U.S. unrest gets new attention from foreign newsmen. p23
Football sell-outs keep ABC-TV, Pete Rozelle smiling. p26
ARB shows where the TV households are. p36
Broadcasters win limited victory in new land-mobile rules. p66

WHIO-TV
DAYTON, OHIO CHANNEL 7-CBS
announces the appointment of
TELEREP
as national sales representative
Effective May 16, 1970
Why?

When 4 girls were murdered at Cape Cod, WPRO had a man on the scene for a week. When Kennedy’s car went off the bridge, WPRO was there fast. Why? That’s the question we always ask. Why. There’s more to WPRO than meets the ear.

WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio
Be it hereby known that the party of the first part does agree and consent to renew his television contract with the party of the second part for 52 weeks beginning July 6, 1970

signed x

signed x
GOT A MINUTE?
We'll Produce it for YOU!

Utilizing the most sophisticated equipment available, the creative specialist of Premier Tele-Productions can fulfill your most exacting videotape production requirements.

The choice of your production location is limited only by your imagination— the flight deck of an aircraft carrier; a southern plantation; or the expanse of a 60 by 80 foot studio with a 20-foot turntable, front screen projection, ultra modern cameras, HS200 animation and much more.

To put the mark of excellence on your next videotape production, contact Premier Tele-Productions.

PREMIER TELE-PRODUCTIONS
A DIVISION OF KRLD-TV • 400 N. GRIFFIN ST. • DALLAS, TEXAS 75202 • (214) 742-5711

Represented in Chicago by: RUSSELL G. DOWNIE 1 East Schiller Street
Chicago, Illinois
(312) 787-6622

BROADCASTING, May 18, 1970
No misrepresentation
Performance of American Research Bureau in compiling these controversial figures showing apparent drops in TV viewing (Broadcasting, Feb. 9, et seq.), has been given clean bill by Broadcast Rating Council auditors after closer-than-usual probe. So, too, has A. C. Nielsen Co.'s in preparing Nielsen Station Index figures for same period, showing audiences up slightly. That does not answer question of which is right, but it does satisfy rating council on point that is its chief concern in all audits; that services conducted their research in manner they say they did.

Both had been accused of bad execution, ARB by reps and stations, NSI by agency critics. On key question, authorities see at least three possible alternatives: either (1) viewing is in fact beginning to level off or decline and NSI procedures failed to detect it, or (2) something not yet pinpointed is amiss in ARB's weightings procedures, exaggerating decline if one has occurred or creating appearance of one if viewing is not really off—or (3), as some researchers have said all along, ARB 1969-70 figures are pretty much on target but 1968's were too high, creating illusion of decline since. Advocates of that last theory say it is borne out when comparisons are extended back to ARB's 1967 reports. (At affiliates convention last week, ABC-TV said ARB's samples were too small [story, page 33]).

Attention getter
Quizzical eyes are being cast at FCC Commissioner Nicholas Johnson by people in high places. Annoyance over his extracurricular activities is cropping up not only on Capitol Hill but in high administration quarters. Frequent travels here and abroad, participation in way-out causes and business baiting aren't novel among some bureaucrats, but participation in teach-ins, open criticism of President, even if of opposite party, and support of ant administration protest outside his specialized field ("At Deadline," May 11) have elicited White House interest. This is area to which Clark Mollenhoff, now special counsel to President Nixon and formerly celebrated as investigative reporter, is assigned.

Future after football
Question bothering ABC-TV affiliates at convention last week (see stories elsewhere) is what happens to schedule after National Football League Mon.-day-night televcasts are completed on Dec. 14. Network isn't ready to give answer, but privately some ABC-TV programming people indicate that feature films will go into schedule at 9 p.m. after pro football season ends. What network hopes eventually to do is to make Monday night sports night and replace NFL football with National Basketball Association televcasts. But consensus at network is that pro basketball still lacks sufficient pulling power to attract large enough prime-time audience. Still, network will keep eye on audience figures for its Sunday-afternoon televcasts of NBA games with mind to pushing them up to prime time in future seasons.

Backstage worker
Chalk up to Herbert G. Klein, director of communications in Nixon administration major assist to journalism. In address to annual convention of National Association of Broadcasters in Chicago last month, he had hoped to announce that Attorney General John Mitchell would accept federal law guaranteeing confidentiality of reporters' notes or television and radio outtakes. But he couldn't get clearance then. Last Tuesday on CBS's 60 Minutes Mr. Mitchell made it official (see page 50).

Credits for kickbacks
FCC staff investigation is understood to have turned up evidence that kickbacks—in which networks or producers are reimbursed for fees paid performers—are common in broadcasting. However, commission apparently is leaning toward view that any violations of anti-payola statute are inadvertent. Commission is understood to have instructed staff to prepare public notice warning that where reimbursements are made—for instance, by record company interested in having recording artist get network exposure—clear and prominent announcement of that fact must be made. Failure to make such announcement, presumably, would provide basis for sanction.

Rescue mission
AT&T's long-lines department plans to meet its service problems with TV campaign now in preparation. New TV spots are designed to serve multiple purpose: to cool tempers of frustrated customers, smooth out traffic problems and advise clients of new rate structure that encourages use of direct-dial system. First two spots, which are much less sales-oriented than long-lines advertising has been in past, have been produced, but will not air until fall.

In one AT&T spot, long-distance operator is portrayed advising customer to dial direct, rather than place call through operator. She explains that she is not avoiding work, but saving caller money by suggesting that he dial for himself. Another spot features testimonial by actress Sandy Duncan, who makes basically same appeal. Long-lines agency is N. W. Ayer & Son, Philadelphia.

Utterly equal
FCC is expected to act this week on new equal-employment rules for broadcasting. Proposed rules, issued for comment last year (Broadcasting, June 9, 1969), would require stations to adopt and submit to commission affirmative program of hiring and promoting minority groups. They would also require stations to file annual statistical report on minority-group members they employ. Rules are expected to be adopted as proposed; one exception is that they would include women as among those whose rights are to be protected.

Best feet forward
Aside from dispute over ABC's official decision not to contest FCC's new network limitations on prime-time programming (story, page 53), only serious criticism heard from affiliates at convention last week was that network showed too few pilots of new shows. As one program-minded station manager said: "I wanted to see something more dependable than those promo clips." At formal presentation of 1970-71 shows, ABC-TV played pilots of The Partridge Family and Barefoot in the Park.

Selection of those two for detailed display may have been related to scores they made in testing before preview audiences. Audience Studies Inc., Hollywood, put both shows in winners' circle, with The Partridge Family equaling scores made several years ago by pilot of Bewitched, which turned out to be ABC-TV's probably most popular and durable situation comedy. Danny Bonaduce, child actor in new series, can't miss stardom, according to ASI. Barefoot in the Park is contemporary version of stage and movie hit—this time with blacks in lead parts.
MGM Television is proud to be associated with the British Broadcasting Corporation's production of The Forsyte Saga. Nominated for Emmys: Outstanding Dramatic Series, Outstanding New Series, Outstanding Actress—Susan Hampshire. "The Forsyte Saga" is distributed by MGM Television—owner of the film and television rights to the John Galsworthy property.
Flagging interest in U.S. news abroad is revived by American invasion of Cambodia and subsequent protests on campuses. Foreign broadcast news operations are now broadening radio and TV coverage of U.S. news. See...

U.S. unrest stirs world attention ... 23

ABC-TV affiliates hear network is completely sold out for 13 fall National Football League prime-time telecasts on Monday; advertiser action at CBS-TV, NBC-TV is less hectic, with sluggish commitments reported. See...

Why are ABC-TV, Pete Rozelle smiling? ... 26

Sap is running at ABC-TV, with network and affiliates waxing buoyant at affiliates meeting in Los Angeles. Friction over network's alleged 'conciliatory' stance on prime rule fails to ignite sparks. See...

ABC-TV says it's found the momentum ... 32

Color-TV homes increased 24.7% last year with total TV homes and UHF penetration also registering gains. That's the estimate given by American Research Bureau based on its February/March 1970 TV sweep. See...

ARB shows where the TV homes are ... 36

More broadcasting groups ask FCC to suspend one-to-a-customer order, contending it should be reconsidered in proceeding encompassing all questions relating to multiple media holdings. See...

Barrage hits one-to-a-customer ... 44

Spurred by 'Red Lion' decision, FCC moves to tighten up fairness doctrine obligations imposed on licensees, proposing to require recruitment of specific spokesmen to present contrasting editorial positions. See...

New fairness strictures ahead ... 48

If FCC's rule limiting network dominance of prime-time programing goes into effect, larger market TV's may expand news programing and smaller market outlets may have to go syndication route. See...

Open hour may benefit local news ... 54

CBS-TV denies charge leveled by ASCAP that it acted 'arbitrarily' in allocating share of combined time-and-program prices that should have been identified as time sales. See...

CBS answers ASCAP on payment ... 58

Multiple CATV owners Citizens Financial Corp. and Communications Properties Inc. have marriage plans. Citizens would trade its cable subsidiary for CPI stock valued at $14 million, giving Citizens 65% ownership. See...

$14 million CATV merger planned ... 62

Tentative FCC decisions would reserve some of lower UHF-TV channels and certain radio spectrum space—now occupied principally by translators—to ease land-mobile radio congestion. See...

FCC charts relief for land-mobile radio ... 66

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.

BROADCASTING, May 18, 1970
IN ATLANTA... hardly anyone watches WMAZ-TV
IN CENTRAL GEORGIA... hardly anyone watches anything else!

WMAZ-TV makes no claims about covering Atlanta... by the same token Atlanta Stations do not cover Central Georgia. Only WMAZ-TV can do that!

In the 16-county Macon ADI there are:
- $2,955,000 Supermarket dollars spent each week.
- $1,081,000 Gasoline dollars spent each week.
- 698,000 Washloads a week.
- 618,000 Cups of coffee consumed daily.

...and the way to reach this rich market is through WMAZ-TV!

ADI Share of Audience*
Sign-on/Sign-off/7 Days
WMAZ-TV .......................... 69%
Station B—(Macon) ............. 10%
Station C—(Columbus) ........... 5%
Station D—(Atlanta) .......... 4%
Station E—(Atlanta) .......... 4%

*Source—ARB Nov 1969. Data quoted from audience surveys are estimates subject to sampling and other errors.
KRAB(FM) finds a friend

In rare action Friday (May 15) major broadcaster lent its support to small, noncommercial station that had been reprimanded by FCC on programming issue—in this case, highly controversial question of obscenity.

CBS is petitioning FCC in support of listener-supported KRAB(FM) Seattle, which is seeking to have short-term renewal reversed. Commission had based its action on broadcast of program containing four-letter words. (BROADCASTING, Feb. 23).

CBS is telling FCC that it backs KRAB's contention that commission action was "an arbitrary and capricious decision" (BROADCASTING, March 30), by noting that it could "only be interpreted by broadcast licensees as under-cutting the commission's disavowals of a role as national censor of truth and taste." In its filing mailed to FCC Friday CBS said, "If the commission undertakes to protect the sensitivities of some listeners by pressures such as this ruling exemplifies, many broadcasters will be led to play it safe—to present only the non-controversial—and no amount of knob-turning will allow listeners to receive the discordant, the dissident or the experimental."

CBS said that while it did not propose that broadcasters have "absolute right to disseminate matter which is indecent or obscene," it believed that "just as the commission has properly disavowed the role of 'national arbiter of truth,' it should likewise disavow the role of national arbiter of what is vulgar or offensive."

Petition calls FCC action "punitive . . . profoundly at odds" with spirit of First Amendment, and suggests commission "observe the greatest restraint" in exercising regulatory power in area of speech.

Hurdle cleared on KRLD

FCC Friday (May 15) approved sale of KRLD-AM-FM-TV Dallas by Times Herald Printing Co. to Times Mirror Printing Co. At same time it approved spin-offs of radio properties by Times Mirror to third party—KRLD Corp.

Sale of radio properties and channel 4 CBS-TV affiliate is part of merger of Times Herald into Times Mirror, which also involves Times Herald's Dallas Times Herald and Times Mirror's Los Angeles Times. Value of merger was placed at $91 million last year (BROADCASTING, Sept. 22, 1969).

KRLD-AM-FM-TV were sold for 1.8 million shares of Times Mirror series A convertible preferred stock, which industry sources last year valued at $30 million.

KRLD-AM-FM went to KRLD Corp., for $6,750,000 on condition that buyers dispose of either station in accordance with commission's new multiple ownership rules. Principals of KRLD Corp. include Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton, sons and daughter of Dallas Mayor John Erik Jonsson.

Vote on sales was 5-to-1 with Commissioner Nicholas Johnson dissenting and issuing statement to be released later. Chairman Dean Burch concurred and Commissioner Kenneth A. Cox, in concurring, issued statement. Commissioner Robert T. Bartley did not participate.

New look at CATV

FCC appears headed toward reopening of many issues in December 1968 rulemaking that was aimed at overhauling its CATV rules. Commission on Friday (May 15) wound up two-day, closed-door session on CATV with instructions to staff to prepare further notice of proposed rulemaking dealing with issues raised by December 1968 rulemaking but not yet resolved.

Staff reportedly will prepare alternative to retransmission rule, one of key elements in pending rulemaking. Other matters which staff is said to have been instructed to include in new proceeding are federal-state relationships, problems raised by overlapping markets, CATV multiple ownership and cross-ownership of CATV with other media.

Retransmission rule was reported as substitute for present rule barring relay of distant signals into major markets without hearing.

It would require CATV systems within 35 miles of major-market television station to obtain permission of distant station before importing its signal.

Commission spent most of Thursday being briefed by Dr. Nathaniel Feldman, of Rand Corp. on results of study he has made on program origination by CATV systems as well as on Canadian CATV systems, some of which have more than 150,000 subscribers.

What ABC pays ASCAP

ABC has paid American Society of Composers, Authors and Publishers more than $32 million for TV and radio use of its music in 1960-69 period and will raise total to more than $36.2 million under settlement agreement approved in court Friday (May 15).

These totals are based on ABC's yearly payments for use of ASCAP music on ABC-TV, ABC-owned TV and radio stations and ABC Radio during that 10-year period, as reported during court session by ASCAP General Counsel Herman Finkelstein, plus additional payments called for in settlement agreement. Details of settlement were revealed 10 days ago (BROADCASTING, May 11).

For 1960-69 Mr. Finkelstein reported payments totaling $20,954,626 for ABC-TV, $7,912,549 for ABC-owned TV stations, $2,154,007 for ABC-owned radio stations and $990,218 for ABC Radio—$32,001,400 in all.

Settlement agreement for TV network and owned TV and radio stations totaled $7 million, of which $2,746,772 was said to have been paid (and presumably was included in 1960-69 payments). That would leave $4,253,278 yet to be paid, lifting total to $36,264,698. (Actually, total will be somewhat higher; Mr. Finkelstein did not have owned-radio stations figure for 1960).

In addition, ASCAP and ABC settled back claims for music on ABC Radio for $612,000. This, however, had already been paid by ABC, but was being held in escrow by ASCAP pending outcome of controversy; it will now be released to ASCAP with interest.

ASCAP attorneys said $7-million settlement was "package deal" that did not assign specific dollar amounts to
Week's Headlines

Herb Koster, deputy director of public affairs for Department of Commerce, Washington, directed public affairs. Mr. Koster, a former broadcaster, entered radio in 1948 with WKRQ (AM) Cortland, N. Y., later established and managed Westinghouse capital news bureau in Harrisburg, Pa., was news-caster with KDRA-TV and WHC-TV, both Pittsburgh.


James B. Orthwein, executive VP, D'Arcy Advertising, St. Louis, named chairman of board succeeding Harry W. Chesley Jr. who becomes chairman of agency's international operations. John C. Macheca is promoted to managing director in St. Louis office. William T. Raidt continues as president at D'Arcy's Chicago office.

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

Commission has long been concerned that its ex-parte rules be scrupulously observed, board said. But board added, it was unable "to discern such carelessness or gross negligence" on part of KCST as to warrant addition of disqualifying issue.

Board "reproved" KCST and its counsel for not following rules and alerting commission's executive director when they realized some letters they had solicited had been sent to commission. "However," board said, "the subsequent candor and cooperation of counsel mitigates the gravity of an apparently unintentional violation."

Reins sought on CATV

General Telephone & Electronics Corp. operating companies have asked FCC to require CATV systems to get approval from commission before beginning to construct cable system to avoid waste of duplication.

In position for rulemaking, GT&E said that in many instances duplicate construction of CATV is wasteful and inefficient and is "inconsistent with the public interest."

Telephone companies are required to secure FCC approval before they may construct cable-TV facilities for lease or for their own subsidiaries. Non-carrier CATV systems are required only to notify local TV stations when they are ready to commence operating, and only when there are objections does FCC hearing follow.

Attack on imports

Representatives Edward D. Boland (D-Mass.) and Silvio R. Conte (R-Mass.) introduced bill late last week that would restrict importation of electronic products.

Basic provision would limit importation of consumer-electronic products to quantity or value that was imported, or released from storage, for domestic consumption in 1966. Limit would be adjusted if domestic consumption increased or decreased more than 5% from 1966 level.

In introducing bill (H. R. 17625), Representative Boland commented that "the growth of imports has been so substantial as to severely dislocate the domestic industry, putting many workers out of jobs and virtually eliminating domestic production of such basic consumer items as radios and black-and-white TV sets."

