- Formula: In arriving at clearance pay-
Summary of broadcasting
Compiled by FCC, Nov. 3, 1969

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>STA*</th>
<th>CPA's</th>
<th>Total</th>
<th>Not On Air</th>
<th>CPA's</th>
<th>Total Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,251</td>
<td>3</td>
<td>8</td>
<td>4,265</td>
<td>76</td>
<td>4,341</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,015</td>
<td>0</td>
<td>50</td>
<td>2,065</td>
<td>134</td>
<td>2,199</td>
<td></td>
</tr>
<tr>
<td>Commercial TV/VHF</td>
<td>495</td>
<td>2</td>
<td>11</td>
<td>506</td>
<td>69</td>
<td>575</td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>124</td>
<td>0</td>
<td>55</td>
<td>179</td>
<td>134</td>
<td>313</td>
<td></td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>619</td>
<td>2</td>
<td>56</td>
<td>675</td>
<td>149</td>
<td>824</td>
<td></td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>372</td>
<td>0</td>
<td>10</td>
<td>382</td>
<td>51</td>
<td>433</td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>73</td>
<td>0</td>
<td>4</td>
<td>77</td>
<td>7</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td>Educational TV</td>
<td>94</td>
<td>0</td>
<td>11</td>
<td>105</td>
<td>33</td>
<td>138</td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>167</td>
<td>0</td>
<td>12</td>
<td>180</td>
<td>20</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

* Special Temporary Authorization
* Includes 25 educational AM’s on nonreserve channels.
* Includes two licensed UHF’s that are not on the air.

24 hours monthly, multiplied by prime-time rate.

WTAP-TV, Parkersburg, W. Va. (Broadcasting Services Inc.). Amendment dated Oct. 21, 1969, amends current contract to specify compensation as 50% of all equivalent hours, multiplied by prime-time rate effective Nov. 1, 1969.

New AM stations
Application

Smithfield, Va.—Town and Country Radio, Seekins, Inc., DA-D, D. P. O., address Box 889, Blacksburg, Va., 24060. Estimated construction cost $51,600; first-year operating cost $33,150; revenue $65,000. Principal: Vernon H. Baker, sole owner. Mr. Baker and wife own WCIC(JAM) and WEGU(FM) both Xenia, Ohio, WBLU(AM) Salem, Va., WJIC Salem, applicant for new FM at Canton, both New Jersey management consultant firm and real estate and 60% of WESR-AM-FM. Tustin, Ca., Nov. 3.

Start authorized

KVDB Sioux Center, Iowa.—Authorized program operation on 1090 kc., 50 kw, DA. Action Nov. 6.

Final actions


Warrenton, N.C.—Broadcast Bureau granted 1520 kc. 1 kw. D. P. O. address: Box 541 Warrenton 27586. Estimated construction cost $16,660; first-year operating cost $22,880; revenue $30,000. Initial program operation Dec. 9, 1970; license valid to Dec. 8, 1975. Mr. Steed is sales representative for electronics manufacturer. Mrs. Steed is teacher. Action Nov. 3.

Initial decision

Warsaw, N.Y.—John B. Weeks, Hearing Examiner Isadore A. Honig in initial decision granted 1140 kc., 1 kw., DA-D, D. P. O. address: 47 North Main St., Warsaw 14569. Estimated construction cost $37,332; first-year operating cost $42,000; revenue $60,000. Mr. Weeks is owner of general office and stationery supplies company. Action Nov. 17.

Actions on motions


Chief Hearing Examiner Arthur A. Gladstone in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on petition of Broadcast Bureau, ordered hearing to be held at Sumiton for purpose only of receiving testimony and evidence relative to strike issue; further ordered that date for hearing shall be established by appropriate order of presiding examiner (Docs. 18204-5). Action Nov. 7.

Hearing Examiner Jay A. Kyle in Ponce and Mahani, both Puerto Rico (Radio Antillies Inc.), AM proceeding, granted petition by Zaba Radio Corp. scheduled date for exchange of preliminary exhibits for Dec. 9; further ordered hearing to be held at Sumiton for purpose only of receiving testimony and evidence relative to strike issue; further ordered that date for hearing shall be established by appropriate order of presiding examiner (Docs. 18564-5). Action Nov. 15.

Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co. of the AM-FM proceeding, extended to Nov. 24 time to file oppositions to petitions for leave to amend filed by Chariton Radio Co. and Mount Pleasant Radio Co. (Docs. 18594-7). Action Nov. 15.

Other actions

Acting on requests for extension of time to file comments on amendment of Part 73 regarding AM assignment standards and relationship between AM and FM services, FCC extended time to Jan. 14, 1970. To file comments; extended to February 13, 1970 time to file replies. Action Nov. 12.


KSIG Crowley, La. FCC denied application by KSIG Broadcasting Inc. for review of decision of hearing examiner-is granted motion to dismiss appeal. Action Nov. 12.

Review board in Natchitoches, La., AM proceeding, Nov. 13, for extension of time, filed Nov. 11 by Natchitoches Broadcasting Inc. Action Nov. 17.

Existing AM stations

Applications

KBPS Portland, Ore.—Seeks CP to increase day power from 250 w to 1 kw; change trans. Action, Nov. 10.

WIAC San Juan, P.R.—Seeks CP to change frequency to 760 kc and make changes in DA system. Action Nov. 17.

Final actions


WTHI Terre Haute, Ind.—Broadcast Bureau granted renewal of license to WDRC-AM-FM, Terre Haute, Ind. Action Nov. 6.

WDXK Paducah, Ky.—Broadcast Bureau granted renewal of license to WDQK-AM-FM, Paducah, Ky. Action Nov. 17.


WJRE Detroit.—Broadcast Bureau granted renewal of license covering operation, change of alternate night time trans. as auxiliary night trans. as auxiliary day trans. Action Nov. 17.


WOR New York.—Broadcast Bureau granted renewal of license covering operation of main trans. by remote control; condition: Action Nov. 12.

WFNC Fayetteville, N.C.—Broadcast Bureau granted renewal of license to WFNC-AM-FM, Fayetteville, N.C. Action Nov. 17.

WILL Lynchburg, Va.—Broadcast Bureau granted license covering installation of former main trans. as auxiliary trans. at new site. Action Nov. 12.

Actions on motions

Office of Opinions and Review in Tempe, Ariz. (Tri-State Broadcasting Inc. [KUDP]), AM proceeding, granted motion of Tri-State Broadcasting Inc. and extended through Nov. 17, time to file application for review of motion to extend time of completion of motion to extend time of completion of decision of review board (Doc. 17777). Action Nov. 12.


Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc. ordered [WELK], and WUVA), AM proceeding, ordered amending petition to request reconsideration of the broadcast bureau’s partial opposition to petition for leave to amend filed by Dr. Charles Wm.