KSTP gets Vikings

Minnesota Vikings football moves to KSTP-AM-TV Minneapolis-St. Paul this fall after long association with WCCO-AM-TV there. principals confirmed Friday (May 15). as basic radio rights and pre-season TV rights switch from WCCO-AM-TV to Northwestern National Bank of Minneapolis. Bank's agency, Campbell-Mithun, and KSTP(AM) will package multistate regional-radio network for all Vikings games and KSTP-TV will air four pre-season events. North Star Features, which formerly packaged radio-football network for WCCO-AM-TV, no longer is involved.

Set sales still slump

Sales of color-TV sets by distributors to retailers continued down in April compared to same month last year, but showed some improvement over slow first quarter, Electronics Industries Association reported today (May 18).

Although sales of color-TV sets were down 23.1% during April, this is slightly up from 23.3% decrease during first 17 weeks of year, EIA said. EIA also reported that monochrome-TV sales in April were down 20.2% and that total radio sales were down 21.6%.

Cumulative results for first four months of year as reported by EIA are as follows:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monochrome</td>
<td>1,767,415</td>
<td>1,629,051</td>
</tr>
<tr>
<td>Color</td>
<td>1,381,831</td>
<td>1,849,919</td>
</tr>
<tr>
<td>Total</td>
<td>3,149,246</td>
<td>3,478,968</td>
</tr>
<tr>
<td>AM</td>
<td>1,661,864</td>
<td>1,908,547</td>
</tr>
<tr>
<td>FM</td>
<td>1,441,961</td>
<td>1,917,119</td>
</tr>
<tr>
<td>Auto</td>
<td>782,703</td>
<td>1,286,762</td>
</tr>
<tr>
<td>Total</td>
<td>3,166,968</td>
<td>3,658,868</td>
</tr>
</tbody>
</table>

BROADCASTING, May 18, 1970
Storer stations are stepping up their fight against those who would despoil the quiet beauty of America's inland waters. In Toledo, WSPD-TV climaxied an intensive anti-pollution campaign with a special documentary featuring Interior Secretary Hickel, followed with a three-hour live presentation of his Department's hearings on Great Lakes pollution. Sister station WSPD Radio drew down a top award for its editorial attacks on dredge-dumping of contaminating materials in Lake Erie. In Cleveland, WJW-TV and WJW Radio cooperated in publicizing the city's Clean Water Task Force in its massive attack on water and sewage problems, editorially promoted passage of a $100-million bond proposal designed to solve them. Detroit's WJBK-TV aired excerpts from, and commended a four-day ecological "teach-in" at the University of Michigan, actively encouraged other faculty and student environmental programs. WITI-TV, Milwaukee, after award-winning documentaries on pollution in Lake Michigan, broadened its attack to include the fouling of Wisconsin's scenic rivers as well.

Such efforts as these, under guidelines laid down for all Storer stations, take a lot of doing. But the rewards are great—in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."
"WE KNOW THIS YEAR, WHAT NEXT YEAR'S RATINGS WILL BE LIKE"

We didn't say that, but one of our clients did and several others confirmed it. The truth is that facts accumulated in our depth studies, are usually strong indicators of rating trends as far as a year away.

Ratings lag behind actual behavior when a market is in transition. Even though audiences are in the process of changing attitudes, when faced with a diary, they often tend to "vote" the way they used to behave, or still usually behave.

This phenomenon is much more evident in attitudes toward programs under the station's control, i.e., news, weather, sports, children's and women's programs, than toward network programs.

If you want to learn more about next year's ratings, or why this year's ratings turned out the way they did, give us a call for a no obligation presentation.

By the way, we still work with you for a whole year beyond a study—because we are more than just a research company. There is a lot more to making successful improvements than just having a research document handy. Don't write—call!
Help wanted. Apply within.

It’s time to start helping one another.
As broadcasters, as television people, we have a great deal of power. And responsibility. Let us use it wisely.

People change the world. Television can change people.
That’s why WTVJ/Miami has produced a number of public service programs which deal directly, and compellingly, with some very important problems.

We’re not trying to sell them.
Or sell ourselves.
But we would like you to view these programs. And we would like to view some of yours. To pool ideas. Our public service spots on drug abuse, for example, are being broadcast on 24 Florida stations.

Our programs deal with things like crime, drugs, old age, unwed mothers. Problems we have to solve, now.
Some of our films have won awards. Some haven’t. But all of them address themselves to very real problems.

So please. Drop us a line. Exchange ideas with us. Or just take a look at ours.

The programs are free. The cost of apathy is immeasurable.

WTVJ/Miami

WTVJ will make these programs available for examination by any station in the country. Just send us a blank tape for dubbing.

Programs available are: The Friendly Menace (child molesting), Is the Grass Greener? (the story of drug abuse). Four Anti-Narcotics public service spots (being telecast on 24 Florida stations), Art Linkletter Talks About Drugs, A Dirty Shame (on pollution), $44.80 (the plight of the aged). Two Drawers Full (juvenile crime). Susan’s Pregnant (the trauma of an unwed mother).

For further information we urge you to write Bill Brazzi, Vice President, WTVJ, Miami, Florida 33128. We also invite exchanges of public service programs.

A Wometco Enterprises, Inc. station (CBS affiliate).
BROADCASTING ELECTRONICS, INC.

8610 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983

Please send

SUBSCRIBER SERVICE

[ ] 1 year $10
[ ] 2 years $17
[ ] 3 years $25

Canada Add $2 Per Year
Foreign Add $4 Per Year

[ ] 1970 Yearbook $11.50
February Publication

Name
Position
Company
Business Address
Home Address
City, State Zip
[ ] Payment enclosed
[ ] Bill me

Radio Advertising Bureau's regional sales cliaes
June 9—Sheraton hotel, Philadelphia.
June 10—Sheraton hotel, Rochester, N. Y.
June 11—Sheraton-Boston, Boston.

Non meeting. Many Glacier National Park. Many Glacier hotel.
June 14-16—TV programing conference. Hilton Inn, Oklahoma City.
July 15—FCC hearing on competing CP applications for Ch. 11 Jackson, Miss. facilities now occupied by WLBT(TV).

OpenMike®

Thinks PSA's rate an A

EDITOR: [Re the May 11 letter questioning the tone of public service announcements]: 'Doom-and-gloom' indeed! There are public service announcements that are positive in content, that bring to the American audience messages that do a powerful job in persuasion without resorting to an either-or situation.

To point up that effort, I reference the Equal Opportunity Commission thanking employers for cooperating in the national effort, or the National Highway Safety Bureau explaining why seat belts save lives rather than sloganeering.

Outside of government, the trade association of ice manufacturers has provided a valuable public service by showing how ice stops swelling and is first aid for burns. Veterans organizations rekindle patriotism, and the National Wildlife Federation spots on ecology say what must be done. While A. N. Feldzamen's letter makes a point for scare tactics, there are many more that are truly in the public's sincere interest.


The search for technicians

EDITOR: By now, I imagine everybody has had something to say about the many first-class ticket holders who are incapable of maintaining the facilities of a broadcast station... I understand the FCC is now working on the modification of... the first-class license test. In my opinion, changing the tests won't help.

Somehow the test questions have a way of getting to the so-called three-week, five-week or six-week license
Pittsburgh's newest station has a brand new super-power antenna.

After our initial year, Pittsburgh's only indie now boasts new and vastly improved transmitting facilities. We're off and running with a combination of RCA's new 110Kw transmitter, maximum height tower (½ mile from KDKA-TV) and sophisticated new GE antenna. Now our signal is equal to all competition...perhaps better than some.

In Operation As of April 1st, 1970

WPGH-TV
750 Ivory Avenue
Pittsburgh, Pa. 15214
(412) 931-6833
A little less character for a lot less money

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

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

Find out more.

Talk to TeleMation.

TELEMATION, INC.

TELEVISION

How the clergy can help

Editor: There is a growing awareness among clergymen of a special opportunity to serve God and their fellow man by directly assisting the professional broadcasters of America. In ever-increasing numbers, priests, ministers, rabbis, nuns and others...are expressing a desire to help in meeting the community-service responsiblity...broadcasters face every programing day.

Radio and television programs have great impact and influence on the lives of the congregations—especially the young people—to whom these men and women of God have dedicated their lives. I want to take this opportunity to emphasize the positive nature of the clergy’s willingness to serve.

In this direct appeal to broadcasters, the National Catholic Office for Radio and Television urges broadcasters to establish internships for clergy at stations as soon as possible. We encourage this particularly during the coming summer months, when vacation schedules present even greater opportunities for all concerned. This office will gladly assist any broadcaster in identifying appropriate candidates for an internship.

NCORT does not make this plea on behalf of the Catholic clergy alone. There are competent men and women of every religious denomination in every market area. Please give them a chance to show this ability.—Charles E. Reilly Jr., executive director, National Catholic Office for Radio and Television, New York.
If you want to know what the **Call-of-the-West** is all about, you can see it on WSB, KBAK, WJZ, WNBF, WBZ, WGR, WCCB, KBTV, WOI, WXYZ, WANE, WKZO, WBAY, KHVH, WKZO, KLAS, KHJ, WHBQ, WCKT, WMCV, WTAR, KPHO, KYW, WTAE, WLVA, KPLR, WOAI, KPIX, WNEP, KING, WSBT, WMAL, WSTV, KARD, and ETC.

These stations know a good deal when they see one.

**Call-of-the-West** is a perfect vehicle for local spots. The program is delivered to you without any sponsor or commercial content. (In exchange, U.S. Borax receives commercial time outside the show.) As you probably know, Call-of-the-West is Death Valley Days with a new name. And a new host: John Payne. That means it's full-color, family-style entertainment.

If you want to know more, contact Les Wallwork, McCann-Erickson, Inc., 3325 Wilshire Boulevard, Los Angeles, California 90005. (213) 385-3302.
Radio helps carry the freight to foreign ports

It anyone is looking for additional proof of the amazing effectiveness of radio spots these days, they can find it in the campaign we conducted for Farrell Lines Inc., which operates a shipping fleet of cargo carriers to Africa, Australia and New Zealand.

Our campaign had a major goal: to generate business-oriented sales leads by calling attention to Farrell Lines's business contacts in Africa and Australia. Not only did we run spot announcements on two radio stations in New York City, but we extended the campaign to include posters on the Illinois Central R.R. commuter trains, and we ran advertisements in Nation's Business, Business Week, the Sunday business section of the New York Times, the New York metro and east central section of Newsweek, and the eastern and midwestern editions of the Wall Street Journal.

The inquiries which the radio spots brought grossly outnumbered the response from the commuter-train posters and the business publications. Radio was the most economical way to obtain qualified business inquiries for Farrell Lines's trade-development program. But don't misunderstand me. This particular program went over extremely well on radio; we don't conclude that all business-oriented advertising on radio would show the same results. The fact that this campaign brought in a small avalanche of inquiries reveals the great interest American businessmen have in reaching for new sales opportunities in these distant continents.

For example, our spots on Africa pointed out there are 300 million customers in that market which is rated at $10 billion a year. Much of that money will be spent on imports such as TV sets, clothing, detergents, record-keeping systems, rock 'n roll record albums, footwear, heavy machinery and the like. Inquiries were anwered by a free copy of Farrell Lines's monthly African Digest which provides business leads and sales contacts.

The spots on Australia were similar, but look at the interesting facts again—11½ million people comprising a market of $3.5 billion a year. The Australian economy is booming and there are remarkable opportunities in the Down Under Country for American products and services. Again, Farrell Lines provides a free Southwest Pacific News Digest which lists business contacts and business leads.

Radio gave us the opportunity to stress the unique background of the two continents. For Africa, we had jungle sounds fading into the recognizable sounds of new construction. The voice-over asserted: "Tunde Kojo is the architect of this skyscraper. Nagbe Bio-Doko is the contractor: His foreman is Oladipo Koffa. Unusual sounding names, huh? Not if you're selling earth movers, wire or cranes.

"These are the sounds of today's Africa. The sound of today's Africa is also the sound of radios, cars and blend- ers. But mostly it's the sound of commerce. Explore this 300-million-customer market. You can't afford not to—not when it's only a six-cent stamp away. Write Farrell Steamship Lines, Inc. Farrell will send you, free, their monthly African News Digest giving you specific sales leads and business contacts in the $10-million African market."

For Australia we had air hammers, generators, whistles, horns honking and voice at construction projects to emphasize the fact that the economy is booming.

In one spot the voice-over against a cacophony of industrial noises said: "Australia is so booming that you can't hear the sheep being sheared. You can't hear tennis balls pinging off rackets. You can't hear koala bears eating leaves off eucalyptus trees. Listen to the sounds of booming Australia."

These little window dressings or ear dressings, highlighted the major message of the radio spots: Farrell Lines is an authoritative source for new business contacts and sales leads in Africa and Australia. This caught the ears of many internationally minded businesses and the inquiries poured in. Farrell Lines has many people whose highly specialized knowledge of the foreign countries is a tremendous asset to American business men interested in extending their sales into those countries.

We deliberately confined the radio spot program to the New York area with the objective of aiding Farrell Lines in developing long range trade potentials with New York businesses. We ran drive spots morning and evening, along with full sponsorship of the evening news for three months.

More than 800 inquiries, bonafide companies responding on their official stationery, poured into Farrell Lines from traffic managers, presidents, sales directors and owners. The cost per proven response was less than $25. The Americans, as you can guess, were interested in selling everything from underwear to caskets, even wigs for Australian bushmen. Radio again proved itself to be a flexible medium; not only did it bring in the inquiries but it aided in creating a greater awareness of Farrell Lines. Many businessmen simply had not realized how large the steamship line is nor the extent of its shipping services. This line is, incidentally, ranked among the top U.S. independent carriers and has compiled a steady profit record at a time when other lines haven't.

From an agency view, we not only had the enormous pleasure of seeing the radio campaign work so well but we received a little sugar for our coffee in the form of an honorable mention at the 10th annual American Television and Radio Commercial Festival.

Buchen basically has been a print agency in its past, but we now weigh seriously the advantages of television and radio in all of our campaigns.

Emery E. Dobbins is chairman and chief executive officer of Buchen Advertising Inc., which maintains offices in New York, Chicago and Denver. He takes an active part in planning and development for the agency's clients ranging from Hertz to General Foods, and also serves as a director of Swan Manufacturing Corp. and as a trustee of the Garden State Ballet Foundation. A native of Indiana and a Northwestern University graduate, he now resides in the Manhattan borough of New York.
Mississippi, you had a short wait.

We'll also be coming down the line to your radio stations with 110 five-minute Mississippi newscasts each week beginning June 1. Now there are just 45 states we'll ask to please be patient.

**Texas and Louisiana first**

You other states, please be patient.

IBC Radio News Network will have specialized state and area newscasts for your stations soon.

Interstate Broadcasting Company is the new news network.

Monday, June 1, we'll be going down the line to radio stations in Texas and Louisiana with a highly-saleable audio news package.

110 five-minute newscasts each week.

Each IBC newscast will contain your state's important news. Topped off by area and national news as our seasoned radio newsmen gather it and report it. Stories that are significant to your station's listeners.

In return, we'll ask for a few commercial clearances daily—but not during network programming.

The clincher is this:

Every one of IBC's 110 newscasts will be the station's to sell.

Affiliates carry only as much of IBC's network programming as they choose. They aren't obligated to carry every newscast.

IBC's closed-circuit transmission guarantees instant communication with affiliates for important news bulletins; continuous coverage of major events and programming information.

You other 46 continental states, get ready for IBC. Very soon we'll be reporting your news where it matters.

**INTERSTATE BROADCASTING COMPANY**

Reporting news where it matters.

10755 Preston Road, Dallas, Texas 75230 PHONE: (214) 389-9271

James T. Johns, President Jim Beavers, Vice President/General Manager

How's that for good news from the good news network!
"When the buyer is ready, we want to be there"

These successful broadcasters discuss the important portion of their total sales communications they assign to SRDS; tell how it works for WIXY and WDK-FM, Cleveland and WIXZ, Pittsburgh; suggest how it can work for any station, regardless of ratings rank.

Zingale: "Years ago an old-time buyer said something to me that I've never forgotten. He said, 'When the buyer is ready, you be there,' and the only way I know to be there, anytime he's ready, is to be in Standard Rate."

Weiss: "We have the strongest story in Cleveland, and in Pittsburgh we get stronger every day. Wouldn't it be silly for us to let anybody ever turn to either of these markets in Standard Rate and not become instantly aware of the strength of our stations?"

Wain: "It has always surprised me that more stations don't advertise in Standard Rate. You don't have to be the Number One station. Maybe for somebody you are. Every station has a story to tell and just because he hasn't got the best story in everything doesn't mean that he doesn't have a story. For somebody he has the audience they want at a price they can afford. But no, he says, 'I'm just going to spend all my promotion money promoting audience and then someday when I get better ratings then I'll promote in Standard Rate.'"

Weiss: "It is odd, isn't it? Most stations are getting some national business so somebody must think they're a good buy. But they don't put down what these desirable factors are and run them in Standard Rate so that others who want the same audience at that lower price can quickly identify the thing they want."

Zingale: "We never believed in keeping our accomplishments a secret just because we hadn't gotten all the way up to the point we were aiming at."
Wain: "That's right. At one time in our ads we carried a trend chart showing where we'd been when we started and how we'd grown in strength since then. We sell hard. I mean we three, personally. And we have good reps, and they sell hard. But there's a lot of decision-making going on all the time that no one is influencing very much in person because we can't even know what's going on, everywhere, all the time.

"What I mean is that there's just as much buying as there is selling and maybe more. And we'll get a bigger share than the next guy if we are in Standard Rate & Data with information that guarantees we won't be overlooked and that the buyer using Standard Rate will know what we've got to offer."

Weiss: "No one who ever uses SRDS can remain unaware of the stature of our stations in Pittsburgh and Cleveland. These stations are our babies. We are not an arms-length management. These stations are part of ourselves. We're close to them. And we believe in them."

Wain: "We believe in Standard Rate & Data, too. You know, we wouldn't have submitted to this kind of an interview if it hadn't been about Standard Rate. It helps us sell as only a buyers reference book could. It works well for our 'babies' so we're glad to tell the world about it."

Zingale: "It never stops working, because buyers never stop using it. There's some buying, or planning going on all the time. We look at it like a car dealer. He sells some cars every month. Some months or seasons may be bigger than others, but there's business to be had every month. So he goes after it every month. So do we, in Standard Rate."

IN SRDS YOU ARE THERE—selling by helping people buy
5201 Old Orchard Road, Skokie, Ill. 60076
The King. The original super-star.

He saved San Francisco, started a Mutiny and made a Boom Town explode with excitement.

28 Gables are again available for imaginative programming. Check your MGM-TV representative for the best combination of titles from MGM's library of film greats — 710 in all.
U. S. unrest stirs world attention

Radio-TV newsmen from abroad double their output in response to demand for stories about America

Broadcast news operations from abroad have stepped up their efforts to cover the U.S. as the Cambodian invasion and ensuing campus protests have captured the attention of listeners and viewers in Britain, France, Italy, Japan, Australia and other parts of the world.

For radio, foreign newsrooms have as much as doubled their weekly output of broadcasts from the U.S. during the past two weeks, BROADCASTING found in a canvas of leading foreign broadcast operations last week.

For TV, they have boosted their output beyond normal levels. They have expanded substantially the number of satellite telecasts in addition to their custom procedure of shipping films by airmail. Their footage is sometimes shot by their own cameramen, sometimes obtained from newsfilm organizations such as Visnews, UPI Newsfilm and CBS Newsfilm.

The upturn in overseas interest in U.S. news since the attack on Cambodia has changed a trend that became apparent in the late 1960's.

During most of the decade, nations around the globe expanded their coverage of the U.S. via TV and radio as America increasingly assumed the role of the pivotal region of the world. More than 100 broadcast correspondents, many full-time and others part-time, fanned out from Washington and New York to bring the American landscape to more than 25 nations in all parts of the world.

BROADCASTING'S canvas of leading international TV-radio news agencies in New York and Washington last week indicated that over the past two years interest in U.S. coverage had flagged somewhat. Though America continued to be the pre-eminent news beat of broadcast foreign correspondents, the country seemed to have gained a reputation as almost exclusively a source of "problem" news.

"We've cut down on American news though not on staff," one foreign executive in New York reported. "It seemed all we were sending from here was news of the racial situation and the division over the Vietnam war and both of the subjects seems to go on and on. We thought our listeners and viewers were getting tired of it all."

The Cambodian assault, the eruptions on the campuses and the growing rumblings from the so-called "silent majority" galvanized overseas TV-radio newsmen in America to renewed action. They broadened their coverage widely from their normal output and said they plan to continue to report on this developing story.

Both on the record and off, TV-radio newsrooms almost unanimously agreed that over the past five years—particularly since Vietnam—America's image abroad has tarnished. They indicated, too, that the attack in Cambodia and the student uprisings have served only to diminish even further America's reputation in foreign countries.

William Stricker, deputy director of the foreign correspondents center of the U.S. Information Agency in New York, said last week that the agency's various outposts in foreign countries monitor the TV-radio broadcasts from foreign newsrooms in the U.S. The broadcasts are analyzed for their point of view but these analyses are confidential.

But it is revealing no secret to say that broadcasts from the U.S. to nations abroad generally have been extremely critical of the U.S. involvement in Vietnam and the U.S. move into Cambodia, and have been sympathetic to the stand of college dissidents.

Foreign newsmen here proclaimed that they try to be fair, providing various viewpoints to achieve balance. But some acknowledged that they provide commentary in order to give a development the "proper perspective."

"For example, I cited a contradiction arising out of President Nixon's speech," one broadcaster offered. "He said American troops would be in Cambodia for only a short time, but reports from U.S. military commanders in Cambodia indicate they are having trouble finding the Cambodian sanctuaries."

Another newsmen pointed out he stressed in a news report last week what seemed to him "an incongruity." In his country, he explained, the labor unions are radical in politics and are interested in issues beyond the bread-and-butter ones. In his broadcast that night, he described a scene in which construction workers were demonstrating in the Rockfeller Plaza area in New York City. He noted in his broadcast that it was "ironical" that one union demonstrator was carrying a sign that said: "God bless the establishment."

Broadcasters emphasized that the tone of their programs sometimes may sound anti-American but insisted they are merely critical when they feel criticism is warranted. Universally, they said they respect America and have sympathy for its deep problems. And they conceded that there was an element of national self-interest in challenging, often caustically, some of the decisions the government has made and some of the developments that have
indicated developments. Some transmissions (some coverage considerably into sympathy with students and workers in New York and Washington and the others. Film footage of slayings, the New York and Washington, and the New York and Wall Street, among others. Film footage was distributed either by satellite or by jet.

Mr. de la Taille said his outlet does not editorialize, and in his reports he attempts to provide a balanced coverage of public opinion.

He seeks to point up the significance of developments, he added, and recently he underscored what he considers to be a change in Mr. Nixon's attitude toward dissenting students. He voiced the view that Mr. Nixon is trying to "open up lines of communication with students and he won't stop this effort."

It is Mr. de la Taille's belief that the predominant attitude in France opposes both our involvement in France and the attack in Cambodia but is sympathetic to the student actions. He indicated that French newsmen generally are "liberal" but maintained they do not attempt to inject their biases into their news reports.

French broadcasting is now in the process of preparing a 25-minute TV documentary, tentatively titled "The Two Americas," which will examine the views of young activists and those of the more conservative citizens.

Francesco Mattioli, correspondent for RAI of Italy in New York, reported that his organization has broadened its coverage considerably in recent weeks with added radio broadcasts and TV transmissions (some by satellite) on developments in Washington and repercussions from various groups in the New York area. In addition, Mr. Mattioli and other members of the staff have provided voiced reportage to filmed segments from Visnews from various parts of the country.

Mr. Mattioli said he is free to express his viewpoint on news reports and he attempts to achieve balance by presenting individuals with varying attitudes. He said the Italian public seems to be almost unanimously against our involvement in Vietnam and Cambodia and that the reports from RAI tend to be critical of U.S. policy.

"I would say that the American image in Italy has been injured by events here," he suggested. "When Vice President Humphrey was in Rome some time ago, he was boozed vigorously."

Mr. Mattioli indicated that overseas journalists here, like their U.S. counterparts, tend to be of "liberal" political persuasion, but he added that the executive and administrative staffs at headquarters are inclined to be more conservative and perhaps judicious, and sometimes soften the impact of a pointed news report.

The past two weeks have been "the busiest period" in history for the BBC in America, according to Leonard Miall, representative of the organization. The BBC had a news crew and a current (public) affairs crew to film news developments in various parts of the country, including New York, Washington and Kent, Ohio.

Mr. Miall said that satellite telecasts were increased substantially and a special program on Cambodia-student demonstrations was carried on the regularly scheduled "Panorama" program on Monday (May 11).

Radio news feeds were broadcast about six or seven times a day by four BBC correspondents in Washington and New York. One special radio feature, he pointed out, was created from monitoring the reports on features broadcast by the network of campus radio stations for the Washington demonstration on May 9.

Mr. Miall emphasized that the BBC does not editorialize on its broadcasts; this is forbidden by its charter. He noted that the Cambodian invasion and the subsequent repercussions in the U.S. produced a spirited debate in the House of Commons.

Klaus Boelling, Washington correspondent for West German radio and TV, said he had stepped up his coverage of the scene in the capital considerably because of recent events. He broadcasts three or four segments each night for the regular news program on radio and has transmitted filmed segments of eight to nine minutes on the Cambodian student crises.

Mr. Boelling said he tries to be "honest" on his broadcasts and give different points of view but reserves the right to be critical. He noted that in reporting on the various speeches made at the Washington demonstration on May 9, he tried to give the impression that some of the rhetoric was "ridiculous."

Mr. Boelling said he was "deeply concerned" by the rift that appears to be emerging between the students and blue-collar workers in the U.S. and has been trying to communicate this phenomenon in his broadcasts. He said he detects an analogy between what is happening here and in West Germany. "I was impressed by students during the Washington demonstration," he said. "I don't believe at all that they are revolutionaries. But they have a need to express themselves in strong language. I recently had an important American on one of my programs, who, I was surprised to hear, said the threat to America is coming from the right and not the left.

The foreign broadcaster in the U.S. who seemed most favorably disposed to the American posture—and understandably enough—was Charles Butterose, North American representative of the Australian Broadcasting Commission. The organization has expanded its use of satellite feeds of TV news coverage to Australia and has utilized its four-man news staff in New York and Washington for both radio and TV transmissions.

Mr. Butterose noted that the Australian broadcasting commission does not editorialize and aims to provide a diversity of views by airing the opinions of individuals with divergent attitudes. He pointed out that Australia is supplying troops for Vietnam but said he knew of no polls that have ascertained the attitudes of the Australian people on the Vietnam conflict.

"We did a special 10-minute film report on the confrontation in Wall
Street about a week ago," he stated, "and we will continue to supply coverage as the situation warrants."

Kazato Yoshida, chief correspondent for NHK (Japanese Broadcasting Corp.), said in New York that this government-chartered network has expanded both its radio and TV transmissions, many by satellite, of news of the Cambodian invasion and its ramifications in the U.S.

A special program was produced focusing on Cambodia and the Kent State tragedy, he said, and was telecast on May 10. The general turmoil in the Washington area at this time also was depicted in the special, Mr. Yoshida stated.

NHK's Washington bureau now is in process of preparing another program that will incorporate the latest developments in Cambodia and the reactions in the U.S. This half-hour telecast, he said, will encompass interviews with both student demonstrators and counter-demonstrators.

He emphasized that as a public service TV-radio facility NHK does not editorialize but does offer commentaries on the news. He sidestepped the question of the Japanese public's attitude toward the United States in general and the Southeast Asia issue in particular.

"Until Cambodia and Kent State, news coverage from the U.S. has been relatively quiet," Mr. Yoshida ventured. "The main hard-news stories were Vietnam and the environment, but recent events have changed all of that."

The only broadcast news representative from a Communist nation who could be reached for his reactions was Gyula Schel, correspondent based in New York for Hungarian radio.

He was rather guarded in his observations but revealed that he has covered the Vietnam-campus developments both in Washington and in New York and has been filing, as usual, from three to five times a week on radio.

He also has supplied voice-over reports for film footage obtained from Visnews.

He said he has had no problem covering any story in the seven months he has been in the U.S., and acknowledged that his reports are critical of U.S. policy. He said he found "the problem of youth in America very interesting," and added:

"They are academic youth. They abhor the policies of the government. Though I have not had much opportunity to interview students since I haven't been here long and have few contacts."

When asked if students in Hungary could demonstrate on the same scale as in the U.S., he hesitated and replied:

---

**Overseas service from Denver**

As a counterpoint to TV-radio coverage of America by foreign newsmen stationed here, a Denver-area advertising agency is offering radio stations a broadcast service of vignettes in English from overseas stations, including Radio Moscow and those of 24 other countries.

Sam Arnold, president of Sam Arnold & Co., Morrison, Colo., said in an interview last week that six stations have signed for his program, titled "Voices Across the World." He was in New York to conduct negotiations with the CBS-owned radio stations, which had expressed interest in the service, he said. It is now being carried in Denver and Houston and four smaller markets.

Mr. Arnold has commitments from such countries as the Soviet Union, Finland, Greece, Yugoslavia, Afghanistan, Taiwan, Switzerland and the Philippines to supply tapes in English. He edits the tapes into a program consisting of 10 vignettes of about 90 seconds each which he distributes to station subscribers once every three weeks. He charges from $10 to $25 per week, depending on the size of the market. They may use the vignettes singly or as a group.

Mr. Arnold said that Radio Moscow is the only service he has encountered that "really needs America" and added that a recent tape that reported on the U.S. invasion of Cambodia was highly critical. He looks for human-interest and informative segments and mentioned that a tape from a Far Eastern country claimed that Russia has licensed 12 nations to produce artificial Russian caviar "which looks and tastes like the real thing."

---

"No, I don't think so."

Clause Toksvig, representing Danish state radio and television in New York, said public opinion in Denmark is "uniformly against" U.S. foreign policy in Southeast Asia, but maintained that his daily two-minute commentary is analysis, not editorial.

Mr. Toksvig's coverage of the explosive events of the last two weeks centered around a 45-minute weekly foreign affairs "magazine" that Danish viewers see Wednesday nights. Last Wednesday (May 13), the program was devoted to the extension of the conflict into Cambodia and the reaction in the U.S., with an emphasis on the "constitutional interplay" in the U.S., said Mr. Toksvig. The program included interviews with Senators Eugene McCarthy (D-Minn.) and Edward Gurney (R-Fla.), and George Reedy, news secretary to former President Johnson.

The staff of the Danish state radio and television has doubled in the U.S. over the last three years with the addition of a second correspondent in Washington. Prior to 1967 and the arrival of Mr. Toksvig, Danish broadcasting had no U.S. representation.

Dutch correspondent Willi Nieuwenhuis decided not to go to Washington after the President's speech on Cambodia because "it's hard even for American correspondents to find out what is going on."

Instead he went to Kent, Ohio, to cover the upheaval there, to interview students, faculty and national guardsmen.

For the Friday (May 8) news "magazine" on the Netherlands' KRO radio and television, which Willi Nieuwenhuis represents in the U.S., he used film of activities in Washington, but it was provided by CBS News.

Dutch public opinion, says Mr. Nieuwenhuis, is "largely against" the President's decision to move into Cambodia, and the populace is fearful of escalation of that war. He said he does not take a position in his reports to Dutch television, but does assume an attitude of concern.

He was pleased to note that a program on Japan previously scheduled for the May 8 slot was pre-empted for his special on events in the U.S. That 20-minute report included Swedish footage on daily life in North Vietnam and an interview with Professor Noah Chomsky of Massachusetts Institute of Technology, who had been to North Vietnam. Mr. Nieuwenhuis noted that Professor Chomsky was grateful for the opportunity to speak over Dutch television, inasmuch as he claimed to have been rebuffed by the three U.S. networks in his demands under the fairness doctrine for time following the President's Cambodian address.

Mr. Nieuwenhuis followed events to the march on Washington Saturday (May 9), and later filed reports on the counter-protests of construction workers in New York.

Mr. Nieuwenhuis said he was extremely impressed with "how people are able to express themselves" in the U.S. and particularly with the assistance he has received as a foreign correspondent, "especially a beggar like me—because I work on a small budget."
Why are ABC-TV, Pete Rozelle smiling?

It's because Monday-night football is sold out while other football, college and professional, isn't

Pro-football telecasts have apparently scored on Monday nights with broadcast advertisers, but on the weekends it's still first down and 50 yards to go. That's the evidence gathered in the wake of the announcement made to ABC-TV affiliates meeting in Los Angeles last week (see stories elsewhere) that the network is completely sold out for its 13 fall National Football League prime-time telecasts on Mondays.

The advertiser action at CBS-TV and NBC-TV for their weekend National Conference and American Conference packages, respectively, is slower. So is it at ABC for Saturday college ball. Several factors are cited—among them, the attraction and early availability of the ABC-TV prime-time package to "sports-minded advertisers."

The announcement of the Monday-night sellout was made by Roone Arledge, president of ABC Sports Inc., who projected a 32% to 35% average share of audience for the Monday-night games. A special effort was made to make the team pairings in the first five or six games especially attractive, he said. "These will be the crucial telecasts, particularly in single-set homes."

The healthy audience-share predictions were backed by Pro Football Commissioner Pete Rozelle, who extracted $8.5 million for the Monday-night schedule from ABC and a total $184 million from the three networks for four-year rights to the NFL games (BROADCASTING, Feb. 2). Commissioner Rozelle, who attended the affiliates' meeting, expressed confidence that there will be a sizable audience for prime-time telecasts, based on the prior ratings success of five NFL nighttime broadcasts on CBS-TV since 1966. He said the five Monday games averaged a 38% share and more than 10.2-million homes per minute—with the last two games in 1968 and 1969 delivering shares of 41% and 39%, respectively.

Mr. Rozelle, however, is not necessarily aiming for jackpot audiences. "I would be satisfied to go by the industry yardstick of a 30 share," he said.

According to Herbert Granath, sports sales vice president for ABC-TV, the network achieved its sold-out condition because of "the tremendous anticipation and excitement engendered by the series." He said Monday-night football was sold at top dollar "by talking to decision makers at the client level."

The Monday-night advertisers on ABC-TV are Ford Motor; Philip Morris; Goodyear; Union Oil Co. of California; Humble Oil; National Association of Insurance Agents; Black and Decker Manufacturing; Firestone; Zenith; United Air Lines; Aurora Plastics; Schick; Champion Spark Plug; Hertz; Sears, Roebuck; Phillips Petroleum; Cluett, Peabody & Co.; Beecham Products, and Gold Seal Vineyards.

But the prime-time sales success apparently had its effect on ABC-TV's National Collegiate Athletic Association Saturday-afternoon football package. The network has sold only eight minutes out of a total of 18 in NCAA football, a sales pace of four minutes behind that of last year at this time. In selling out Monday night, Mr. Granath indicated that some of the "cream was skimmed off of the over-all football pot."