Graham Junior College

RADIO AND TELEVISION BROADCASTING

Graham Junior College

(Founded as California Radio Institute, 1932)
632 Beacon St., Boston, Mass. 02115

Available in December
There’s nothing more trusted. $1.95
also available in hard cover by Doubleday & Co., early 1970.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Code</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1212 K St., N.W.</td>
<td>296-6400</td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>2000 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Equipment Co.</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1202 W. 18th St., N.W.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>1110 W. 18th St., N.W.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>422 Horskins St.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>Lufkin, Texas 75901</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROSNER TELEVISION</td>
<td>422 Horskins St.</td>
<td></td>
<td></td>
<td>Systems</td>
</tr>
<tr>
<td></td>
<td>Lufkin, Texas 75901</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERVICE DIRECTORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Monitoring Co.</td>
</tr>
<tr>
<td>MONITORING Co.</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRECISION FREQUENCY</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Measurement Services</td>
</tr>
<tr>
<td>MEASUREMENTS</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RTV International, Inc.</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Radio Program Consultation</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. HIRSCH</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>TELEVISION CONSULTING</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td>Services</td>
</tr>
<tr>
<td>SERVICES</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>CONSULTING ENGINEERS</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Monitoring Co.</td>
</tr>
<tr>
<td>MONITORING Co.</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRECISION FREQUENCY</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Measurement Services</td>
</tr>
<tr>
<td>MEASUREMENTS</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RTV International, Inc.</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Radio Program Consultation</td>
</tr>
<tr>
<td></td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. HIRSCH</td>
<td>1212 W. 10th St., N.W.</td>
<td></td>
<td></td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>TELEVISION CONSULTING</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td>Services</td>
</tr>
<tr>
<td>SERVICES</td>
<td>Wash., D.C. 20006</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING, Nov. 24, 1969
New FM stations
Applications
- Live Oak, Fla.—Live Oak Broadcasting Co. Seeks 98.1 mc. 31.5 kw. Ant. height above average terrain 200 ft. P.O. address 200 South Ohio Avenue. Live Oak 32060. Estimated construction cost $4,903; first-year operating cost $48,282; revenue $57,000. Principals: A. L. Hughes Jr., president, John W. Kent, vice president, C. W. Harrrell, secretary-treasurer (each 25%), et al. Mr. Hughes is part time writer. Mr. Kent owns family food store. Mr. Harrrell owns insurance agency. Ann. Nov. 11.
- Panama City, Fla.—Radio Gulf Inc. Seeks 98.5 mc. 100 kw. Ant. height above average terrain 345 ft. P.O. address 9722 Thomas Drive, Panama City Beach, Fla. 32410. Estimated construction cost $50,287.48; first-year operating cost $4,400; revenue $18,000. Principals: Joe W. Collins, president (99.5%), and Stella H. Collins, vice president-secretary (0.5%). Mr. and Mrs. Collins own respective interests in WGBY (AM) Panama City Beach. Ann. Nov. 17.
- Bangor, Me.—Penobscot Broadcasting Corp. Seeks 97.3 mc. 3 kw. Ant. height above average terrain 352 ft. P.O. address Box 951, Bangor 04401. Estimated construction cost $91,800; first-year operating cost $36,400; revenue $42,000. Principals: James H. Goff, president (50%), George E. Willey, vice-president-treasurer (19.9%), et al. Messrs. Goff and Willey are bible relation officers for University of Rhode Island and University of Maine, respectively. Ann. Oct. 31.

- Front Royal, Va.—Wayside Broadcasting Corp. Seeks 103.9 mc. 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o Wayside Inn, Middleway, Va. 22645. Estimated construction cost $51,500; first-year operating cost $25,720; revenue $36,000. Principals: Leo M. Bernstein, president-treasurer, Stuart A. and Richard D. Bernstein, vice presidents (each 33.3%). Messrs. Leo and Stuart owns numerous businesses, including real estate, hotels, insurance firms and restaurants. Business interests are primarily in savings and loan association in Silver Spring, Md. Ann. Nov. 17.

Starts authorized

**Final actions**
- Vicksburg Miss.—Red Carpet City Broadcasting Corp. Broadcast Bureau Seeks 97.2 mc. Ant. height above average terrain 314 ft. P.O. address c/o Allen U. Hollis, M.D. 300-D East Woodrow Wilson Drive, Jackson 39274. Estimated construction cost $55,439; first-year operating cost $43,000. Principals: Allen U. Hollis, M.D., president, Morris H. vice president, Bobby F. Bishop, executivesecretary-treasurer, and William Keith Holstine, secretary-treasurer (each 25%). Mr. Holstine is physically handicapped. Mr. Bishop is employee of WRKNI (AM) Brandon, Miss. Messrs. Bishop and Holstine are employees of WRBC (AM) and WJZM-AM both Jackson. Action Nov. 10.
- Crickett, Tex.—Pioneer Broadcasting Co. Incorporated Seeks 97.7 mc. 3 kw. Ant. height above average terrain 197.5 ft. P.O. address Box 830, Bienville 33835. Estimated construction cost $9,450; first-year operating cost not indicated. Revenue not indicated. Principals: James H. Crickett, sole owner. Mr. Gibbs owns KIVY Crockett. Action Nov. 10.
- Kingsville, Tex.—Radio station KINE Inc. Broadcast Bureau granted 97.7 mc. 3 kw. Ant. height above average terrain 139.5 ft. P.O. address c/o Andrew C. M. Co., 205 East Kennedy Street, Kingsville 78363. Estimated construction cost $34,615; first-year operating cost $29,000; revenue $24,000. Principals: Jack M. Clement, president, president, William Keith Holstine, vice-president-treasurer, Richard M. Kivett Jr., secretary, and Andrew C. Cook, station manager (each 25%). Messrs. Clement and Holstine own KINK (AM) Kingsville, and have interests in real estate, banking, wholesale electric supply firm and Kingsville Publishing Co. Kingsville. Mr. Glusing is attorney. Action Nov. 13.

Actions on motions
- Broadcast Bureau on request by Lakes Broadcasting Corp. extended through Nov. 21 time to file replies to opposition to supplemental to petition for rulemaking in matter of amendment of table of assignments. (Plymouth and Concord, New Hampshire). Action Nov. 13.
- Hearing Examiner Charles J. Frederick in Hendersonville, Tenn. (Hendersonville Broadcasting Corp. Inc.) F.F. proceeding. Motion by applicant, for leave to amend application to refile 30-day period of interest of Kenneth Warren Davison as having been included. Motion made by Randall L. Davidson, thereby reducing number of stockholders from 3 to 2. (Doc. 13518). Action Nov. 10.
- Chief Hearing Examiner Arthur A. Gladstone in Humboldt, Iowa (Steffen Dinkel and Christensen Broadcasting Inc.) F.F. proceeding, on motion by Christiansen Broadcasting Co. rescheduled prehearing conference for Dec. 10; postponed evidentiary hearing on date to be fixed. Action conference. (Docs. 18647-81). Action Nov. 7.
- Chief Hearing Examiner Arthur A. Gladstone in Mt. Piochar and Clarion, both

(Continued on page 99)
RADIO
Help Wanted—Management
Regional Sales Manager(s) Community Club Awards (CCA), the nation's most respected radio/television promotion company seeks experienced, creative, organized, experienced, broadcast sales executive with ability to address, motivate and sell CCA concept to large audiences of clubwomen. Personality and good grooming a prerequisite. Our staff aware of this ad. Apply only with written resume, six references. We check all references. No fakes, fake FCCs or fake CCA stations will be considered. Send resume or write Box L-58, BROADCASTING.

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top producer into major market with additional tenure. Send resume, billing history and picture along with written outlining your goals to Box L-74, BROADCASTING.

Sales manager to lead, direct and inspire a new and energetic sales staff. AM-FM single station market with opportunity to advance. Reply Box L-121, BROADCASTING.

Branch studio manager. Sales, news, announcing. Excellent opportunity for right man who's ready to move. Send resume and responsible position. Box L-160, BROADCASTING.

Sales Specialist, with successful background. Management opportunity opening in high income market. Box L-230, BROADCASTING.

KOIT, AVCO's San Francisco FM station, has an immediate opening for an experienced, radio-oriented sales manager. Excellent opportunity for sales success and retaliation. Generous, liberal commission plan, benefits. AVCO operates 5 AM's, 2 FM's and 5 TV stations. Send resume, references and recent photo to Howard Lincoln, President, general manager, KYK/KEZ, 21 Nob Hill Circle, San Francisco. Calif. 94108. West coast applicants only. An equal opportunity employer.

Our need is immediate. KYA, AVCO's San Francisco AM outlet, has an opening for an experienced account executive. KYA must replace one of its talents who has been promoted to a management position within the organization. Compensation far above average. Opportunity unlimited. AVCO operates 3 AM's, 2 FM's and 5 TV stations.瑶 Send resume, references and photo to Howard Lincoln, President, general manager, KYK/KEZ, 21 Nob Hill Circle, San Francisco, Calif. 94108. An equal opportunity employer.

WINN, a top rated adult oriented station in Louisville, Kentucky is expanding sales force. 5 figures base and good com and spot available. Apply for experienced account executive. Minimum 2 years experience. Small market with heavy retail opportunity definitely considered. An opportunity to be an expanding group. Send resume to Bill Jenkins, BILL JENKINS WINN Radio, Finchcraft Building, Louisville, Kentucky 40202. 

WINN, a top rated adult oriented station in Louisville, Kentucky is expanding sales force. 5 figures base and good com and spot available. Apply for experienced account executive. Minimum 2 years experience. Small market with heavy retail opportunity definitely considered. An opportunity to be an expanding group. Send resume to Bill Jenkins, BILL JENKINS WINN Radio, Finchcraft Building, Louisville, Kentucky 40202.

Sales continued
Sales—Hartford, Connecticut. Our kind of guy should earn $20,000 yearly and will have a great future with a young aggressive organization, one that presents opportunities beyond and is looking for more. Must be close enough for interview. Call Mr. W. 914-444-1411 or write Box 545, East Longmeadow, Mass.


Established group operation offers excellent opportunity for salesperson who will enjoy advertising to cover several southeastern markets and assist salesmen in selling and executing your offers. Send complete resume, with references to Coleman Austin, P.O. Box 1045, Charlotte, N.C.

**CLASSIFIED ADVERTISING**

Unlimited space for $10 per word. Deadline for copy: Must be received by Monday for publication next Monday. Write $5 for full color at run of edition. Sales, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

### ANNOUNCERS

**Talk Man**—one of nation's leading all-talk/news stations in major market has openings for experienced talk masters, preferably liberal point of view. Some news, sales and potential. Send letter, with photo to Box L-74, BROADCASTING.

New England small market station needs announcer for drive time. Some photo, resume to Box L-89, BROADCASTING.

Announcer-production manager with great adult-commercial style needed by Chicago radio station. Send tape, resume and salary requirements to Box L-94, BROADCASTING.

First phase bright MOR man who appreciates sunshine. An opportunity to grow with the nation's fastest growing medium. Send air check, resume, references to Box L-135, BROADCASTING.

Feet on the ground! Excellent New England small/mid-market network MOR station needs non-prima-donna. Some experience, good voice, third-endorse radio. Send resume and sales qualifications to Box L-147, BROADCASTING. Equal opportunity employer.

Branch studio manager. Sales, news, announcing. Excellent opportunity for right man who's ready to move. Send resume and responsible position. Box L-161, BROADCASTING.

Up-tempo MOR station, one of Ohio's finest, needs well-rounded, experienced drive-time personality. Must be versatile in production, fine, progressive city of 40,000, with facilities, benefits second to none. Average above average for above-average man, Box L-161, BROADCASTING.

One of this country's most respected contemporary stations needs a man now. If you've got the voice and you're not afraid to entertain an audience, send a tape and resume today. This is a top-notch job for a great jock. Box L-210, BROADCASTING.

Small market northeast station looking for experienced morning man, relaxed MOR plus knowledge of C&W. All interested send resumes to MOR plus some Rock. Both men must be able to sell, either for beginners, please. Box L-238, BROADCASTING.

Go with success ..., and in a fast-growing, sunny California city. SKW full time liner needs a couple of minutes in drive time for phone announcers who are looking for a career opportunity. News writing experience essential, sports also important. Production, sales management opportunities. Write Box L-241, BROADCASTING.

Either good production man-announcer or announcer-play-by-play sportscaster needed immediately. Community station. KHAG-Radio, Hastings, Nebraska 68901

### ANNOUNCERS CONTINUED

First phase soul jock experienced. Top wages, contact manager, KZEY, Tyler, Texas.

An excellent career in broadcasting awaits the DJ who can fill the position we have open. We need you to be able to sell your abilities to yourself a professional. Send resume and tape to: WIKI, WIKI Radio, Beach, Florida.

Experience announced wanting news and/or board; Must be fully qualified and have good record. Middle of road to better music format. Send full resume to Norm Brooks, Program Director, WGST Radio, P.O. Box 7888, Atlanta, Georgia 30307. Send experience and resume plus photo, benefits, courtesy弗兰克剪辑利、Meridian, Mississippi.

Wanted: experienced play-by-play man for basketball and football. Some air work, and/or sales. Travel, home, and credit required. Send resume, photo and Fringe benefits. Contact Bob Smith, WXK, Richmond, Wisconsin.

Cape Cod calling. Established station needs bright, alert MOR morning man for permanent staff position. Right board man with first class ticket helpful. Group operation, pension plan, many other fringe benefits. Send resume and brief tape to program director, WOGB AM/FM, West Yarmouth, Mass. 02673.

Morning announcer for Gulf coast area, country and in personalty mix. Send tape and resume to WYAT-TV, Gulfport, Mississippi 39530. Send tape and resume to New Orleans, Louisiana, P.O. Box 5797, Meridian, Mississippi.

The Carver Company needs a young man for midwest picture change your life—Photo aircheck, inquiries: Box 335B, Hollywood 90028.

Somewhere in the midwest there's a sharp, experienced, young MOR announcer with potential who seeks greater opportunity! Swinging MOR station in university city needs two or three MOR announcers, experience not required, and resume to General Manager, P.O. Box 1024, Gainesville, Florida.

10,000 watt top-rated north east MOR needs announcer. Call Robert Manning, 717-286-5388.

### TECHNICAL

First class engineer wanted for northeast kilowatt. Seeking a man who wants only engineering; no licensing, sales, etc. Working in adult atmosphere. Box K-194, BROADCASTING.

Chief engineer for 5,000 watt directional full time station in New England—two stations and two other stations in the future. Box L-194, BROADCASTING.

Chief Engineer, Texas, full time AM 500 direct, stereo 100,000 vertical, 100,000 horizontal. Degree in Electrical Engineering desirable; however, strong educational background and exceptional experience with AM directional and FM stereo would be considered. State full educational and experience background, including all post and present salaries. Box L-217, BROADCASTING.

Chief engineer for AM-FM station in mid-western market. Excellent pay—Fringe Benefits. Some broadcasting experience required. Send resume and tape to Box L-220, BROADCASTING.

Chief Engineer for AM-FM station in Dallas, $700 to $900 per month. Broadcast Engineer, First Class License and extensive experience in AM and FM multiplex maintenance required. Box L-227, BROADCASTING.

Chief engineer—in combination with announcing, production and sales. Full time. Send resume and tape to WNDR, WNDR studios. Medium market with advancement possible. Box L-231, BROADCASTING.

Chief engineer for 5,000 watt directional AM in Mid-Michigan metro market. New facility uses FM stereo. Also 200,000 watt AM. Good opportunity for outstanding engineer interested in FM stereo. Send resume and tape to Box L-232, BROADCASTING.