ABC-TV's difficulty with the NCAA package was no surprise to sources at CBS-TV and NBC-TV, which have difficulties aplenty of their own. These sources blame lagging sales on the newly consolidated NFL schedules and teams; additional blackout considerations and other structuring of the weekend professional packages, which slowed presentations to advertisers to a point well behind the availability of ABC-TV's Monday-night package, and a growing trend of advertisers in a tight economy to alter buying practices.

The network-sales sources say that many TV-sports advertisers simply are not buying as early this year as they bought a year ago. An NBC-TV spokesman notes: "They are just not committing money as fast in advance as they did in the past, and the fourth quarter of 1970 in these conditions is now considered a 'long-term' buy."

CBS-TV sales executives note that "last year we were out on the street with football as early as January, but this year we started the sales push as late as mid-April. And, of course, the [ABC] Monday-night package got many early buyers and the jump on us." But CBS-TV sources report an upsurge in recent advertiser interest in its games, attributable in part to the Monday-night sell-out.

National Conference games on CBS-TV are reported between 40% and 50% sold with Ford and American Airlines the major advertisers already signed, placing $5.5 million and $2.5 million, respectively. CBS-TV is offering three advertising packages at approximately the same prices as last year. The "red" package (at $50,000 a minute for 14 Sunday games, playoffs and the conference championship) is reported 75% sold; the "white" package (at $50,000 a minute for five Sunday games, two Saturday and a Thanksgiving contest) is 30% to 35% sold; the "blue" package (at $40,000 a minute for pre-season games) is 55% sold. Pre- and post-game telecast shows are judged to be in "good shape" (60% to 65% sold).

Chrysler, which has been a major underwriter for American Conference games on NBC-TV, has already signed-up for the fall. Several other advertisers have bought scattered minutes, network sources report. But aside from this, football sales at NBC-TV are coming in slow. Network officials note that ad-
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 3, 1970
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended May 3</th>
<th>Cume Jan.1-May 3</th>
<th>CBS Week ended May 3</th>
<th>Cume Jan.1-May 3</th>
<th>NBC Week ended May 3</th>
<th>Cume Jan.1-May 3</th>
<th>Total minutes week ended May 3</th>
<th>Total dollars week ended May 3</th>
<th>1970 total minutes</th>
<th>1970 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>$5,241.5</td>
<td>24,436.8</td>
<td>9,871.4</td>
<td>24,436.8</td>
<td>175</td>
<td>815</td>
<td>20,687.0</td>
<td>1,487.1</td>
<td>3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,850.5</td>
<td>22,226.8</td>
<td>30,219.1</td>
<td>67,419.1</td>
<td>120</td>
<td>360</td>
<td>5,403.4</td>
<td>61.1</td>
<td>2</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>693.1</td>
<td>20,580.7</td>
<td>57,209.8</td>
<td>67,209.8</td>
<td>70</td>
<td>210</td>
<td>6,891.9</td>
<td>73</td>
<td>2</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>198.0</td>
<td>21,373.5</td>
<td>37,223.6</td>
<td>43,423.6</td>
<td>56</td>
<td>168</td>
<td>5,403.4</td>
<td>42.4</td>
<td>2</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>216.0</td>
<td>21,590.5</td>
<td>57,409.8</td>
<td>67,409.8</td>
<td>72</td>
<td>216</td>
<td>61.1</td>
<td>2</td>
<td>$67,409.8</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>4,919.7</td>
<td>99,511.7</td>
<td>132,287.4</td>
<td>132,287.4</td>
<td>135</td>
<td>405</td>
<td>17,154.7</td>
<td>7,634</td>
<td>2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>545.7</td>
<td>3,348.0</td>
<td>622.9</td>
<td>6,433.7</td>
<td>688.6</td>
<td>11,966.7</td>
<td>1,857.2</td>
<td>1,876</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>$18,379.8</td>
<td>$163,947.6</td>
<td>$12,105.1</td>
<td>$246,642.3</td>
<td>$10,824.8</td>
<td>$211,151.4</td>
<td>2,029</td>
<td>$31,310.1</td>
<td>$32,687</td>
<td>$621,741.3</td>
</tr>
</tbody>
</table>

vertisers are buying for the short term in sports this year: positions in pre-season American Conference games, which start in August, are termed "nearly sold out." It's the sizeable gaps in regular-season sponsorship that hurt.

High hopes ahead for ABC-TV sales

Network executives see greater gains being made in prime time, daytime

ABC-TV will register a record year for prime-time sales in the current broadcast year that will end in September, Warren Boorom told network affiliates at a sales seminar in Los Angeles last week. The network should end up about 8% ahead in gross sales, which amounts to some $19 million, according to Mr. Boorom, vice president and national sales manager.

Looking ahead to the 1970-71 season, Mr. Boorom proclaimed ABC-TV to be "in fantastic shape." Mr. Boorom said the relative prime-time sales positions of the three networks at this time compared with last year are as follows:

Weekly Minutes

- **ABC**: 1970 - 1069, 1971 - 1082
- **NBC**: 1970 - 73, 1971 - 115

"We have sold 8% more minutes at an average increase in price of 18%," Mr. Boorom explained. "We fully expect the ABC-TV network and ABC-TV affiliates to outperform the economy as well as CBS and NBC." But the economy worries Mr. Boorom. "The economy really took the wind out of our sails" in the closing months of the 1969-70 season, he conceded.

In opening the seminar, James Shaw, vice president in charge of sales for the network, pointed out that ABC-TV's 1970-71 season sales are at a record level so far, running some 30% ahead of last year in the fourth quarter. George Newi, vice president for daytime sales, reported that the past business year was the most successful one in ABC history in Monday-to-Friday daytime periods. He said that the daytime economy over-all increased by only 8%, but that ABC-TV's share of this market increased 30%. The network's sales position in Monday-to-Friday daytime periods for the year ending March 1970, he reported, was 96% as compared with 81% for the previous year.

**ABC vows closer logging of its 'Hot Wheels'**

ABC was asked by the FCC last week to confirm that it will follow a practice of logging as commercial matter all audio references to the names of racing cars portrayed on *Hot Wheels*, a cartoon program carried on the network. "Hot Wheels" is also the name of miniature racing cars made by Mattel Inc., sponsor of the program.

In its letter to the network, the commission took occasion to emphasize to all networks and licensees its concern with possible "subordination of programming in the public interest to programing in the interest of salability."

"Selection of program matter which appears designed to promote the product of the sponsor will raise serious questions as to the licensee's purpose in selecting it," the commission added.

The commission advised ABC in February it felt stations carrying *Hot Wheels* should log parts of the program as commercial matter along with the formal spots (Broadcasting, Feb. 16).

The 57-second opening segment and later references in the program to "Hot Wheels" should be logged as commercial time, the commission advised ABC last week. The network had proposed in a letter to the commission that it would log "all or a portion" of the opening segment as well as subsequent references as commercial time.

**CBS-TV takes poll on changing breaks**

Reaction of affiliates sought on substituting 32s, 62s, in night times

Blueprint of a CBS-TV plan to get rid of most of 42-second prime-time station breaks, presented to the network's affiliates at their annual conference 10 days ago (Broadcasting, May 11), was mailed to them individually last week for their reaction.

Twelve 42-second breaks that are in the nighttime schedule now (and that would be in the fall schedule if the present break arrangement is continued), would be eliminated; some would be shortened to 32 seconds and the rest lengthened to 62 seconds, with no change in total weekly break time. The 42-second breaks at the end of 10-11 p.m. programs on all seven nights would be retained, as would one at the end of the 8:30-9 p.m. *Andy Griffith Show* on Fridays.

William B. Lodge, vice president for
affiliate relations, said in a letter accompanying the plan that it was one way to meet advertisers' "increased demand for 30's and 60's and a decreased demand for spots which make efficient use of 42-second breaks." But he made clear that the network wasn't lobbying for or against it.

Five 42-second breaks in the 7:30-11 p.m. EDT period would be expanded to 62 seconds and seven would be cut to 32 seconds. In addition, one 30-second break (at the beginning of 10-11 p.m. 60 Minute program on Tuesdays) would be eliminated.

Thus 100 seconds of break time would be added and 100 deleted, Mr. Lodge noted, for no change in the weekly total of 35 minutes 24 seconds of prime-time break time per week. CBS sources also reported that all periods would remain in full compliance with code limitations.

In terms of nightly net gain or loss, Monday, Friday and Saturday would show no change; Sunday, Wednesday and Thursday would gain 20 seconds each, but Tuesday would lose 60 seconds.

In terms of the 1970-71 schedule, breaks that would be expanded to 62's are the 42's now at the end of Hogan's Heroes on Sunday, Doris Day on Monday, Beverly Hillbillies on Wednesday, Family Affair on Thursday and Arnie on Saturday. Those that would be shortened to 32's are at the end of Lucy and Mayberry, both on Monday; To Rome, Mary Tyler Moore Show and Governor and J. J., on Tuesdays; and My Three Sons and Green Acres on Saturday.

Except for the elimination of the 30 at the start of 60 Minutes, other breaks would not be affected.

Mr. Lodge said CBS-TV had no reason to urge the change but would be willing to put it, "or some variation of it," into effect if most affiliates wanted it. He asked them to let him know before the end of May, to avoid the need to re-edit programs soon going into production—whether or not they favored such a change, didn't care one way or the other or preferred the present mix of 32's, 42's and 62's.

MBS affiliates seek test of ad-ban law

Advisory council asks other networks and NAB to join in cigarette fight

Still stinging at congressional action eliminating cigarette advertising from radio and television (Broadcasting, March 9 et seq.), Mutual Broadcasting System's Affiliates Advisory Council has asked the other networks and the National Association of Broadcasters to join in seeking an injunction against the law and a court test of its constitutionality.

The affiliates' council, representing the nearly 600 stations of the Mutual radio network, met last week in Las Vegas. Mutual officials did not indicate when any litigation would be filed. Victor Diehm, MBS president, said he would confer with the networks and NAB regarding the issue.

The MBS affiliates' council resolution charged the law, which bans broadcast advertising of cigarettes after Jan. 1, 1971, is discriminatory, in that "no law was passed to prevent cigarettes being advertised in magazines and newspapers, on billboards, or in movie theaters, or in any other way, and ... no law was passed or even suggested making it illegal to manufacture, sell or smoke cigarettes in this country."

The opinion expressed at the meetings was that NAB's voluntary phase-out plan, proposed in an attempt to avert the legislation, had collapsed. NAB's proposal would have ended the advertising Sept. 1, 1971.

It was reported at the time that NAB's voluntary proposal had little influence on the final result reported by the Senate Commerce Committee (Broadcasting, Nov. 10, 1969).

Vincent T. Wasilewski, NAB president, said cooperation in such a court action would be a matter for NAB board consideration at its June meeting.

MBS announced Mr. Diehm would hold a news conference at 10 a.m. Thursday (May 21) in Washington to give further details on the possible litigation concerning the cigarette ad ban. He is expected to have information on the extent of cooperation forthcoming. Mutual officials did not expect to discuss the matter with the other networks until this week.

The affiliates council also approved resolutions opposing the AT&T line rate increases set to go into effect July 1 and strongly objecting to the FCC's proposed new schedule of license fees.

Prudential to change agency to Ted Bates

The Prudential Insurance Co. of America, a long-time network TV advertiser, has picked Ted Bates, & Co., New York, to handle all of its advertising. Prudential currently spends $5.1 million annually on advertising, and in 1969 approximately $3 million of the total ad budget was spent in broadcasting.

The advertiser, which has never used spot TV, was for 10 years, dating back to 1956, sponsor of The Twentieth Century on CBS.

Prudential has not decided upon a new media mix, according to Henry Arnsdorf, vice president of public relations and advertising, but is awaiting Bates' recommendations. "We've got a big new agency and we're going to listen to them," said Mr. Arnsdorf.

The appointment becomes effective Sept. 1. Until then, the Prudential agency will be Reach, McClinton & Co., which has handled Prudential's advertising since 1957. Prudential, headquartered in Newark, underwent management reorganization recently.

In announcing the change, Mr. Arnsdorf said Prudential had reviewed a number of advertising agencies, but had been impressed with Bates' marketing organization and creative product, in addition to the personnel Bates proposed to assign to the account.
Reflecting an award-winning approach to keep a community aware

Any television station can report the news, but WHIO-TV involves its audience through the extraordinary efforts of its dedicated staff. And it shows.

In the 1969 Annual Photo Contest sponsored by the Ohio News Photographers Association, WHIO-TV walked off with more awards than any other single television station and was the only Dayton station to place in the competition.

WHIO-TV cameramen Bob Tamaska and Chuck Upthegrove received a total of 10 awards.

Tamaska was the big first place winner for spot news coverage, as well as a top finalist in the feature and sports categories. Upthegrove finished with a total of 7 awards in the spot news, general news, feature and sports divisions.

Bob and Chuck are representative of the people who are WHIO-TV. Just as WHIO-TV is representative of the people who are the Dayton community.

A reflection of Dayton
WHIO Television

COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland

BROADCASTING, May 18, 1970
Another Hill assault on ads?

Moss wants FTC guidelines to 'help' advertisers avoid drug-abuse themes

Senator Frank E. Moss (D-Utah) last week introduced a joint resolution that would direct the Federal Trade Commission to study possible connections between advertising and the growing problem of drug abuse.

The Moss proposal (S. J. 200) would have the FTC conduct research in cooperation with the National Institute of Mental Health and the advertising industry. Ultimately, the FTC would be asked “to formulate guidelines designed to help advertisers avoid themes and techniques which contribute to or promote drug abuse.”

In introducing the resolution, Senator Moss commented that “the drug culture finds its fullest flowering in the portrait of American society which can be pieced together out of the hundreds of thousands of advertisements and commercials. It is advertising which mounts...the message that pills turn rain to sunshine, gloom to joy, depression to euphoria, solve problems and dispel doubt. Not just pills; cigarettes and cigar ads; soft drinks, coffee, tea and beer ads—all portray the key to happiness as things to swallow, inhale, chew, drink and eat.”

The senator, who led the successful fight to pass legislation banning cigarette advertising from radio and television, noted that the anticigarette drive did not really begin until after the surgeon general’s report linking smoking and lung cancer. “Similarly,” he said, “the time is now ripe for exhaustive study and comprehensive analysis of the impact of specific advertising themes and techniques upon the attitudes and behavior of the potential victims of drug abuse.”

Senator Moss said his resolution “does not contemplate that it will be necessary to impose any additional regulatory burdens upon advertising content. It is based instead upon the belief that the advertising industry, as much as families and communities afflicted by the spread of drugs, need and will welcome a clear understanding of the dangerous, though unintended, by-products of certain forms of advertising, and will welcome guidelines which will enable them to avoid this tragic effect.”

The resolution will be referred to the Senate Subcommittee on the Consumer, of which Senator Moss is chairman.

Big TV advertisers to fund NET programs

Appropriations for specific programs on noncommercial television through National Educational Television have been announced by two major TV advertisers.

Xerox Corp., Rochester, N.Y., is spending approximately $750,000 to bring Civilisation, a series of 13 one-hour programs produced by the BBC, to a national TV audience on noncommercial stations and a one-hour program of highlights of the series on a commercial TV network.

Xerox’s commitment includes a grant of $300,000 to National Educational Television so that the programs, which focus on the “great ideas and events of Western history” through paintings, architecture, sculpture and music, may be carried on approximately 180 stations affiliated with NET. The series will start this fall and be repeated in the fall of 1971, with stations permitted to carry the presentations twice a week.

The remaining $450,000 will be spent to place and promote a one-hour preview version of the series on a commercial network this fall. David Curtin, vice president, communications, Xerox Corp., told a news conference in New York last Thursday (May 14) that a

network has not been selected, but the preview program will promote the beginning of the series on NET, although there may also be one commercial product for Xerox. If commercial network time is not available, he said, Xerox will place the highlights program on a national-spot basis through its agency, Needham, Harper & Steers, New York.

Earlier in the week, General Telephone & Electronics Corp. and NET announced in New York that a special one-hour NET documentary film commemorating Helen Hayes’s 65 years in the American theater will be shown on the 180 NET-affiliated stations on Oct. 12. General Telephone’s grant, it was learned, comes to about $75,000, exclusive of money for promotion.

Spot campaign planned to change name, image

The Schiff Shoe Store chain is in for a new look and a new name, backed up by a multimillion-dollar advertising and sales promotion campaign that will include extensive use of radio and TV.

The parent, SSCO Industries Inc., Columbus, Ohio, announced last week it plans to spend over $6 million to give its nearly 300 Schiff stores a new image. The name of the Schiff stores—most of them east of the Rocky Mountains—will be changed to Gallenkamp to match the approximately 160 retail footwear outlets west of the Rockies and new stores in the East that already bear the Gallenkamp name.

William Taylor, marketing vice president of the retail footwear group, said the multi-million dollar campaign would boost the stores’ over-all advertising effort to roughly three times the normal level. The initial changeover effort will be concentrated this month in Central Ohio, where nearly 500 radio and TV spots will carry the change announcement.

Similar intensive schedules are planned for Kentucky, South Florida and a half dozen other key markets in the next 12 months.

Agency for the company’s footwear operations is Byer & Bowman, Columbus.

Rep appointments:

* WTOP-TV Meridian, Miss.: Avery-Knodel, New York.

Network TV time and program billing estimates (add $000)

<table>
<thead>
<tr>
<th>Network TV time and program billing estimates (add $000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1969</td>
</tr>
<tr>
<td>Daytime</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
</tr>
<tr>
<td>Nighttime</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>April 1969</th>
<th>April 1970</th>
<th>% change</th>
<th>Jan.-April 1969</th>
<th>Jan.-April 1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$36,956.2</td>
<td>$71,434.8</td>
<td>+91.8</td>
<td>$55,794.1</td>
<td>$164,185.1</td>
<td>+195.1</td>
</tr>
<tr>
<td>CBS</td>
<td>39,679.4</td>
<td>57,082.8</td>
<td>+44.5</td>
<td>58,495.4</td>
<td>145,351.6</td>
<td>+150.6</td>
</tr>
<tr>
<td>NBC</td>
<td>45,560.8</td>
<td>61,324.9</td>
<td>+37.9</td>
<td>53,587.8</td>
<td>160,473.5</td>
<td>+152.1</td>
</tr>
<tr>
<td>Total</td>
<td>137,196.8</td>
<td>241,514.8</td>
<td>+79.3</td>
<td>264,937.3</td>
<td>530,032.6</td>
<td>+100.1</td>
</tr>
</tbody>
</table>

| Revised Source: Broadcast Advertisers Reports. |

30 (BROADCAST ADVERTISING) BROADCASTING, May 18, 1970
How to turn a dry well into a $6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing.

Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn’t find oil. But it’s nice to know someone got some good out of our search for oil.

Because we’ve learned, as we go about our business of making good products and a fair profit, 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.
ABC-TV says it's headed toward top

Affiliates voice approval for signs of progress in prime-time ratings, new shows, higher season sales

The trend seems to be dramatically up at ABC-TV in its relationship with station affiliates. Throughout the two-and-a-half days of meetings last week at the Century Plaza hotel in Los Angeles (May 11-13), the aim was to convince affiliates that ABC-TV is going places, with momentum running in its favor. And a sampling of affiliate reaction gave strong evidence that station executives do believe the network has made progress and is now rolling in pace with the dynamics of the time.

"It's the best, most impressive ABC affiliates meeting I've attended," said William A. Bates, president, KRCG-TV Jefferson City, Mo. "Beyond the cliches and the optimistic talk," said Kenneth H. James, vice president and general manager, KETV(r) Omaha, Neb.-Council Bluffs, Iowa, "the affiliates genuinely feel that we have taken the play away from the other networks." Added Mal Kasanoff, vice president and general manager, KBMT-TV Harlingen, Tex.: "Sure the affiliates are feeling good. The network has good product. For the first time that I can remember there's nothing to be ashamed of. And the rating books are good."

Most sweeping of all was the summation statement of George A. Koehler, chairman of the board of governors of the ABC-TV Affiliates Association. Mr. Koehler said: "Seldom has the tone been set better than at this session."

The reception to the new program schedule was tremendously enthusiastic. I'm looking forward to the best and strongest fall ever seen at this network."

Even the friction generated at the closed sessions, when the affiliates harangued the network on ABC's conciliatory position towards the FCC prime-time rule (see page 53), apparently failed to ignite widespread illfeelings.

"Sometimes passion speaks more quickly than reason," explained Mr. Koehler. And for all the fuss, Mr. Koehler claimed that affiliate reaction to ABC's prime-time rule stance amounted to no more than "a mole on a giant's eye."

Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV, set the tone in citing the current state of the network at the opening session of the 1970 affiliates' meeting. "This network [is moving] right to the top," Mr. Pierce claimed. And planning is the key element. Planning at ABC-TV these days means "setting ambitious but achievable goals and then acting decisively to accomplish them."

Mr. Pierce didn't hesitate to cite the results of such an attitude. ABC has been carried forward "a measurable distance" over the last two years, he said. "We have made progress."

Further indications of ABC-TV's new attitudes was displayed by James E. Duffy, president of the television network. ABC used to be known for its defensive posture, but in an emphatic keynote address to the convention, Mr. Duffy challenged critics who have maligned television.

"I am angry," he said, "angry that a medium which gives so much to so many is so misrepresented by an all-too-vocal minority. Angry that a medium which provides such a stunning variety of ideas and emotions is put on the line and told 'defend yourself.'"

Mr. Duffy continued: "Angry that those who talk longest and loudest about what television lacks are those who use it so much and obviously know it so little." Mr. Duffy particularly cited criticism from two directions—magazines and advertisers. "We have nothing to be ashamed of," Mr. Duffy said, "nothing to be defensive or apologetic about simply because we're a giant."

Much of what television does falls short of excellence, Mr. Duffy admitted. This takes courage to say, he indicated, but "it takes even more courage to say, not arrogantly, not boastfully but somehow prudently, that there is much excellence in you," he told affiliates.

In his remarks, Mr. Duffy emphasized three R's that are leading ABC-TV to the vanguard of the industry—responsible, reality and relevance. He also added a fourth R to the group—re-evaluation. "... Unless we re-evaluate, continually and together," he emphasized, "not only are we going to fail to serve, we're going to fail to survive."

The tone was similar in Martin Starger's speech to affiliates. Mr. Starger, vice president in charge of programing for ABC-TV, challenged the creative community in Hollywood to produce new ideas and forms for programing. He left no doubts that ABC-TV is not afraid of new ideas and new forms. "I assure you," he said, "ABC will welcome" progressive thinking. He challenged the creative community "to aim for nothing but excellence in television programs." Mr. Starger promised: "They will have a cooperative and like-minded partner in
ABC’s new outlook on research

Network wants to study emotional make-up of those watching TV, through ‘psycholgraphics’

A massive research project—one that would provide deeper knowledge about an audience’s state of mind—was dangled before the television industry by ABC last week.

James E. Duffy, president of ABC-TV, indicated that the demographic barometers of age, income and educational background of the last several years need to be supplanted in the coming decade by the “psycholgraphics” of finding out what kind of people are watching television, what are their fears, aspirations and desires. Speaking before the annual meeting of network affiliates in Los Angeles, Mr. Duffy promised that ABC would take the initiative in providing such sophisticated information for the industry. “Conversations,” he said, have been held with “others.” He did not elaborate on who the “others” are, but, again, he assured that “if necessary” ABC “will go it alone” in seeing that the study would be carried out.

“It’s going to cost money—lots of it,” Mr. Duffy cautioned affiliates. “Its going to meet with resistance—lots of that, too. A great many people in this industry are fearful of such an undertaking,” he asserted. “Perhaps our circulation isn’t all we’d thought—perhaps our impact isn’t quite what we’ve espoused. Perhaps it’s even greater than any of us has imagined. But it’s a study that’s needed—and needed now. Whatever it shows.

“And not just to sell,” Mr. Duffy emphasized. “But to program; even more, to begin programing today for tomorrow.”

After Mr. Duffy’s speech, Marvin Antonowsky, vice president-research services for ABC-TV and the man who generated the idea for the psycholgraphics survey, told Broadcasting that the network’s conversations with “others” so far have been limited to research people at NBC and CBS, as well as such industry organizations as the Television Bureau of Advertising and the National Association of Broadcasters. Mr. Antonowsky explained that what ABC is seeking is “research far more effective than what we have now.” He claimed that much of today’s research is inconclusive and insensitive.

There have been no industry studies in recent years, he noted. That reaffirm television as an effective sales medium. Demographics are quantitative measurements, and what’s needed is a qualitative study that shows what happens in the
market place. He indicated that the kind of study ABC is projecting would have the direction of Life Magazine's recent recall study or General Foods' TV magazine-media mix test.

In prepared remarks to the affiliates' meeting, Mr. Antonowsky refuted reports of declining prime-time TV audiences. He took potshots at the American Research Bureau and at the annual television-programming forecast made by Herb Jacobs, head of TV Stations Inc.

Mr. Antonowsky charged that ARB, whose reports on declines in homes using TV have been widely denounced, suffers from "a real credibility gap." Of the forecasts of Mr. Jacobs, who recently predicted that a number of individual ABC-TV nighttime programs will fall in their time periods (Broadcasting, April 13), Mr. Antonowsky said that ABC made its own analysis of Mr. Jacobs's past performance. This analysis, Mr. Antonowsky said, indicated that the Jacobs forecast for ABC-TV's new shows last fall was off by an average of 25%, with half of his predictions off by six share points or an average error of 39%.

Mr. Antonowsky also reported on a range of new ABC-TV network-research activities including directional research to find out how an audience will visualize specific characters in a program series, and how it sees the storyline developing; testing of alternative titles for a new series in terms of their ability to get viewers to tune in; an advertising-concept testing plan to help find the most effective promotional approach for advertising network programs, and a recently undertaken assessment of the actual effect on children of various types of TV "violence" under close to laboratory conditions.

Metromedia offers U as gift to Bay group

Metromedia Inc. announced last Friday (May 15) it has offered to donate its channel 32 facility in San Francisco—KNEW-TV—to Bay Area Educational Television Association, operator of non-commercial KQED(TV) (ch. 9) in that city.

The gift, which is subject to FCC approval and to execution of a formal contract between the two parties, is valued at about $900,000, according to one source close to the industry. The contribution of the station has been approved in principle by the boards of directors of Metromedia and Bay Area Educational Television.

In announcing the offer, Metromedia board chairman John Kluge said that in evaluating KNEW-TV's long-range prospects, Metromedia felt the station "could better and more rapidly benefit the public if it were operated as a second channel by Bay Area Educational Television, which has been in need of expanded technical facilities for some time." He said that Bay Area "will now be able to reach a larger audience with its meaningful programing. . . ."

However, Mr. Kluge added, the donation should not be mistaken as Metromedia's departure from broadcasting in that area. He said Metromedia is "deeply committed" with KNEW(AM) Oakland and KSAN(FM) San Francisco. Richard O. Moore, president of Bay Area Educational Television, said, "We look forward to making channel 32 an important and unique complement to channel 9 and to KQED(FM) in providing needed and expanded informational and educational programing. . . ."

Starr stations acquire a publishing company


Arlington House publishes and sells books and distributes phonograph records through a number of affiliates. Included in the operations of Computer Applications are commercial and scientific programing, facilities management, market research and graphic arts.

Station operated by Starr Broadcasting are KZON(AM) and KOWH-FM Omaha; KSD(AM) Sioux Falls, S. D.; KDL(AM) Fairway and KCJF-FM Mer- riam, both with Kansas, WBAY(AM) New Orleans; KVOE(AM) Houston; WLOK(AM) Memphis, and KKL(AM) North Little Rock, Ark. Starr is owned by William F. Buckley and Peter H. Starr.

Outstanding Values in Radio-TV Properties

**SOUTHEAST $250,000**

Original station, full-timer, in progressive community of 25,000 population—49,000 in 2-county market. Sixty million dollars annual retail sales in home county. Excellent facility, including real estate and building built at original cost of $60,000. Terms available.

**SOUTHEAST $200,000**

AM-FM in market of over 30,000 population. New building and real estate in combination operation. Terms of 29% down and balance over 10 years.

Contact Cliff or Bob Marshall in our Atlanta office.

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS**

**WASHINGTON, D.C. • CHICAGO**

James W. Blackburn
Jack V. Harvey
Joseph M. Stitnick
Frank Nowaczyk
1725 K St. N.W.
233-9270

**ATLANTA**

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1855 Peachtree Rd. N.E.
872-5628

**BEVERLEY HILLS**

Colin M. Selph
Roy Rowan
Bank of America Bldg.
945 Wilshire Blvd.
274-8151

**SOUTHEAST**

34 (THE MEDIA) BROADCASTING, May 18, 1970
Two Lubbock stations lose towers in tornado

Broadcasters were among the more fortunate people in Lubbock, Tex., when a devastating tornado swept through that western Texas city last week. Although all of the five television and 11 radio stations were off the air for various periods because of widespread power failures, only two suffered extensive damage to towers that were located in the hardest-hit area.

Most severely hit was KBFM(FM) which lost its tower from atop the Great Plains Building. The studios of its associated KLLI(AM) in the building were damaged, according to reports, but it was able to return to the air using its AM tower in another part of the city and a mobile unit.

KSEL-AM-FM-TV lost two AM towers in the tornado area but its studios for radio and television are in another building in another part of the city with the TV tower, and were not damaged. R. B. McAllister, owner, reported the radio station expected to be back on the air with an emergency tower, at reduced power, last Thursday (May 14). It was reported that the first station back on the air, after the storm cut power supplies, was KFYQ(AM), the Emergency Broadcast System station. KFYQ was able to switch on an emergency generator and was on the air through the night using makeshift studios set up in Lubbock's city hall.

Late last week communications with the city were difficult and officials of the FCC's Broadcast Facilities Division reported they had no other reports on the broadcasting situation in Lubbock.

House okays FCC money bill

The House last week approved an independent-offices appropriations bill that includes $24,725,000 for the FCC. This is the same amount voted out the preceding week by the House Appropriations Committee (Broadcasting, May 11), and nearly matches the $24.9 million proposed by the administration.

Hearings on the bill will be held this week by the Senate Appropriations Subcommittee on Independent Offices.

Another for ABC

ABC Radio has signed KORL(AM) Honolulu, making that station an affiliate of the American Entertainment Radio network, ABC's first in Hawaii. KORL, which broadcasts middle-of-the-road music, operates full-time with 10 kw at 650 kc. The station conducted tests of the ABC service till May 1. AER network now provides service to 300 outlets.

Let The Professionals Do It!

Because of twenty-two years of experience, because we maintain coast-to-coast offices, because we find buyers when others fail, the brokers of Hamilton-Landis are the recognized "pros" in the broadcast industry.

So, if you have thoughts of selling or need an appraisal of your facility, give us a call.

Our awareness of values and our merchandising approach have paid off for others and it will for you.

Hamilton-Landis
AND ASSOCIATES, INC.
Brokers of Radio, TV & Newspaper Properties
Appraisals and Financing
AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036
202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

BROADCASTING, May 18, 1970
ARB shows where the TV homes are

Findings of new sweep: big rise in color homes, slight rise in multisets, gains in UHF tuners

Color-TV households increased last year by about 5 million for an estimated total of 25,320,200. That's a 24.7% rise over a comparable period a year ago and it marks the third consecutive year color-TV homes have increased, according to Television U.S.A., a booklet issued last week by the American Research Bureau, Beltsville, Md.

ARB also reported that during the same period (February/March 1969 to February/March 1970) total TV homes rose by 1,859,400 for an estimated 59,381,700 households. UHF penetration was up. But ARB said that multiset households rose only by 1%. An additional 1,082,400 homes with two or more TV sets were registered, for a total 21,995,900.

The estimates were based on data received in the ARB February/March 1970 TV sweep and were reported for each unduplicated market Area of Dominant Influence. The ADI is an ARB-designated area in which the home-market stations receive the preponderant share of viewing hours. ARB also reported color, multiset and UHF estimates for 21 home counties or markets which have no defined ADI's. And it reported UHF estimates for metro areas as well as ADI's for all markets in which the data was available.

Forty-three percent of total TV households now have color sets, ARB reported, compared with 35% a year ago. Twenty-three percent have over a 50% color-penetration rate; 99 market have 40% or more penetration.

Three metro areas—South Bend-Elkhart, Ind., Hartford, Conn., and Lexington, Ky.—have an estimated 100% UHF penetration; 12 other areas, 98% to 99%. ARB reported that 12 metro areas served only by UHF stations had estimated penetration rates ranging from 95% to 100%. But comparable UHF service in different markets did not yield comparable penetration figures. For example, Meridian, Miss., with one VHF and one UHF had only 60% UHF penetration. Fort Myers, Fla., on the other hand, with comparable local service, is reported as having 97% penetration.