BROADCASTING, Nov. 4, 1969

93
Help Wanted

Technical continued

Exceptional opportunity in central New York for engineer qualified with broad background in AM-FM-CATV operation. Box L-124, BROADCASTING.

First class, maintenance—announcing, sales, help- ful, North Wilkesboro, NC.

Chief engineer for brand new facility. Announcement; helpful. KVOQ, Box 2009, Cutrer, Wyoming.

First class transmitter and production engineer—no announcing, 36Kw DA Immediate opening. Contact Towne, 200 N. 3rd St. Waterbury, Vt. 802-244-3741.

First class technician wanted by Ohio radio and television station. Box full color equipment, excellent working conditions. Write or phone W. P. Williamson, 131—WKBN. Youngstown, Ohio 316-165-1144. An equal opportunity employer.

NEWS


Hand working newsgirl needed with some experience, writing ability, voice believability, initiation and desire. Network station has excellent reputation for responsible positions. Send resume and salary requirements to Box L-11, BROADCASTING.

Wanted experienced newswoman with major Baltimore station. Send air check and resume to Box L-184, BROADCASTING.

Immediate opening for news director at top-rated medium market in New England. Experienced newsmen familiar with picture and resume to Box L-192, BROADCASTING.

News director, gather, write, air news, produce public affairs programs. Immediate opening. Send air check and resume to John M. Miller, LCSR, Chardon, Nebraska. Good salary, fringe benefits, fine college community. Multi-group station.

If you’re not after my job, we don’t want you!!! 10,000 watt, 24-hour number I rated go-getter needs a professional reporter who can keep a city of 300,000 in the palm of his hand. We’ll provide the right man with the best tools available today...or tomorrow!!! Our reporters must prove they have the guts to keep us on top. Full benefits with a young, growing company. Send tape, resume, and pic to News Director, KFDI Radio, Box 920, Wichita, Kansas; or call Ken Rucker (316) 538-3377.

Opening for newsmen-announcer for heavy news oriented adult program station. Tape and resume to Box L-123, BROADCASTING.

Newsmen. We’re interested in you if you’re an aggressive, experienced self-starter and can dig for, write and deliver broadcast news in a professional manner. We’ll pay you well and back you up with understanding, modern facilities. Contact John at WCBU Radio, Box 58, Manitowoc, Wisconsin 54220. An equal opportunity employer.

Newsmen for top 10 market rock giant. Minimum 3 years experience necessary in gathering, writing and air presentation. Also need a part time newsmen from the Washington, D.C. area. Send current tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. Only news professionals need apply.

Successful sales mgr. wants CM position. 25 years AM-FM-TV experience all passes both sides micro-phone and studio. Also 1st phone. $15M+. Box L-202, BROADCASTING.

Managers-sale managers—9 years experience, strong in sales, in sales, in sales and in sales and in sales and in sales! Excellent references. Small or medium market. Box L-204, BROADCASTING.

Heavy weight large market manager. Excellent reputation in large market. Will consider any major market sales management-very aggressive manager. Box L-205, BROADCASTING.

General manager—13 years in broadcasting; announcing, engineering, sales and general manager for the early years of management employed for the early years of management. Interested in small town or a broadcast station. 31 years old, married with one child. References: Box L-206, BROADCASTING.

Good sales force but still not making it?? Interested in becoming leading adult station in "1970"? Can do it for you! Seeking position programming "proven" format that makes $$$$. Consider any fulltime or part time market. First phone to: Call even's 417-471-7511 or write Box L-229, BROADCASTING.

Your small station will make more profit with our answer. "I can do it for you" Husband, 14 years radio, professional, highly creative, first phone. Top salesman, business experience, jewet at p.c. radio marketing with small town, cool clientele. Inquiries, box 303-824-5651 or box L-234, BROADCASTING.

General manager: made three moves in twenty-two (22) years of radio. Each time benefited myself and the station to which I moved. Legiti- mate respect for the people and the job I present job. Successfully managed stations doing three quarter million. Full color, regulations, so can protect your property. Local and regional sales oriented. Love to sell. Good promotion. Public service. Know how to turn profit by in- creasing billing and cutting expenses. I'm in the twenty five hundred bracket but more interested in bonus plan based on performance. Box L-238, BROADCASTING.

Salesman with outstanding sales record (currently 28 station market) willing to sacrifice for oppor- tunity of managing not-so-successful AM station. Let's talk programming, promotion, merchandising, sales, Box L-240, BROADCASTING.

Super successful general manager produces billing and profit in competitive over 400 percent. In last four years made station number one in market of over million and half. Resume available. Responses considered confidential. Box L-246, BROADCASTING.

Bring that operation into the black. I'm the man. 10 years experience in sales, advertising and sales phases of radio. Aggressive Currently manage of station and sales manager of three station group. Also ideal man to move station to expand in medium or small market. Phone 400-765-1480 anytime.

Situation Wanted Sales

Experienced—sales manager-announcer-sportscaster. Prefer small southeast market offering ownership opportunity. Box L-152, BROADCASTING.

I can sell and I can prove it. Box L-219, BROADCASTING.

Ambitious—27—married—PD 10 years experience—1st phone promises sales opportunity. Box L-248, BROADCASTING.

Authors continued

Dj, tight board, good news, commercial, 3rd phone. Box L-163, BROADCASTING.

Winners only, major market broadcaster, strong on production and music. All equipment and equipment essential. Prefer A.F.T.R.A. representation. 215- 542-3191. Box L-199, BROADCASTING.

First phone, six years experience, dependable young announcer DJ-production engineer, looking for more permanent home. Tape. Resume Box L-183, BROADCASTING.

Souled DJ, 3rd employed dynamic personality, T-board, married, experienced, available. Box L-191, BROADCASTING.


Urgent! East coast position wanted. Announcer/ newsmen, MOR country format. Tight board. Some experience. Box L-197, BROADCASTING.

Employed Pro seeks move. CDW only. Must be major market. Box L-199, BROADCASTING.

Dj announcer school graduate. 25, looking for start. Tight board, 9th, will relocate, 3rd endorsed. Box L-200, BROADCASTING.


College grad — veteran — 3 years experience can’t take Chicago “smog.”...attention Dr. E. E. H.——(Personality Jock). Box L-211, BROADCASTING.

Available! Top contemporary jock. Presently PD seeking long association with professional, program conscious organization. Inquiries invited. Box L-221, BROADCASTING.

If you’re looking for a go-getter look no further. I have 18 months experience and a 1st ticket. I desire top job in either medium or major market and have a chance. Write Box L-226, BROADCASTING.

First phone, in need of first break. Box L-228, BROADCASTING.

Pulse rated #9 personality in Northeast market, can do it for you. Young, experienced, music and production know-how. Desire major/midtown top 40, will relocate. Box L-233, BROADCASTING.

No. 1 top 40 jock in current market, but medium major market is where I belong. Box L-236, BROADCASTING.

First phone 2 yrs. Howard Thayer, Lomille, Ill. (315) 639-2083.

Florida-bound announcer. Dj-newscaster. Solid musi- cal background. Professional trained. Have tapes. Available Florida interviews from Nov. 7th to Nov. 28, Stable, reliable, contact me at 305-691-1093 anytime or write Charles Peters, 514 E. 35th St., Hialeah, Florida.

Experienced all around radio man; available imme- diate to due to sale of station. Manager, sales, news, exp, sports, play-by-play: Dj, third ticket; relativity. Commensurate salary arrangement desired. Andy Denneon, P.O. Box 423, Chipley, Florida. (904) 635-6021.

Tyre personality pursuing Top 40 station. Single, 1st board, 9th and 3rd, 5 and 14 years. Great opportunity. Box 7909 Hoover Ct., Indpls., Ind. 46260, (317) 3152.