The ARB estimates in Television U.S.A. are detailed below:

<table>
<thead>
<tr>
<th>Market Name</th>
<th>Total TV Households in ADI</th>
<th>Color: Projected TV Households</th>
<th>Color: Per cent</th>
<th>Multi-set: Projected TV Households</th>
<th>Multi-set: Per cent</th>
<th>UHF: Projected TV Households</th>
<th>UHF: Per cent</th>
<th>Metro Ownership UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abilene-Sweetwater, Tex.</td>
<td>111,300</td>
<td>50,100</td>
<td>45</td>
<td>31,600</td>
<td>28</td>
<td>18,600</td>
<td>16</td>
<td>9,500</td>
</tr>
<tr>
<td>Albany, Ga.</td>
<td>71,100</td>
<td>27,600</td>
<td>39</td>
<td>21,700</td>
<td>31</td>
<td>10,400</td>
<td>14</td>
<td>7,000</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>396,400</td>
<td>157,200</td>
<td>40</td>
<td>155,000</td>
<td>39</td>
<td>12,800</td>
<td>11</td>
<td>9,600</td>
</tr>
<tr>
<td>Albuquerque, N.M.</td>
<td>181,500</td>
<td>72,100</td>
<td>40</td>
<td>52,800</td>
<td>29</td>
<td>18,700</td>
<td>10</td>
<td>12,600</td>
</tr>
<tr>
<td>Alexandria, La.</td>
<td>51,100</td>
<td>14,600</td>
<td>29</td>
<td>12,700</td>
<td>25</td>
<td>10,400</td>
<td>12</td>
<td>7,000</td>
</tr>
<tr>
<td>Alexandria, Minn.</td>
<td>70,100</td>
<td>22,000</td>
<td>31</td>
<td>10,200</td>
<td>15</td>
<td>8,800</td>
<td>12</td>
<td>5,700</td>
</tr>
<tr>
<td>Amarillo, Tex.</td>
<td>153,100</td>
<td>83,500</td>
<td>55</td>
<td>48,400</td>
<td>32</td>
<td>14,800</td>
<td>9</td>
<td>9,800</td>
</tr>
<tr>
<td>Ardmore-Ada, Okla.</td>
<td>42,500</td>
<td>11,100</td>
<td>26</td>
<td>5,600</td>
<td>13</td>
<td>2,300</td>
<td>5</td>
<td>1,400</td>
</tr>
<tr>
<td>*Atlanta</td>
<td>645,100</td>
<td>281,200</td>
<td>44</td>
<td>231,400</td>
<td>36</td>
<td>469,500</td>
<td>73</td>
<td>313,300</td>
</tr>
<tr>
<td>Augusta, Ga.</td>
<td>138,000</td>
<td>56,100</td>
<td>41</td>
<td>52,600</td>
<td>38</td>
<td>92,700</td>
<td>67</td>
<td>58,300</td>
</tr>
<tr>
<td>*Austin, Tex.</td>
<td>103,200</td>
<td>43,500</td>
<td>42</td>
<td>30,400</td>
<td>29</td>
<td>92,700</td>
<td>90</td>
<td>71,700</td>
</tr>
<tr>
<td>*Bakersfield, Calif.</td>
<td>86,500</td>
<td>40,400</td>
<td>47</td>
<td>25,600</td>
<td>30</td>
<td>84,100</td>
<td>97</td>
<td>84,100</td>
</tr>
<tr>
<td>*Baltimore</td>
<td>654,600</td>
<td>252,800</td>
<td>39</td>
<td>349,800</td>
<td>53</td>
<td>522,800</td>
<td>80</td>
<td>472,400</td>
</tr>
<tr>
<td>Bangor, Me.</td>
<td>76,900</td>
<td>26,900</td>
<td>35</td>
<td>16,400</td>
<td>21</td>
<td>76,900</td>
<td>21</td>
<td>76,900</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>142,800</td>
<td>67,700</td>
<td>47</td>
<td>45,900</td>
<td>32</td>
<td>142,800</td>
<td>100</td>
<td>142,800</td>
</tr>
<tr>
<td>Beaumont-Port Arthur, Tex.</td>
<td>128,400</td>
<td>63,500</td>
<td>49</td>
<td>40,100</td>
<td>31</td>
<td>128,400</td>
<td>100</td>
<td>128,400</td>
</tr>
<tr>
<td>Bellingham, Wash.</td>
<td>22,800</td>
<td>7,400</td>
<td>32</td>
<td>5,700</td>
<td>25</td>
<td>22,800</td>
<td>100</td>
<td>22,800</td>
</tr>
<tr>
<td>Billings, Mont.</td>
<td>58,900</td>
<td>23,700</td>
<td>40</td>
<td>13,600</td>
<td>23</td>
<td>58,900</td>
<td>100</td>
<td>58,900</td>
</tr>
<tr>
<td>Biloxi-Gulfport-Pascagoula, Miss.</td>
<td>40,100</td>
<td>17,700</td>
<td>44</td>
<td>12,500</td>
<td>31</td>
<td>40,100</td>
<td>100</td>
<td>40,100</td>
</tr>
<tr>
<td>*Binghamton, N.Y.</td>
<td>135,500</td>
<td>49,200</td>
<td>36</td>
<td>44,500</td>
<td>33</td>
<td>122,700</td>
<td>90</td>
<td>86,700</td>
</tr>
<tr>
<td>*Birmingham, Ala.</td>
<td>428,400</td>
<td>166,000</td>
<td>39</td>
<td>134,000</td>
<td>31</td>
<td>321,000</td>
<td>75</td>
<td>190,900</td>
</tr>
<tr>
<td>Bluefield, W.Va.</td>
<td>51,800</td>
<td>16,400</td>
<td>32</td>
<td>13,800</td>
<td>27</td>
<td>51,800</td>
<td>100</td>
<td>51,800</td>
</tr>
<tr>
<td>Boise, Idaho</td>
<td>87,800</td>
<td>35,300</td>
<td>40</td>
<td>17,500</td>
<td>20</td>
<td>87,800</td>
<td>100</td>
<td>87,800</td>
</tr>
<tr>
<td>*Boston</td>
<td>1,451,600</td>
<td>588,500</td>
<td>38</td>
<td>577,900</td>
<td>40</td>
<td>1,029,200</td>
<td>71</td>
<td>691,800</td>
</tr>
<tr>
<td>Bristol-Kingsport-Johnson City, Tenn.</td>
<td>166,600</td>
<td>57,700</td>
<td>35</td>
<td>48,800</td>
<td>29</td>
<td>98,600</td>
<td>59</td>
<td>58,400</td>
</tr>
</tbody>
</table>
This year’s Emmy for outstanding community programming has been given to KNBC, Los Angeles, for “The Slow Guillotine.”

A study of air pollution, two years in development, this special program was written and produced by Don Widener and narrated by Jack Lemmon.

We’re grateful to the National Academy of Television Arts and Sciences for this 1969-70 Station Award (Emmy’s formal name).

But we are also aware that “The Slow Guillotine” was but one among hundreds of entries. And when so many worthwhile programs are prepared by television stations around the country seeking to inform viewers about their communities, somebody may take home an Emmy... but everybody gains.


New York WNBC-TV / Washington, DC WRC-TV / Cleveland WKYC-TV / Chicago WMAQ-TV / Los Angeles KNBC

BROADCASTING, May 18, 1970
<table>
<thead>
<tr>
<th>Market Name</th>
<th>Total TV Households in ADI</th>
<th>ADI Ownership</th>
<th>Metro Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Color</td>
<td>Multi-set</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Projected TV Households</td>
<td>Projected TV Households</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Projected TV Households Per cent</td>
<td>Projected TV Households Per cent</td>
</tr>
<tr>
<td>Buffalo</td>
<td>560,300</td>
<td>225,200 40</td>
<td>225,200 40</td>
</tr>
<tr>
<td>Burlington, Vt.-Plattsburgh, N.Y.</td>
<td>129,000</td>
<td>19,100 30</td>
<td>37,500 29</td>
</tr>
<tr>
<td>Butte, Mont.</td>
<td>37,500</td>
<td>14,800 40</td>
<td>8,600 23</td>
</tr>
<tr>
<td>Casper-Riverton, Wyo.</td>
<td>43,300</td>
<td>17,300 40</td>
<td>10,200 24</td>
</tr>
<tr>
<td>Cedar Rapids-Waterloo, Iowa</td>
<td>236,200</td>
<td>94,800 40</td>
<td>58,500 25</td>
</tr>
<tr>
<td>Champaign-Decatur-Springfield, Ill.</td>
<td>240,400</td>
<td>108,300 45</td>
<td>69,200 29</td>
</tr>
<tr>
<td>Champaign Metro</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decatur-Springfield Metro</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>125,000</td>
<td>52,800 42</td>
<td>48,900 39</td>
</tr>
<tr>
<td>Charleston-Huntington, W.Va.</td>
<td>427,100</td>
<td>146,000 34</td>
<td>115,200 27</td>
</tr>
<tr>
<td>Charlotte, N.C.</td>
<td>393,500</td>
<td>149,900 38</td>
<td>126,100 32</td>
</tr>
<tr>
<td>Chattanooga, Tenn.</td>
<td>203,700</td>
<td>76,700 38</td>
<td>66,100 23</td>
</tr>
<tr>
<td>Cheyenne, Wyo.</td>
<td>62,400</td>
<td>23,700 38</td>
<td>14,600 23</td>
</tr>
<tr>
<td>Chicago</td>
<td>2,494,000</td>
<td>1,042,500 42</td>
<td>1,193,100 48</td>
</tr>
<tr>
<td>Chico-Redding, Calif.</td>
<td>91,100</td>
<td>39,400 43</td>
<td>22,800 25</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>572,300</td>
<td>277,700 49</td>
<td>270,800 47</td>
</tr>
<tr>
<td>Clarksburg-Weston, W.Va.</td>
<td>68,500</td>
<td>24,800 36</td>
<td>18,200 27</td>
</tr>
<tr>
<td>Cleveland</td>
<td>1,181,100</td>
<td>556,400 47</td>
<td>508,300 43</td>
</tr>
<tr>
<td>Colorado Springs-Pueblo, Colo.</td>
<td>130,400</td>
<td>61,700 47</td>
<td>48,900 38</td>
</tr>
<tr>
<td>Columbia, S.C.</td>
<td>132,800</td>
<td>54,500 41</td>
<td>53,900 41</td>
</tr>
<tr>
<td>Columbia-Jefferson City, Mo.</td>
<td>110,600</td>
<td>35,500 32</td>
<td>19,200 17</td>
</tr>
<tr>
<td>Columbus, Ga.</td>
<td>135,100</td>
<td>37,800 28</td>
<td>34,500 26</td>
</tr>
<tr>
<td>Columbus, Miss.</td>
<td>47,700</td>
<td>14,700 31</td>
<td>10,600 22</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>446,200</td>
<td>262,100 59</td>
<td>214,200 48</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>116,800</td>
<td>51,400 44</td>
<td>35,300 30</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>826,800</td>
<td>416,200 51</td>
<td>334,600 41</td>
</tr>
<tr>
<td>Davenport, Iowa-Rock Island-Moline Ill. (Quad City)</td>
<td>257,700</td>
<td>118,700 46</td>
<td>81,500 32</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>374,000</td>
<td>182,100 49</td>
<td>146,700 39</td>
</tr>
<tr>
<td>Denver</td>
<td>445,700</td>
<td>223,300 50</td>
<td>170,200 38</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>256,500</td>
<td>94,400 37</td>
<td>62,900 25</td>
</tr>
<tr>
<td>Detroit</td>
<td>1,388,300</td>
<td>622,200 45</td>
<td>675,400 49</td>
</tr>
<tr>
<td>Dothan, Ala.</td>
<td>60,400</td>
<td>22,200 37</td>
<td>13,000 22</td>
</tr>
<tr>
<td>Duluth, Minn.-Superior, Wis.</td>
<td>150,400</td>
<td>61,800 41</td>
<td>45,500 30</td>
</tr>
<tr>
<td>El Paso, Tex.</td>
<td>134,200</td>
<td>58,900 44</td>
<td>54,800 41</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>98,900</td>
<td>40,700 41</td>
<td>40,100 41</td>
</tr>
<tr>
<td>Eugene, Ore.</td>
<td>100,700</td>
<td>41,600 41</td>
<td>25,800 26</td>
</tr>
<tr>
<td>Eureka, Calif.</td>
<td>42,100</td>
<td>18,900 45</td>
<td>11,800 28</td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>152,700</td>
<td>65,200 43</td>
<td>51,000 33</td>
</tr>
<tr>
<td>Fargo, N.D.</td>
<td>150,200</td>
<td>56,200 37</td>
<td>33,100 22</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay, Mich.</td>
<td>314,200</td>
<td>161,900 52</td>
<td>110,600 35</td>
</tr>
<tr>
<td>Florence, S.C.</td>
<td>71,100</td>
<td>22,500 32</td>
<td>19,900 28</td>
</tr>
<tr>
<td>Ft. Myers, Fla.</td>
<td>29,300</td>
<td>15,200 52</td>
<td>10,500 36</td>
</tr>
<tr>
<td>Ft. Smith, Ark.</td>
<td>92,000</td>
<td>17,100 33</td>
<td>11,400 22</td>
</tr>
<tr>
<td>Ft. Wayne, Ind.</td>
<td>153,700</td>
<td>81,300 53</td>
<td>51,700 34</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>244,700</td>
<td>130,400 53</td>
<td>69,800 29</td>
</tr>
<tr>
<td>Market Name</td>
<td>Total TV Households in ADI</td>
<td>Projected Color TV Households</td>
<td>Projected Multi-set TV Households</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>-----------------------------</td>
<td>-------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Glendive, Mont.</td>
<td>4,100</td>
<td>1,700</td>
<td>600</td>
</tr>
<tr>
<td>Grand Junction, Colo.</td>
<td>31,500</td>
<td>10,800</td>
<td>5,600</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>400,600</td>
<td>179,000</td>
<td>141,600</td>
</tr>
<tr>
<td>Great Falls, Mont.</td>
<td>50,300</td>
<td>23,100</td>
<td>13,100</td>
</tr>
<tr>
<td>Green Bay, Wis.</td>
<td>226,900</td>
<td>109,700</td>
<td>77,000</td>
</tr>
<tr>
<td>Greensboro-Winston Salem-High Point, N.C.</td>
<td>328,300</td>
<td>122,300</td>
<td>95,700</td>
</tr>
<tr>
<td>*Greenville-Spartanburg, S.C.-Asheville, N.C.</td>
<td>382,200</td>
<td>146,300</td>
<td>95,900</td>
</tr>
<tr>
<td>Greenwood, Miss.</td>
<td>35,800</td>
<td>14,000</td>
<td>8,000</td>
</tr>
<tr>
<td>Harrisburg-York-Lancaster-Lebanon, Pa.</td>
<td>338,300</td>
<td>163,800</td>
<td>118,100</td>
</tr>
<tr>
<td>Harrisonburg, Va.</td>
<td>20,900</td>
<td>5,600</td>
<td>4,800</td>
</tr>
<tr>
<td>Hartford-New Haven, Conn.</td>
<td>565,000</td>
<td>226,200</td>
<td>218,700</td>
</tr>
<tr>
<td>Hartford Metro</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>New Haven Metro</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Helena, Mont.</td>
<td>9,200</td>
<td>4,700</td>
<td>2,000</td>
</tr>
<tr>
<td>Honolulu</td>
<td>174,300</td>
<td>79,500</td>
<td>56,100</td>
</tr>
<tr>
<td>*Houston</td>
<td>658,600</td>
<td>317,100</td>
<td>267,200</td>
</tr>
<tr>
<td>*Huntsville-Decatur-Florence, Ala.</td>
<td>129,600</td>
<td>57,600</td>
<td>43,000</td>
</tr>
<tr>
<td>Idaho Falls-Pocatello, Idaho</td>
<td>57,800</td>
<td>27,300</td>
<td>11,100</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>616,100</td>
<td>305,000</td>
<td>222,400</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>229,200</td>
<td>90,300</td>
<td>64,700</td>
</tr>
<tr>
<td>Jackson, Tenn.</td>
<td>4,800</td>
<td>1,100</td>
<td>700</td>
</tr>
<tr>
<td>*Jacksonville, Fla.</td>
<td>271,700</td>
<td>114,900</td>
<td>109,400</td>
</tr>
<tr>
<td>*Johnstown-Altoona, Pa.</td>
<td>225,100</td>
<td>93,100</td>
<td>58,900</td>
</tr>
<tr>
<td>Jonesboro, Ark.</td>
<td>10,500</td>
<td>2,100</td>
<td>1,100</td>
</tr>
<tr>
<td>*Joplin, Mo.-Pittsburg, Kan.</td>
<td>123,500</td>
<td>45,100</td>
<td>29,900</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>545,300</td>
<td>231,600</td>
<td>213,500</td>
</tr>
<tr>
<td>Klamath Falls, Ore.</td>
<td>17,900</td>
<td>7,000</td>
<td>5,200</td>
</tr>
<tr>
<td>*Knoxville, Tenn.</td>
<td>265,600</td>
<td>86,000</td>
<td>70,400</td>
</tr>
<tr>
<td>La Crosse-Eau Claire, Wis.</td>
<td>105,300</td>
<td>40,600</td>
<td>27,500</td>
</tr>
<tr>
<td>*Lafayette, Ind.</td>
<td>26,600</td>
<td>12,800</td>
<td>9,700</td>
</tr>
<tr>
<td>*Lafayette, La.</td>
<td>122,800</td>
<td>47,400</td>
<td>37,100</td>
</tr>
<tr>
<td>Lake Charles, Kan.</td>
<td>47,900</td>
<td>20,200</td>
<td>16,200</td>
</tr>
<tr>
<td>Lansing, Mich.</td>
<td>148,300</td>
<td>72,800</td>
<td>59,600</td>
</tr>
<tr>
<td>Laredo, Tex.</td>
<td>18,500</td>
<td>3,700</td>
<td>4,300</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>88,700</td>
<td>52,600</td>
<td>44,900</td>
</tr>
<tr>
<td>Laurel-Hattiesburg, Miss.</td>
<td>40,400</td>
<td>14,600</td>
<td>11,600</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>123,000</td>
<td>42,800</td>
<td>34,600</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>32,700</td>
<td>15,800</td>
<td>10,100</td>
</tr>
<tr>
<td>Lincoln-Hastings-Kearney, Neb.</td>
<td>186,800</td>
<td>78,000</td>
<td>39,900</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>292,700</td>
<td>118,600</td>
<td>78,000</td>
</tr>
<tr>
<td>*Los Angeles</td>
<td>3,315,300</td>
<td>1,780,300</td>
<td>1,331,900</td>
</tr>
<tr>
<td>*Louisville, Ky.</td>
<td>393,900</td>
<td>143,400</td>
<td>125,300</td>
</tr>
<tr>
<td>*Lubbock, Tex.</td>
<td>119,600</td>
<td>75,200</td>
<td>38,200</td>
</tr>
<tr>
<td>*Macon, Ga.</td>
<td>104,900</td>
<td>36,300</td>
<td>33,200</td>
</tr>
<tr>
<td>Market Name</td>
<td>Total TV Households in ADI</td>
<td>ADI Ownership</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------</td>
<td>---------------</td>
<td>-------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Color</td>
<td>Multi-set</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Projected TV Households</td>
<td>Projected TV Households</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Per cent</td>
<td>Per cent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Madison, Wis.</td>
<td>129,100</td>
<td>60,200 47</td>
<td>26,500 21</td>
</tr>
<tr>
<td>Mankato, Minn.</td>
<td>52,500</td>
<td>16,900 32</td>
<td>8,500 16</td>
</tr>
<tr>
<td>Marquette, Mich.</td>
<td>49,400</td>
<td>16,700 34</td>
<td>10,500 21</td>
</tr>
<tr>
<td>McAllen-Brownsville, Tex. (Lower Rio Grande Valley)</td>
<td>89,700</td>
<td>34,800 39</td>
<td>22,500 25</td>
</tr>
<tr>
<td>Medford, Ore.</td>
<td>43,000</td>
<td>18,900 44</td>
<td>9,400 22</td>
</tr>
<tr>
<td>Memphis</td>
<td>494,200</td>
<td>176,100 36</td>
<td>164,300 33</td>
</tr>
<tr>
<td>Meridian, Miss.</td>
<td>64,000</td>
<td>21,800 34</td>
<td>17,700 28</td>
</tr>
<tr>
<td>*Miami</td>
<td>593,200</td>
<td>311,600 53</td>
<td>259,400 44</td>
</tr>
<tr>
<td>*Milwaukee</td>
<td>550,100</td>
<td>270,500 49</td>
<td>227,600 41</td>
</tr>
<tr>
<td>*Minneapolis-St. Paul</td>
<td>706,900</td>
<td>286,500 41</td>
<td>251,200 36</td>
</tr>
<tr>
<td>Minot-Bismarck-Dickinson, N.D.</td>
<td>109,800</td>
<td>33,500 31</td>
<td>18,100 16</td>
</tr>
<tr>
<td>Missoula, Mont.</td>
<td>32,300</td>
<td>10,500 33</td>
<td>4,300 13</td>
</tr>
<tr>
<td>Mobile, Ala.-Pensacola, Fla.</td>
<td>259,400</td>
<td>106,600 41</td>
<td>94,100 36</td>
</tr>
<tr>
<td>Monroe, La.-El Dorado, Ark.</td>
<td>127,400</td>
<td>49,500 39</td>
<td>31,600 25</td>
</tr>
<tr>
<td>*Montgomery, Ala.</td>
<td>134,400</td>
<td>51,100 38</td>
<td>40,400 30</td>
</tr>
<tr>
<td>Nashville</td>
<td>472,400</td>
<td>175,900 37</td>
<td>135,700 29</td>
</tr>
<tr>
<td>New Orleans</td>
<td>416,700</td>
<td>176,500 42</td>
<td>165,400 40</td>
</tr>
<tr>
<td>*New York</td>
<td>5,791,700</td>
<td>2,014,000 35</td>
<td>2,596,400 45</td>
</tr>
<tr>
<td>Norfolk-Portsmouth-Newport News-Hampton, Va.</td>
<td>351,200</td>
<td>136,900 39</td>
<td>147,100 42</td>
</tr>
<tr>
<td>North Platte, Neb.</td>
<td>14,100</td>
<td>6,600 47</td>
<td>3,100 22</td>
</tr>
<tr>
<td>Oak Hill, W.Va.</td>
<td>12,400</td>
<td>3,600 29</td>
<td>2,700 22</td>
</tr>
<tr>
<td>Odessa-Midland, Tex.</td>
<td>99,900</td>
<td>56,200 56</td>
<td>33,200 33</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>375,400</td>
<td>158,500 42</td>
<td>108,400 29</td>
</tr>
<tr>
<td>Omaha</td>
<td>261,500</td>
<td>106,900 41</td>
<td>74,400 28</td>
</tr>
<tr>
<td>Orlando-Daytona Beach, Fla.</td>
<td>318,800</td>
<td>154,300 48</td>
<td>114,300 36</td>
</tr>
<tr>
<td>Ottumwa, Iowa-Kirkville, Mo.</td>
<td>39,800</td>
<td>14,500 36</td>
<td>6,700 17</td>
</tr>
<tr>
<td>Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.</td>
<td>216,500</td>
<td>80,900 37</td>
<td>53,500 25</td>
</tr>
<tr>
<td>Panama City, Fla.</td>
<td>27,600</td>
<td>11,400 41</td>
<td>7,900 29</td>
</tr>
<tr>
<td>Pembina, N.D.</td>
<td>6,000</td>
<td>1,500 25</td>
<td>900 15</td>
</tr>
<tr>
<td>*Peoria, Ill.</td>
<td>165,600</td>
<td>79,700 48</td>
<td>51,300 31</td>
</tr>
<tr>
<td>*Philadelphia</td>
<td>2,995,900</td>
<td>926,600 44</td>
<td>1,047,400 50</td>
</tr>
<tr>
<td>*Phoenix</td>
<td>355,600</td>
<td>169,500 48</td>
<td>117,900 33</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>949,800</td>
<td>360,900 38</td>
<td>423,500 45</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>501,400</td>
<td>236,000 47</td>
<td>169,200 34</td>
</tr>
<tr>
<td>Portland-Poland Spring, Me.</td>
<td>224,200</td>
<td>86,000 38</td>
<td>79,000 35</td>
</tr>
<tr>
<td>Presque Isle, Me.</td>
<td>25,300</td>
<td>8,800 35</td>
<td>7,300 29</td>
</tr>
<tr>
<td>Providence, R.I.</td>
<td>472,700</td>
<td>195,300 41</td>
<td>181,500 38</td>
</tr>
<tr>
<td>Quincy, Ill.-Hennibal, Mo.</td>
<td>116,400</td>
<td>48,400 42</td>
<td>28,700 25</td>
</tr>
<tr>
<td>Raleigh-Durham, N.C.</td>
<td>241,500</td>
<td>91,800 38</td>
<td>84,800 35</td>
</tr>
<tr>
<td>Rapid City, S.D.</td>
<td>46,900</td>
<td>15,700 34</td>
<td>7,800 17</td>
</tr>
<tr>
<td>Reno</td>
<td>64,600</td>
<td>31,500 49</td>
<td>21,100 33</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>289,600</td>
<td>87,100 30</td>
<td>96,400 33</td>
</tr>
<tr>
<td>*Roanoke-Lynchburg, Va.</td>
<td>266,400</td>
<td>87,000 33</td>
<td>54,000 20</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>266,700</td>
<td>117,500 44</td>
<td>122,100 46</td>
</tr>
</tbody>
</table>
Protest against pollution is great. Admirable. But it’s time we did more than demonstrate. Interior Secretary Walter Hickel’s proposed Environmental Control Organization is a constructive idea. WMAL-TV heartily endorses it.