New in the major top 10 markets, five figures will eat you top a 40 "Drake" or contemporary person. 1st phone strong on maintenance, con- struction, production, programming. Mature voice, drive-factor. Box references. Phone 609-561-8662 person to person for my local phone number.

22 years in AM as chief and comop, seeking chief position in medium or large market. Southwest only. Looking for responsibility and stability. U.S.A. must. Contact Donald Smith, 714-477-5958, 2630 National Ave., Space 25, National City, Calif. 92050.
NEWS

NEWS reporter-producer: Minimum two to three years television news experience. Good understanding of news, ability to create and cover unique and hard news stories. Ability to edit and produce first-class newscasts. Excellent writing ability. Must know film and VTR. Send samples—field stories, feature stories. Resume and to Program Director, KATV, P.O. Box 109, Jonesboro, Arkansas 72401.

Professional director seeking new challenge in major market. Experienced in maximum-latitude market. BA in Journalism or Communications degree. Box L-201, BROADCASTING.

WANTED TO BUY—Equipment

Cable coaxial—Bellas, Storliff, Spiraline, etc. and full time salesman. Write for price list. S.E. Electric Co., Box 4686, Orlando, Florida 32802.

FOR SALE—Equipment

Coaxial cable—Hella, Storliff, Spiraline, etc. and full time salesman. Contact Mr. Wygant, BROADCASTING, Box L-201, BROADCASTING.

BROADCASTING, Nov. 24, 1969

95

TECHNICAL

Engineer experienced in radio six years. Prefer Indiana, surrounding states. Will consider T. Bus. L-198, BROADCASTING.

Technical

Engineer experienced in radio six years. Prefer Indiana, surrounding states. Will consider T. Bus. L-198, BROADCASTING.

Wanted: Expert in Eastern market size market. Must have strong background in servicing and operating major helical scan recorders and vacuum cameras. Systems installation experience helpful. Immediate opening. Send resume and salary requirements to Box L-131, BROADCASTING.


Announcing, programing, production, newscasting, writing, selling, disc jockeying, and tape evaluating. Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute of Atlanta, 1129 Spring Street, Atlanta, Georgia 30309.


Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2102 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, writing, selling, disc jockeying, and tape evaluating. Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946 Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veteran's training. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7, 8, 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operatiional Engineering School, 70 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for first class license and announcer-disc jockey training. Contact A.T.S. Announcer Training Fruits, 25 West 43 St., N.Y.C. 1211 0X 5-9259.

Radio Engineering Incorporated Schools have the fastest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition $360. Classes begin at all R.E.I Schools the last Monday of each month. Call or write the R.E.I School nearest you for information. We can answer your Electronics, not questions and answers.

---

Management

ONE IN A MILLION

Chance for a bright, executive, great opportunity to get into management with a rapidly growing radio and TV production firm. Take charge at one of the most promising stations. A wonderful challenge to grow and own part of business. Write to:

Box L-245, Broadcasting.

---

Sales

AUTOMATION EQUIPMENT

SALESMAN

to represent in Michigan, Indiana, Ohio and Kentucky the leading supplier of automated control equipment and taped music services for radio. Sales, engineering or management experience essential. Income potential $25,000 plus. Draw and all expenses paid. Send resume to:

Irv Law, VP, Sales, IGM, P.O. Box 943, Bellingham, Wash. 98225.

---

ACCOUNT EXECUTIVE

Leading NY Radio Station

Go-getter with Radio Time Sales Experience — excellent opportunity. Outstanding Company Benefits. If you qualify more quickly, send resume, in strictest confidence to:

P. O. Box 5700
N.Y. N.Y. 10017

An Equal Opportunity Employer

Anouncers

ATTENTION

AIR TALENT!

Carl Young at Nationwide Broadcast Personnel has openings for Major Market Top Fours and MOR Air Personalities. Salaries $300 to $500 per week.

Call 312-337-5318 for more information.

---

UNIONC SERVICING

ATTENTION

Small Market Pros

- Announcers
- 6 mos. to 1 yr's experience
- 1st Ticket Condos
- Sales Managers
- Salesmen
- Chief Engineers

For immediate placement, Rush Tape, Resume, & Salary Requirements to:

Unicorn Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

---

Management

ONE IN A MILLION

Chance for a bright, executive, great opportunity to get into management with a rapidly growing radio and TV production firm. Take charge at one of the most promising stations. A wonderful challenge to grow and own part of business. Write to:

Box L-245, Broadcasting.

---

Sales

AUTOMATION EQUIPMENT

SALESMAN

to represent in Michigan, Indiana, Ohio and Kentucky the leading supplier of automated control equipment and taped music services for radio. Sales, engineering or management experience essential. Income potential $25,000 plus. Draw and all expenses paid. Send resume to:

Irv Law, VP, Sales, IGM, P.O. Box 943, Bellingham, Wash. 98225.

---

ACCOUNT EXECUTIVE

Leading NY Radio Station

Go-getter with Radio Time Sales Experience — excellent opportunity. Outstanding Company Benefits. If you qualify more quickly, send resume, in strictest confidence to:

P. O. Box 5700
N.Y. N.Y. 10017

An Equal Opportunity Employer

Anouncers

ATTENTION

AIR TALENT!

Carl Young at Nationwide Broadcast Personnel has openings for Major Market Top Fours and MOR Air Personalities. Salaries $300 to $500 per week.

Call 312-337-5318 for more information.

---

UNIONC SERVICING

ATTENTION

Small Market Pros

- Announcers
- 6 mos. to 1 yr's experience
- 1st Ticket Condos
- Sales Managers
- Salesmen
- Chief Engineers

For immediate placement, Rush Tape, Resume, & Salary Requirements to:

Unicorn Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

---

Management

ONE IN A MILLION

Chance for a bright, executive, great opportunity to get into management with a rapidly growing radio and TV production firm. Take charge at one of the most promising stations. A wonderful challenge to grow and own part of business. Write to:

Box L-245, Broadcasting.
TELEVISION—Help Wanted—Management

TELEVISION EQUIPMENT SALES
Immediate openings in television equipment sales organization for aggressive, sales oriented individuals with strong technical knowledge of television equipment primarily transmitting systems. A major broadcast equipment supplier is rapidly expanding into the television market and has the following positions available:

District Sales Managers—TV Products
TV Products Manager
TV Service Manager

For further information call collect or send resume to Robert T. Fluent, Assistant Personnel Manager, 123 Hampshire, [217] 222-8200.

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
QUINCY, ILLINOIS 62301
An equal opportunity employer (M&F)

TV NEWS DIRECTOR

We want the best in the country and we'll pay to get him.

We need a no nonsense professional who has all the skills, is bursting with ideas, and thinks that being second is still losing.

To qualify you must be in complete charge of a successful news operation in a major market.

The opportunity for earnings, prestige, and accomplishment is literally unparalleled. Write fully in the first letter. We’ll interview in your town or ours because we want to fill the job immediately.

Box L-187, Broadcasting.

EDITORIAL PERSONALITY

VHF in top 10 market needs talent to research, write and do on-air presentation of editorials. Must he good on-air talent lending a mature air to station's viewpoint. Editorials will be hard-hitting. Backed by visuals and done as need dictates, not daily.

Person selected will report to an editorial director who functions 100% in that capacity. Send picture, audio tape if available, salary requirements and resume immediately to:

Box L-189, Broadcasting.

GENERAL ENGINEER

Quincy, Illinois

Immediate opening for a general engineer. Must be familiar with all aspects of engineering and broadcasting. Must have engineering background. Experience in radio and/or television preferred.

Box L-180, Broadcasting.

OVERSEAS OPPORTUNITY

Avco Field Engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia.

*BROADCAST ENGINEERS

Five years current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to $18,500.00 plus transportation and all company benefits—liberal vacation policy.

Please send resume in confidence to R. E. Weirich, Manager, Industrial Relations.

Avco
Field Engineering
P. O. Box 41300
Cincinnati, Ohio 45241
(An equal opportunity employer)
TELEVISION

Situations

PORTUNITY! Details YOU Improve
write:

Box L-218, Broadcasting.

Announcers

Well known Los Angeles TV and radio personality is seeking a major market opportunity. Tremendous background in telephone shows, news/controversy, contemporary music, and strong, probing interviews. Available after 1/2/69.
ROY ELWELL (213) 393-2850

NEWS

Veteran TV Anchorman writer/reporter
leaving 4th market. Desires more writing and more involvement in smaller eastern market with stable firm. Salary open.
Box L-257, Broadcasting.

BUSINESS OPPORTUNITY

Own your own
Low Power Radio Station: Legal, No License Required. Details $5.00.
KKSF
2154 B Market St.
San Francisco, California

SILVER

Live radio coverage of the Silver Anniversary Gator Bowl Game from Jacksonville, Florida, on the 27th of December, Noon E.S.T. is still available in some markets. For details write:
Robert K. Lynch
Box 45
Atlantic Beach, Florida-32233
or call 904-249-4602

Employment

Service

THE JOB SEARCH

Improve on your salary and your abilities with our exciting new concept of position search with all its advantages. INVOLVES YOU in the initial stages of negotiation. OUR TECHNIQUE IS YOUR OPPORTUNITY! Details free.
HANLON PERSONNEL SERVICE
P.O. Box 1193
Indianapolis, Indiana 46206

INSTRUCTIONS continued

F.C.C. 1ST PHONE in 5 WEEKS
TOTAL TUITION $360 ROOMS and APTS. $15-520 PER WEEK
ATTEND SCHOOL IN
Glendale, Calif.
Fredericksburg, Va.
Kansas City, Mo.
OR
1336 Main St.
Sarasota, Fla. 33577
Call 813-955-6922

FOR SALE—Equipment

EXCELLENT PRICE
UHF EQUIPMENT
2 UHF GE 12.5 kw transmitters, type TT25A
3 TY 25C GE antennas, Ch. 25, 32, 16
1 TY-10LA GE antenna, Ch. 18 1200 3% 50 ohm transmission line
1 200' Wincharger tower, guyed, ready for shipment.
1 375' Kimco tower, guyed, ready for shipment.
DON KASSNER
Box 1045
Charlotte, N.C. Tel. 704/372-4434

WANTED TO BUY—Stations

FM's ONLY
Broadcasters want to acquire one or more FM properties in top 100 markets (any class license).
Box L-188, Broadcasting.

FOR SALE—Stations

Texas small AM & FM $100M cash
Ariz. medium fulltime 90M 29%
Utah metro daytime 112.5M 29%
N.Y. metro FM 90M 29%
East major AM & FM 1.3MM nego

ChAPMAN ASSOCIATES
media brokerage service
2045 Peachtree Road
Atlanta, Ga. 30309

98
FOR SALE—Stations continued

Daytime AM Station
Top 25 Market
FOR SALE
CASH ONLY
Box L-203, Broadcasting.

MICHIGAN
Michigan daytime radio station in medium size market. Current gross $175,000.00. Write for full details. No brokers please.

Box L-207, Broadcasting.

Public Sale
12-3-69
Al Courthouse, Greenville, Georgia. Station WPWB-AM-FM Manchester, Georgia. All assets, incl. franchise.

For Info: Contact
Ben R. Freeman
Receiver
Box 252
Greenville, Georgia
Phone 672-4978

La Rue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-8430

CONFIDENTIAL LISTINGS
RADIO—TV—CATV
G. BENNETT LARSON, INC.
R. C. A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 213/469-1171

STATIONS FOR SALE

1. WEST NORTH CENTRAL. Exclusive. Daytime.
   $20,000.00 down.
2. TEXAS. Exclusive. Daytime. $125,000. 296.
   down.
3. CALIFORNIA. Medium market. Full time.
   $375,000. TERMS.
4. NEW MEXICO. Exclusive. $80,000. TERMS.

Jack L. Stoll
and ASSOCIATES
631 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

(Continued from page 92)


Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Advertiser Co., et al.) proceeding, granted petition by What The Bible Says, Inc., accepted notice of hearing as published. (Docs. 1804-3). Action Nov. 10.

Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison County Inc.) et al., FM proceeding, scheduled further hearing conference for Nov. 18; further ordered that preliminary exchange date for engineering exhibits be continued to date to be determined. (Docs. 18666-8). Action Nov. 10.


Other actions


Rulemaking


Existing FM stations

Application

KAPB-FM Marksville, La.—Requests mod. of permit for new station; change from 97.7 mc to 92.7. Ann. Nov. 10.

Final actions


KFCA (FM) Phoenix.—Broadcast Bureau granted mod. of CP's to change trans. and aux. trans. to change type CP to change trans. ant. height 95 ft. Action Nov. 10.

KREP (FM) Santa Clara, Calif.—Broadcast Bureau granted CP to install new auxiliary trans. and auxiliary ant. at main trans. location on 106.7 mc; ERP 18 kw.; ant. height 460 ft.; remote control permitted. Action Nov. 12.

KXFM (FM) Santa Maria, Calif.—Broadcast Bureau granted renewal of license. Action Nov. 10.

WLAE (FM) Hartford, Conn.—Broadcast Bureau granted CP to change type trans. and ant. ERP 18 kw.; ant. height 780 ft.; condition. Action Nov. 12.

WJAX-FM Jacksonville, Fla.—Broadcast Bureau granted second remote control point. Action Nov. 12.

WQJ-FM Mount Dora, Fla.—Broadcast Bureau granted request for SCA on sub-carrier of 67 kc. Action Nov. 12.

WVTLP (FM) Monticello, Ind.—Broadcast Bureau granted CP to change type trans. and studio location to Highway 24 West, Monticello; install new type trans. and changes in ant. system. ant. height 135 ft.; ERP 3 kw. Action Nov. 13.

KVPC-FM Fairfield, Iowa.—Broadcast Bureau granted CP to make changes in ant. system. Action Nov. 12.


WSJAR-FM Billmore.—Broadcast Bureau granted CP to change type CP to change type trans. and ant. height 620 ft.; ERP 29 kw. horiz. and 9.6 kw vert.; condition. Action Nov. 13.


WNOB (FM) Cleveland.—Broadcast Bureau granted CP to change type trans. and ant.; ERP to 70 kw. ant. height 300 ft. Action Nov. 10.

WBUK (FM) Columbus, Ohio.—Broadcast Bureau granted mod. of CP to make changes in trans. and ant.; ERP 97 kw.; vert.; change trans. and ant. Action Nov. 12.


WGCR-FM Weisbarth, Pa.—Broadcast Bureau granted CP to make changes in trans. line. Action Nov. 12.

KTFM (FM) San Antonio, Tex.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 90 kw. vert.; make changes in transmission line, Action Nov. 12.

Broadcast Bureau and Co., Ltd., Neenah-Menasha, Wis.—Broadcast Bureau granted mod. of CP to change type ant. of FM; make changes in trans. and ant. height 200 ft.; ERP 2.9 kw. Action Nov. 12.

Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses for following: WJAX (FM) Columbus, Ala., to Nov. 30; KPER (FM) Gilroy, Calif., to Dec. 31; WKOW (TV) La Crosse, Wis., to May 6, 1970. Actions Nov. 6.

Other actions, all stations

FCC, set meeting on proposal by Micro- wave Communications Inc. to establish low- cost, nationwide communications network to provide service for educational broadcasters, and data communication, computer and related services for educators generally. For December 13. Action Nov. 12.


Transmitter actions

Broadcast Bureau granted CP's to replace expired permits for changes for following VHF transmitters: K08KDL and K12GD, all Tonasket. Wash. Action Nov. 12.

Broadcast Bureau granted renewal of licenses for following CP's on VHF transmitters: K12FA Coal Creek, Home Creek, Otho Creek and Kim Creek, all Mink Creek, Idaho; K7IA, K7A6G and K7ANI all Tonic, Liberty & Glacier counties, Mont.; K7TA N Columbus Falls. Mont. Actions Nov. 12.

Broadcast Bureau granted licenses covering changes for following VHF transmitters: K08KDL and K12GD, all Murry Canyon area in Ely and McGill, both Nevada. Action Nov. 12.


K04DJ Chinitz, Ariz.—Broadcast Bureau granted CP's to service new VHF translators: K08KDL and K12GD, all Tonasket. Wash. Action Nov. 12.

(For the Record) 99
primary station of VHF translator to KOAT-TV (Albuquerque, N. M.). Action Nov. 4.

f. Donahue, Hearing Examiner, granted mod. of license covering change in primary station of VHF translator to KOBV-TV (Boulder, Colo.). Action Nov. 4.

K13JK Weed and Abrams Lake, both Calif.—Broadcast Bureau granted mod. of CATV license for 31 trans. of VHF translator. Action Nov. 12.

California Oreon Radio Co., Willow Creek, Co.—Broadcast Bureau granted new VHF translator to serve Willow Creek on ch. 8 by rebroadcasting KIEM-TV Eureka. Action Nov. 10.

K09BG Basin, Mont.—Broadcast Bureau granted license covering operation of VHF translator at Canyon City. Action Nov. 12.

K12GW Carson City, Nev.—Broadcast Bureau granted mod. of CP to make changes in system: change type trans. Action Nov. 12.

KOSCH Des Moines and Grundy, both New Mexico—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 6: change primary station to KKT/TV Colo. Springs: change type trans.: make changes in ant. system: change call letter to KQ000ZL. Action Nov. 12.

K7TBQ Rockaway and vicinity, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action Nov. 12.

CATV

Final action

Manatee County, Fla.—FCC granted petition of Citizens Cable Corp. and Williams- port, Pa., to stay proceedings that it be permitted to withdraw as party in proceeding of KATAV (Doc. 18610). Action Nov. 14.

Actions on motions

f. Office of Opinions and Review in Williams- port, Pa., Citizens Cable Inc. and Williams- port, Pa., CATV, granted motion by Taft Broadcasting Co. and in Nov. 14 to file reply to pleadings with respect to opposition of KATAV (Doc. 18670). Action Nov. 11.

Hearing Examiner David L. Krause in case of Better T.V. Inc. of Dutchess county, N. Y.—Taft Broadcasting Corp. v. New York Telephone Co. (defendant), et al.—CATV proceeding. Broadcast Bureau granted motion by Taft Broadcasting Co. and others to file and serve motion for summary judgment. Motion filed Nov. 14 to file reply to pleadings with respect to opposition of KATAV. Action Nov. 11.

Hearing Examiner Richard D. McCreary in case of Thompson, E. B. v. Trans-Mississippi Association to produce documents desired by telephone company as aforesaid, subject to specific time and place to be agreed upon by counsel either in New York City or by telefax, on or before Dec. 1 (Docs. 1741, 18825, 18817, 18820-24). Action Nov. 16.


Other actions


Ownership changes

Applications

f. KWSY-FM Wynne, Ark.—Seeks trans-fer to control of East Arkansas Broadcasters Inc. from Hannah Marvin Bailey, assignee in bankruptcy of estate of Raymond O. Bailey deceased (73.6% before, none after) to Hannah Marvin Bailey, assignee in bankruptcy of estate of Raymond O. Bailey deceased (73.6% before, none after) to Hannah Marvin Bailey, assignee in bankruptcy of estate of Raymond O. Bailey deceased (73.6% before, none after). No consideration involved. Ann. Nov. 14.


f. WBSB(FM) West (La.)—Seeks transfer of control of Trinity Broadcasting Corp. from Bernard F. Zinn and Detroit Bank and Trust to Executors of estate of Nicholas Timko deceased (65% before, none after) to Joseph N. Donahue, executor (100% after). Consideration: $85,225. Principals: Joseph N. Donahue, executor, owner; David H. Donahue, president, owns 20% of insurance firm, 17% of cutting tool company and 15% of restaurant firm. Ann. Nov. 14.


f. WBIB(AM) Le Roy, Ill.—Seeks transfer of operation of radio station from Mr. John Barnes to Robert Barnes (51%), and Eleanore Barnes (49%). Ann. Nov. 14.

f. WCKQ(FM) Jasper, Ala.—Seeks assign ment of license from executors of estate of Robert T. Neely deceased (51% before, none after) to Jasper Broadcasting Co. (100% after). Principals: Walter F. Neely, Sr., president, and his wife, treasurer. Mr. Neely is owner of a newspaper publishing firm in Jasper, Ala. Mr. Johnson is attorney. Action Nov. 21.

f. WJLA(AM) Williamsport, Pa.—Broadcast Bureau granted transfer of control of Mur- ray Radio Inc. to rural Mutuals Inc. from Ralph Price (52% before, 48% after). Consideration: $66,900. Principals: Don S. Freeman, president (70%), and Ralph Price (30%). WEAL(AM) and WUBC(TV) Greensboro, N.C.—Broadcast Bureau granted transfer of control of two stations from John C. Doggett to Beverly P. Petrie (75%), and Ralph Price (25%). Action Nov. 14.


f. KEYE(Perry) Tex.—Broadcast Bureau granted transfer of control of Perry Broadcasting Co. from Ralph Price, Jr. to Ralph Price, Sr. (44%), and Mossie Price (56%). Principals: Junior Price, president (44%), and Mossie Price (56%). Action Nov. 14.


Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Nov. 18. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in italics.

f. San Andreas and Mokelumne Hill, both California—Tri-County Cable Co. Oakland, Calif., has applied for nonexclusive franchise.

f. Plantation City, Fla.—Telepromter Corp., New York (multiple CATV owner), has been granted 26-year franchise. The firm will provide a.m. as well as 27 channels.

f. Davenport, Bettendorf, Moline, East Mo.-Rock Island, Ill.—Davenport Cablevision Inc., in which Cox Cablevision Inc., Atlanta (multiple CATV owner), has interest, has applied for franchise.

f. Cohoes, Ore.—Liberty Television Cable Co., a division of KEZV-TV Eugene, Ore., has been granted a 20-year franchise.

f. Mansfield, Pa.,—CATV Service Co., Flemington, N.J. (multiple CATV owner), has applied for franchise. The firm will pay the city $3 of its gross annual revenue, and charge subscribers $.65 monthly.

f. Whitehall, Pa.—Centre Video Co., Centre County, Pa., has been granted a nonexclusive, 15-year franchise. The firm will charge no installation fee, and subscribers will pay $1.50 annually.

f. Gig Harbor, Wash.—Tacoma Cable Co., has applied by Ken McCullough, president, and Cablevision Inc., represented by Onis G. Weaver, have applied for a franchise.
Baruch seeks out new opportunities for CBS Enterprises

German born him in good stead in 1959, when he was appointed director of international sales. In 1961, he was rewarded with vice presidential stripes, and he was elevated to his present post in 1967.