The suggestion would, in effect, establish a kind of Peace Corps against pollution. Essentially, it is a challenge to the country’s youth: you don’t like pollution, let’s see what you can do about it. Harness your collegiate muscle and brain power for environmental control.

And, in the bargain, WMAL-TV would like to see service in the Corps substitute for military duty. The Civilian Conservation Corps of the 30’s, admittedly designed to boost the depression-ridden economy, produced lasting projects. WMAL-TV thinks the youth of this generation can do even better.

Attitudes like this are one of the reasons people in metropolitan Washington, D.C. consistently tune in Television 7. If you have a reason for talking to D.C., try WMAL-TV.
<table>
<thead>
<tr>
<th>Market Name</th>
<th>Total TV Households in ADI</th>
<th>Color</th>
<th>Multi-set</th>
<th>UHF</th>
<th>Metro Ownership UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester-Mason City-Austin, Minn.</td>
<td>95,800</td>
<td>40,200</td>
<td>23,000</td>
<td>81,300</td>
<td>99</td>
</tr>
<tr>
<td>*Rockford, Ill.</td>
<td>146,800</td>
<td>77,300</td>
<td>53,400</td>
<td>144,100</td>
<td>98</td>
</tr>
<tr>
<td>Roswell, N.M.</td>
<td>38,200</td>
<td>15,200</td>
<td>7,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Sacramento-Stockton, Calif.</td>
<td>532,400</td>
<td>301,600</td>
<td>168,500</td>
<td>432,300</td>
<td>81</td>
</tr>
<tr>
<td>St. Joseph, Mo.</td>
<td>41,700</td>
<td>13,600</td>
<td>10,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>854,000</td>
<td>303,500</td>
<td>292,800</td>
<td>564,700</td>
<td>66</td>
</tr>
<tr>
<td>*Salinas-Monterey, Calif.</td>
<td>145,700</td>
<td>66,900</td>
<td>39,800</td>
<td>115,500</td>
<td>79</td>
</tr>
<tr>
<td>*Salisbury, Md.</td>
<td>28,800</td>
<td>9,100</td>
<td>6,800</td>
<td>27,300</td>
<td>95</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>318,800</td>
<td>143,600</td>
<td>99,800</td>
<td>469,600</td>
<td>73</td>
</tr>
<tr>
<td>San Angelo, Tex.</td>
<td>25,000</td>
<td>11,800</td>
<td>7,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*San Antonio, Tex.</td>
<td>335,200</td>
<td>128,300</td>
<td>85,100</td>
<td>241,800</td>
<td>72</td>
</tr>
<tr>
<td>*San Diego</td>
<td>394,500</td>
<td>210,000</td>
<td>132,400</td>
<td>332,000</td>
<td>84</td>
</tr>
<tr>
<td>*San Francisco</td>
<td>1,440,000</td>
<td>675,500</td>
<td>510,500</td>
<td>1,128,900</td>
<td>79</td>
</tr>
<tr>
<td>Santa Barbara, Calif.</td>
<td>81,500</td>
<td>39,000</td>
<td>28,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Savannah, Ga.</td>
<td>111,900</td>
<td>41,700</td>
<td>35,200</td>
<td>56,900</td>
<td>88</td>
</tr>
<tr>
<td>*Seattle-Tacoma, Wash.</td>
<td>642,200</td>
<td>305,500</td>
<td>200,600</td>
<td>639,100</td>
<td>76</td>
</tr>
<tr>
<td>Shreveport, La.-Texarkana, Tex.</td>
<td>292,500</td>
<td>120,200</td>
<td>88,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Sioux City, Iowa</td>
<td>127,600</td>
<td>54,100</td>
<td>29,000</td>
<td>85,900</td>
<td>67</td>
</tr>
<tr>
<td>Sioux Falls-Aberdeen, S.D.</td>
<td>165,000</td>
<td>55,900</td>
<td>27,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*South Bend-Elkhart, Ind.</td>
<td>158,900</td>
<td>84,000</td>
<td>61,300</td>
<td>157,900</td>
<td>99</td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>205,200</td>
<td>91,500</td>
<td>55,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Springfield, Mass.</td>
<td>182,500</td>
<td>74,900</td>
<td>73,800</td>
<td>176,900</td>
<td>97</td>
</tr>
<tr>
<td>Springfield, Mo.</td>
<td>133,700</td>
<td>44,900</td>
<td>24,700</td>
<td>76,000</td>
<td>57</td>
</tr>
<tr>
<td>Syracuse, N.Y.</td>
<td>369,300</td>
<td>145,600</td>
<td>129,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tallahassee, Fla.</td>
<td>97,100</td>
<td>33,300</td>
<td>25,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Tampa-St. Petersburg, Fla.</td>
<td>509,300</td>
<td>244,600</td>
<td>168,700</td>
<td>433,600</td>
<td>85</td>
</tr>
<tr>
<td>Terre Haute, Ind.</td>
<td>135,700</td>
<td>51,600</td>
<td>39,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Toledo, Ohio</td>
<td>282,900</td>
<td>127,500</td>
<td>116,900</td>
<td>247,700</td>
<td>88</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>106,700</td>
<td>43,100</td>
<td>26,400</td>
<td>70,600</td>
<td>66</td>
</tr>
<tr>
<td>Traverse City-Cadillac, Mich.</td>
<td>94,300</td>
<td>33,200</td>
<td>24,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tucson, Ariz.</td>
<td>129,600</td>
<td>56,700</td>
<td>47,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>316,100</td>
<td>129,200</td>
<td>98,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tupelo, Miss.</td>
<td>17,000</td>
<td>4,900</td>
<td>3,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>32,600</td>
<td>13,100</td>
<td>5,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tyler, Tex.</td>
<td>57,800</td>
<td>21,200</td>
<td>17,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utica, N.Y.</td>
<td>98,500</td>
<td>39,200</td>
<td>34,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waco-Temple, Tex.</td>
<td>133,100</td>
<td>63,000</td>
<td>37,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Washington</td>
<td>1,019,800</td>
<td>371,100</td>
<td>433,200</td>
<td>792,300</td>
<td>78</td>
</tr>
<tr>
<td>Watertown-Carthage, N.Y.</td>
<td>67,300</td>
<td>26,800</td>
<td>21,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wausau-Rhinelander, Wis.</td>
<td>90,200</td>
<td>36,900</td>
<td>22,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Palm Beach, Fla.</td>
<td>146,700</td>
<td>73,600</td>
<td>51,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wheeling, W. Va.-Steubenville, Ohio</td>
<td>148,900</td>
<td>62,800</td>
<td>49,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wichita-Hutchinson, Kan.</td>
<td>342,000</td>
<td>138,400</td>
<td>94,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wichita Falls-Lawton, Okla.</td>
<td>137,900</td>
<td>63,500</td>
<td>43,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Wilkes Barre-Scranton, Pa.</td>
<td>285,300</td>
<td>141,800</td>
<td>88,700</td>
<td>276,100</td>
<td>97</td>
</tr>
<tr>
<td>Wilmington, N.C.</td>
<td>90,700</td>
<td>28,200</td>
<td>21,600</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data on other U.S. television markets not related to ADI's of sufficient size

The following estimates are provided for those television markets which, according to ARB findings, have no geographic Area of Dominant Influence of county size or greater. They are based upon the home county of the market and, therefore, are not directly comparable to the ADI estimates listed previously. Because the survey areas of the markets listed below are composed of counties which are part of other markets, ADI says these estimates are not additive. (It should also be noted that other television market areas exist within the previously listed areas of dominant influence for which no separate estimates are developed.)
Barrage hits one-to-a-customer

More broadcast groups seek FCC to reconsider restrictions NAB says would reshape industry

The FCC's one-to-a-customer order should be suspended and reconsidered in an over-all proceeding encompassing all questions relating to multiple media ownership, including the commission's proposal to break up radio-TV and newspaper ownership in the same market.

That position was taken by most of the broadcasting groups which last week added their petitions for reconsideration to those already received (Broadcasting, May 11) seeking review of the March 25 order, which bars the owner of a full-time station from acquiring another in the same market.

The National Association of Broadcasters told the commission that its "ill-advised" new rules represent "a classic example of the use of a priori conclusions as the major premise to support administrative action which will have the effect of reshaping a whole regulated industry."

Contending that the commission had failed to provide an adequate basis for the new rules or to demonstrate how they would serve the public interest, NAB asserted that the commission had supported its reasoning by taking court decisions out of context while ignoring its own regulations requiring diversification of viewpoints.

NAB said the commission had ignored the "overriding point" that stations air not just their own views but those of different segments of the community, and added that its action "would not only tend to limit the over-all number of stations but would bar station acquisition by local owners who possess the knowledge, experience and means to serve the needs and interests of the community."

Also, NAB said, the commission's rulemaking proceeding was initiated more than two years ago, and intervening events—including the Supreme Court's upholding of the fairness doctrine and the commission's policy statement on comparative hearings involving renewal applicants—"have neutralized any valid commission concern over achieving a multiplicity of voices."

ABC urged the commission to reconsider and suspend its rules until it has considered divestiture, minority cross-ownership interests and other related matters, "all of which should be ultimately and consistently resolved in one integrated document. . . ."

(The commission has proposed requiring entities with newspaper and/or multiple broadcast properties in the same market to reduce, by divestiture within five years, their media holdings to one or more daily newspapers, or to one television station, or to one AM-FM combination. A broadcaster who acquires a daily newspaper in the same market would be required to dispose of his station within one year or within its renewal period.)

If the commission allows existing AM-FM combinations to remain, ABC contended, it should permit the formation of additional combinations to provide offsetting competition.

Meredith Corp., denouncing the rules as "ill-conceived, unjustified and unsupported by evidence," said the commission should "reconsider these rules and upon reconsideration take no precipitate action in any area of multiple ownership until all of the complex questions presently before the commission are considered in a coordinated proceeding."

Salt Lake City Broadcasting Co. maintained that the commission's action "reverses consistent commission policies developed in a consistent pattern of decisions since the earliest days of the commission's existence."

Petitions filed by the Community Broadcasters Association and jointly by licensees, including Bedford Broadcasting Corp., Central Broadcasting Corp., and Reams Broadcasting Co. urged the commission to permit all class-IV AM stations to acquire FM's in the same market. The licensees claimed a community would be better served by having "one voice with the technical and financial resources to meaningfully program for it than by having two voices, both until . . ."

Voice of the Orange Empire Inc. told the commission it should take no action "until completion of the over-all inquiry into multiple ownership policies," adding "the commission has embarked on a course that will dismember the existing broadcast ownership structure . . . the commission must adopt long-range rules and policies and cannot effectively regulate by whim or fancy."

Most groups filing last week requested the setting of oral argument on their petitions for reconsideration.

Satellite networking is on affiliate agenda

Apart from the anticipated menu of speeches, programing and sales presentations, banquet and entertainment, executives attending this week's (May 20-22) NBC television affiliates convention in New York will be served a special panel session on the use of satellites for distribution of network programs.