Mr. Baruch is looking forward to "the best year in our history" in 1969, pointing out that such series as Perry Mason, Dick Van Dyke Show and What's My Line? continue to gross substantially in the U.S. while Beverly Hillbillies, Gunsmoke, Hawaii Five-O and My Three Sons are selling briskly overseas.

Week's Profile


The changing patterns of the syndication business, Mr. Baruch noted, will place added emphasis on CBS Enterprises' own production capability. He explained that CBS and its television network, contrary to the practice in the past, no longer can provide CBS Enterprises with distribution rights to many of the series coming off the network. Production companies, in many instances, are retaining domestic or international syndication rights or both, he explained.

"We are stepping up our plans to produce our own series, working through established companies," he reported. "For example, with Goodson-Todman, we are now doing What's My Line? and with Chuck Barris Productions we are producing The Game Game series. Our production efforts will be for syndication and not for the networks. Why should we compete with ourselves?"

As a means of effectuating this goal in production, CBS Enterprises has signed an agreement with Ira Barmack Productions, Hollywood, under which Barmack will serve the company as a program development arm. Mr. Baruch said that CBS Enterprises is setting its sights on the '70-71 and '71-72 seasons, and continued:

"We have four or five projects in development and even if one or two succeed, we'll be delighted. We have to keep in mind that the day of imitating is gone. The average talk show or game show doesn't have a chance. But the syndication area does offer new opportunities, new programing vistas."

He expressed some concern that some companies producing for syndication have turned out top-quality pilot programs but reverted to "shoddy" product in subsequent episodes, and commented:

"This practice hurts the entire syndication industry. In my opinion a pilot should reflect the minimum of a series and not its maximum. That's the policy we've adopted here at CBS Enterprises."

Mr. Baruch is confident that his organization will continue to flourish in the years ahead and said expansion, to some extent, is keyed to diversification in the education-entertainment area. He noted that CBS Enterprises is moving steadily ahead in the syndication of educational films abroad and is seeking to move into other enterprises related to communications.

He paid tribute to his staff for having helped spur the growth of CBS Enterprises, and added:

"We look for the best people and we try to keep them. With very few exceptions, all of our key executives and specialists have been with us for 10 years or more. I think that says something about our organization."
Where the power belongs

If the implications of censorship were not so chillingly apparent, Spiro Agnew’s Nov. 13 performance in Des Moines, Iowa, his second act in Montgomery, Ala. (both safe distances from the eastern establishment), and the effusion of comment that Mr. Agnew has provoked would add up to a comedy of the absurd.

Suddenly Republicans who profess to be strict constructionists are cheering a Red Lion decision that took away some of television’s First Amendment rights. In response, Democrats who have tried repeatedly to cut television to their own patterns are deploiting White House interference with the independence of television news.

In Des Moines on Nov. 13, 1969, the Republican Vice President, of all people, accuses the networks of distorting the Democratic convention and attendant riots in Chicago in August 1968. Simple decency would have compelled him to add that Republicans gloated at the events in Chicago at the time. In Washington on Nov. 17, 1969, Hubert Humphrey, of all people, accuses the Nixon administration of attempting to suppress dissent and stifle the news media. Supporters of the same Hubert Humphrey undertook investigations of television news after the 1968 convention that nominated him to run for President.

It would all be unbelievable if it were not happening. Representative John Moss (D-Calif.) decryes government censorship as “unthinkable,” and Representative Richard L. Ottinger (D-N.Y.) protests “intimidation” of the networks. Neither mentions his co-authorship, with Representative John Dingell (D-Mich.), of a bill that would so weaken the television networks that they could afford to broadcast no news at all. Among the provisions of that measure is one prohibiting the networks from owning any programing that they feed to affiliates (Broadcasting, Feb. 12, 1968).

If any thread of continuity runs through all of this, it is that politicians react with sensitivity to the coverage and pronouncements of the news media. Presidents before Richard Nixon, whose views Mr. Agnew was reflecting, it was confirmed to Broadcasting last week, have been displeased by news accounts or commentary and have responded variously.

After newspapers began turning against him Franklin D. Roosevelt ordered his appointee, FCC Chairman James Lawrence Fly, to break up newspaper ownerships of radio stations. It was not for want of trying that Mr. Fly failed.

One of Harry Truman’s most widely quoted utterances was the “son-of-a-bitch” that he called the Washington Post’s music critic who unfavorably reviewed a performance by Mr. Truman’s daughter.

In Dwight D. Eisenhower’s administration, his news secretary, James Hagerty (now vice president of ABC), retained the right to edit records and transcripts of the President’s news conferences.

John F. Kennedy called more than one broadcaster and publisher to complain about his treatment in the news. Agents in his brother’s Justice Department once rousted newsmen out of bed in a clear instance of intimidation.

Lyndon B. Johnson monitored three television sets and was on the phone to New York a good deal of the time. During the network coverage of the 1968 Chicago demonstrations and convention he called network presidents with the kind of instructions a marine drill sergeant might give.

It was happening long before broadcasting was invented. James Madison asserted: “Some degree of abuse is inseparable from the proper use of anything; and in no instance is this more true than in that of the press.” Still there may be a significant difference in attitudes in the formative years of the republic and attitudes now. Madison and his contemporaries wrote a First Amendment that decreed no interference whatever with the press. There are indications that some politicians of today prefer a more flexible arrangement.

In his Des Moines speech Mr. Agnew quoted with approval the recent Supreme Court decision in Red Lion: “It is the right of the viewers and listeners, not the right of broadcasters, which is paramount.” Clearly Mr. Agnew sees no constitutional obstruction to an administration’s pushing television around, so long, of course, as the pushing is done in the name of the viewers and listeners, who, we may next hear, are the silent majority. When, in Montgomery last Thursday, he expanded his criticism to include print organs, the only inference that can be drawn is that he sees no obstructions in his way at all.

The incumbent Republicans are not alone in flexing the First Amendment to suit their purposes of the moment. It has been the Democrats on the FCC, for example, who have most frequently challenged the broadcasters’ assertion of parity with the older press in constitutional protection.

What is to be the practical result of all this tumult? At the moment the journalism media would seem to be relatively safe from overt reprisal, if only because Republican power in the White House is countered by Democratic power in the Congress. The FCC in such circumstances may be neutralized if indeed it wanted to act at all in so sensitive an area.

But with this as precedent, what is to happen when both Congress and administration fall into the same hands, as they must some day do? Television newsmen may only hope they will have earned enough public support to mount a popular uprising against a political take-over of the medium.

By all impartial polls they have that support, though the partisan response to the Vice President’s words has, not unexpectedly, been in his favor. The support may be expanded by the professional practice of television journalism. If the people trust television news, politicians may attack it only at their personal peril.
There are 844,100* television households in the Twin City market area.

How do you, a smart, ambitious, hard-working media man reach this lucrative market?

relax and take five.

By Take Five, we mean Channel 5, KSTP-TV. We blanket the Minneapolis-St. Paul buying area with high-rated NBC shows and a far-ranging spectrum of local programming. So if you want to buy the big numbers, just remember this little number: 5. Take Five. And relax.

*ARB Market Report, May 1969, Minneapolis-St. Paul. Audience estimates are subject to the limitations and qualifications as outlined by the particular service.
Further proof... sound has never been in better shape!

RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoutalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655...long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year unconditional guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!