The panel will be held Thursday (May 21) morning with NBC executive vice president George H. Fuchs as moderator and these participants: Donald I. Baker, deputy director of policy planning of the antitrust division of the Department of Justice; Dr. Bernhard E. Keiser, vice president, director of systems research and engineering of Page Communications Engineers; James P. Gilmore, vice president, planning and assistant chief operating officer, Canadian Broadcasting Corp., and Dr. Joseph V. Charyk, president of Communications Satellite Corp.

All of the panel members have been actively engaged in studying the application or relationship of satellites to broadcasting, particularly in networking.

The affiliates meeting will open with a reception Wednesday evening (May 20) at the Waldorf-Astoria hotel with

---

Early radio recalled at Library of Congress

A letter to President Calvin Coolidge; early scripts by news commentator Elmer Davis; scientific papers from the days when broadcasting was a technological infant; and nostalgic tributes to such old friends as Fred Allen, the Lone Ranger, and Amos 'n Andy. These are among the attractions in an exhibit at Washington's Library of Congress, commemorating the 50th anniversary of radio.

The exhibit inevitably blends the history of radio with the history of 20th-century America. For example, visitors can see the prayer read over all networks by President Franklin D. Roosevelt when the Allies invaded Normandy on June 6, 1944. They can read letters that led to the formation of RCA, the first American-owned communications corporation. Or they can recall the distinctive style of such social critics as H. L. Mencken, who is represented in the exhibit by a 1931 letter in which he complained that on the radio, "all I could catch up was a long series of imbecile speeches by fifth-rate politicians and agitators, and an equally stupid series of stupid musical programs done by fifth-raters . . . so I gave up the machine as hopeless."

The display may be seen from 8:30 a.m. to 5 p.m. Monday through Saturday in the Manuscript Reading Room of the Library of Congress. It will be shown until July 1.

44  (THE MEDIA)
Walter D. Scott, NBC board chairman, as the host. NBC president Julian Goodman will address the convention on Thursday morning, followed by the satellite discussion and by Chet Huntley of NBC News, who will deliver the luncheon address.

Also highlighted on the program will be a visual presentation Friday by NBC-TV network president Don Durgin of NBC-TV's plans for the 1970-71 season.

Oakland sets terms for cable franchise

Oakland, Calif., has made it mandatory that the city company awarded the franchise for cable TV in the city make at least one channel available for "common carrier" use.

By a 7-0 vote, the city council adopted the resolution detailing the terms under which bids for the franchise would be accepted. The council stated that system A of the two-part cable television installation would, for the basic fee, allow subscribers to receive "the following video offerings on a 12-channel set: one channel for use by the city and the school district, a minimum of nine off-the-air commercial and educational channels, one or more channels of local origination with content determined by the grantee and one or more common carrier channels."

System B, which was defined as all cable spectrum space other than that used in System A and the space assigned to the city and school district, would be devoted to "program by the grantee and common carrier use." The council also urged the holder of the franchise to "encourage the use of common carrier spectrum and to suggest innovative methods of use to potential customers." Further suggested by the council is the development of one or more channels of high quality programing by the grantee to be offered "without advertising content."

Invitations to bid for the franchise were sent to five companies: Cablecom-General of Northern California Inc., Oakland; Focus Cable of Oakland Inc.; Oakland Cablevision Inc.; Teleprompter Corp., New York and Time-Life Broadcast Inc., New York.

Pacifica FM wrecked by blast of dynamite

Pacifica Foundation's noncommercial KPFT(FM) Houston was blown off the air last Tuesday (May 12) at 11 p.m. An explosion destroyed the station's transmitter. Although there were no injuries, damage to the transmitter was estimated at $25,000.

Adie Marks, local Pacifica board member, assistant secretary on the national board and volunteer worker at KPFT, said it had been determined that from 15 to 20 sticks of dynamite had been used. She added that the explosion definitely originated from within the building.

Although the station received numerous threatening phone calls and letters before going on the air March 1, Mrs. Marks said she was surprised that only a few were received after the station began broadcasting. She added, however, one death threat had been received by Chief Engineer Glen English's wife.

The station, like all Pacifica stations, is listener supported and a fund raising campaign to buy a new transmitter is planned. Mrs. Marks said that with the kind of help that broadcasters and listeners have been showing, KPFT should be back on the air within two to six weeks.

Mrs. Marks said: "Broadcasters from all over have called in for tapes and live telephone reports concerning the bombing. The tone that seems to permeate the reactions of broadcasting people," she said, "is that if this happened to a small, educational, noncommercial FM in Houston, who's next?"
If someone has to regulate CATV...

It ought to be FCC, not state authorities, NCTA board tells members

The board of directors of the National Cable Television Association wants to let the FCC assume primary jurisdiction over that industry, in order to overcome what many cable operators feel may be the deleterious effects of split jurisdiction with state public utilities commissions. The board voted last week to ask NCTA members to affirm as association policy that the FCC should pre-empt cable regulation. The 16-member board vote, with a few dissenters, came after the Regulatory Research Council, a subcommittee of the Utilities Relations Committee, submitted a report favoring this move. W. Randolph Tucker, recently resigned chairman of Cypress Communications Corp., is chairman of the council. Benjamin J. Conroy Jr., vice president of Communications Properties Inc., is chairman of the parent committee.

The NCTA policy move, which must still be ratified by the membership, came three months after the U.S. Supreme Court upheld a Nevada statute placing CATV systems under state regulation, and the same week that the Connecticut Supreme Court upheld that state's authority to regulate CATV systems under its Public Utilities Commission. The Connecticut case has been in court since 1967 when the state PUC issued 17 grants to that many CATV applicants seeking to serve 83 communities in the state.

Besides Nevada and Connecticut, the only other state regulating CATV is Rhode Island, but that regulation does not characterize cable TV as a utility.

The NCTA board also voted a 1971 budget that is more than $1,250,000 and said to be a 15% increase over the present budget. It also heard that the current membership drive had added more than 24 new members to the association; that the June 7-10 convention in Chicago promises to be 20% larger in attendance, with a 50% increase in exhibitors over last year's in San Francisco, and that a membership executive would be added to the NCTA staff.

Scheduled as luncheon speakers at the NCTA convention next month are FCC Chairman Dean Burch; Herbert Klein, director of communications for the Nixon administration, and Eugene V. Rostow, former under secretary of state and now a law professor at Yale University. Mr. Rostow was chairman of President Johnson's Task Force on Communications Policy, which favored CATV as a means of increasing diversity in TV.

Members will also elect new officers at the Chicago convention. The official nominees are Ralph N. Demgen, Willmar, Minn., for chairman; John Gwin, Cox Cablevision, vice chairman; Mr. Tucker, secretary, and Claude Stevanus, Tower Communications Inc., treasurer. Eight members of the board will also be elected.

Blacks ask for bigger role in broadcasting

A new call for employment of blacks in decision-making positions in broadcasting and for representation on the FCC was made last week in New York.

These were specifics presented to broadcasters by spokesmen of the black community at a luncheon session on "Broadcasting and the Black Revolution" held under the joint auspices of the International Radio and Television Society and the New York chapter of the National Academy of Television Arts and Sciences. A recurring theme underscored by the speakers: broadcasters are not getting through to blacks.

Additionally, one speaker, Ossie Davis, actor-producer-director, served notice that blacks, who he said were excluded in the growing years of radio, television and motion pictures, did not intend to be on the outside of cable television, which he described as a medium of the future.

Adolph Holmes, director of program operations for the National Urban League, who represented the league's executive director, Whitney M. Young Jr. on the program, proposed the appointment of a black member of the FCC, noting that the term of Commissioner Kenneth A. Cox will expire next June 30. He said a black member of the commission would be "more sensitive to the problems of black people when looking at station licenses."

Youth movement

R. Peter Straus, president of the Straus Broadcasting Group, and its WMCA(AM) New York, and six plaintiffs under the age of 21—as part of "WMCA Vote at 18 Club"—have filed suit against the state of New York in federal district court, New York, to alter, delete or modify a broadcast signal via a minimal compulsory license clause. This is simply not true. If it were so, why in fact would so many individual cable operators be opposed to the passage of the bill as it stands? Further, Mr. Weaver is totally incorrect when he says that the bill would 'allow CATV operators to use broadcast signals, pay only a small fee, and insert their own commercials.' No where in the bill is any such thing even Walker hits views aimed at blacks

He attacks way copyright bill was presented in letter by NAB consultant

A letter written by a National Association of Broadcasters public-relations consultant, characterizing a section of the copyright law revision bill pending before Congress as designed to "greatly impair, if not destroy, the ordinary American's right to free broadcasting," has been hotly disputed by Fred E. Walker, president of Reeves Telecom Corp.'s broadcast and CATV division.

Frederick S. Weaver, a New York PR consultant, was hired by the NAB last October as community relations consultant in a move to improve relations with the black community. His letter appeared in condensed form in the April 7 edition of the Baltimore Afro-American. A complete version was also carried by the Amsterdam (N.Y.) News.

In a letter to NAB President Vincent T. Wasilewski, Mr. Walker charged that Mr. Weaver's article "is obviously intended to arouse black readers and to turn them against a growing and vital segment of the total communications industry, designed to serve all peoples."

Mr. Weaver's letter said, in part: "Section 111 [of the bill]... advocates a form of piracy of any broadcast signal, whether radio or television, by any CATV system, and would allow alteration, deletion or modification of a broadcast signal via a minimal compulsory license clause."

"In effect, such treatment would allow CATV systems to carry certain broadcast signals and block off others; it would allow CATV operators to use broadcast signals, paying only a small fee, and insert their own commercials and it would allow CATV to strike at the broadcaster's economic base by authorizing them [CATV's] to sell advertising over the channels."

Mr. Walker's rejoinder in part declares: "If the bill were to be passed as it now stands, without revision, it certainly would not allow piracy of any broadcast signal... by any CATV system, nor would it allow any system to alter, delete or modify a broadcast signal via a minimal compulsory license clause.' This is simply not true. If it were so, why in fact would so many individual cable operators be opposed to the passage of the bill as it stands? Further, Mr. Weaver is totally incorrect when he says that the bill would 'allow CATV operators to use broadcast signals, pay only a small fee, and insert their own commercials.' Nowhere in the bill is any such thing even
suggested."

Mr. Weaver said last week he believed his construction of the bill was "reasonably correct." Of Mr. Walker, he said: "He can interpret it in any way he wants."

Mr. Wasilewski commented: "No one is clear as to the extent of pre-emption permitted in the bill... NAB has always held the position that CATV should be a supplement to, not a substitution for, broadcasting."

Regarding Mr. Weaver's fears that additional CATV fees may become a burden on poor people, Mr. Walker noted many CATV systems are offering reduced rates to underprivileged customers and even free service to schools and hospitals.

Media notes:

Hat in the ring • John F. Huribit, president-general manager, WVMC(AM)
Mt. Carmel, Ill., announced last week his candidacy for vice president of the radio board of the National Association of Broadcasters. He will run against Andrew M. Ockershausen, general manager, WMAL(AM) Washington, during the election at the board meeting in Washington the week of June 21.

Jack Jurey scholarship • The American University, Washington, has established the Jack Jurey Scholarship Award for students in broadcast journalism. The $500 annual award, in memory of the WTOP-AM-FM-TV newsperson who died of cancer in May 1969, will be awarded on the basis of financial need and general aptitude for and attitude toward broadcast journalism. The scholarship will be administrated by AU's department of communication from funds contributed by Mr. Jurey's widow, Philomena.

Wounded in action • Dick Hunt, NBC News soundman with a film crew in Cambodia, was wounded May 10 by shrapnel in the shoulder and back when a land mine exploded near him in fighting around Neak Luong. Some fragments were removed at a Phnompen hospital before Mr. Hunt was hospitalized in Hong Kong for further treatment.

FCC sees no merit in request for records

A petition by the National Cable Television Association for a stay of the FCC's fee-increase proceeding was denied by the commission last week.

NCTA had requested the stay "pending judicial review of the commission's denial of NCTA's request to inspect certain documents within the control of the commission" allegedly relating to information used in formulating proposed fees for CATV operators (Broadcasting, May 4).

The commission said NCTA had offered in its petition no factual data supporting its contention that the commission had in its possession records it had withheld from the association and denied the existence of such records. And NCTA also offered no support for its contention that the alleged withholding provides a proper basis for a stay of the entire fee proceeding, the commission added.

The proposed fee increase, the commission noted, represent "essentially a distribution of the commission's total operating costs in proportion to the effort expended by the commission in its various activities..."

"The derivation of the proposed schedule of fees for CATV systems follows an uncomplicated logic starting with its total operating costs," the commission added, inviting NCTA to make any comments it wished "with respect to this derivation."

NCTA has asked a Washington federal court to require the commission to permit inspection of the records it is purportedly withholding and is also seeking a temporary injunction against the proposed fee hikes.

There are 8,000 alcoholics right here in river city... so who cares?

"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, At Issue. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at the problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

So who cares? The people at WHBF.

WHBF-TV4
CBS for the Quad Cities
(Davenport, Rock Island, Moline & East Moline)
Programming

New fairness strictures ahead

Broadcasters who deal with controversial issues must seek out spokesmen with contrasting views

With the Supreme Court's landmark decision in the Red Lion case providing the spur, the FCC last week moved to tighten up the obligations its fairness doctrine imposes on broadcasters.

It proposed that licensees who present a series of broadcasts on controversial issues, or who editorialize, be required to invite specific spokesmen for contrasting views to state their position ("Closed Circuit", April 6). Except for the first program in a series, the commission said, the licensee would not be permitted to rely solely on a broadcast announcement offering time for the presentation of contrasting views.

The proposal was contained in a combined notice of inquiry and notice of rulemaking, which the commission said was issued in light of the Supreme Court's Red Lion decision last June upholding the legality of the fairness doctrine (BROADCASTING, June 16, 1969), as well as its experience in administering the doctrine. The proposal was issued on a 6-to-1 vote, with Commissioner Robert Wells the lone dissenter.

The "basic thrust and spirit" of the Red Lion decision, the commission said, is that a broadcaster "who can and should be as outspoken and hard-hitting as he wishes in presenting his view of an issue should be equally vigorous in getting the other side before the public."

The doctrine, which requires broadcasters to afford a reasonable opportunity for the discussion of conflicting views of controversial issues of public importance, evolved as policy, was expressed in a policy statement in 1949 and was incorporated in the Communications Act in 1959. The commission said the doctrine has been interpreted as requiring broadcasters to make an affirmative effort to be fair, giving him considerable discretion in determining how he is to achieve fairness.

The Supreme Court in the Red Lion decision, however, gave a new dimension to the obligation that the doctrine imposes on broadcasters. The commission noted that the court said that broadcasters are required not only to give adequate coverage to public issues but to do so at their own expense, if sponsorship is not available, and to provide programing on their own initiative if no other source is available.

The commission would apply its proposed requirement in cases where a licensee has presented only one side of a controversial issue in a series of broadcasts within a "reasonably close" period of time (six to nine periods or less), and has no plans to present opposing views.

If broadcast invitation to present a contrasting view fails to attract an appropriate spokesman for the other side,

A ploy to reveal what LBJ cut

CBS trying to stop Chicago subpoena for excised portions of special

CBS Inc. went to court in Chicago last week in an effort to block a subpoena for all its television interview films with former President Lyndon Johnson, including portions not used on CBS-TV because of national security in connection with the Kennedy assassination.

The subpoena had been issued April 29 in U. S. district court there at the request of Sherman H. Skolnick, a legal crusader. He seeks the films in connection with his suit filed in early April to compel the National Archives and Record Service to make public certain documents alleged to pertain to an attempt by several persons, including Lee Harvey Oswald, to assassinate President John F. Kennedy at the Army-Navy football game in Chicago Nov. 2, 1963, three weeks before the Dallas tragedy. Mr. Skolnick, who also wants the Warren Commission report ruled void, has been unsuccessful in subpoenaing President Johnson personally.

Newton Minow, attorney for CBS, appeared Thursday before U. S. District Judge Hubert L. Will with a preliminary motion to quash the subpoena. He charged that any compulsory production of such nonbroadcast material violates the First Amendment with respect to confidential communications between newsmen and their sources.

An affidavit filed with the court by Burton Benjamin, senior executive producer, CBS News, explained that the Johnson interviews were obtained only on the condition that the former President would be allowed to edit mistakes or matters of security. He said the three one-hour programs used on CBS-TV were edited from nearly 13 hours of films and the last show, aired May 2 and including Kennedy assassination information, was edited from six hours and 22 minutes of film.

The May 2 program, "LBJ: Tragedy and Transition," also included a portion cut on request by President Johnson because of national security. The fact a cut was made was explained by CBS in the broadcast.

Mr. Benjamin said that "if CBS News were compelled to produce the non-broadcast material relating to the assassination of President Kennedy... it is my belief that no public figure will ever sit for an autobiographical broadcast and a vital dimension of journalism will be lost to the American public."

Mr. Minow felt the peril to effective news gathering could go even further and affect news in general, to the detriment of the public.

Mr. Minow noted that U. S. District Judge A. J. Zirpoli in San Francisco in early April ruled that Earl Caldwell, a New York Times reporter, could not be compelled to testify about confidential Black Panther news source information before a grand jury probing an alleged threat to the life of President Nixon because it would violate constitutional protection of the press and impede the news process.

CBS participated in the Caldwell case as a friend of the court. Affidavits submitted in that proceeding by Walter Cronkite, Eric Severeid. Mike Wallace, Dan Rather and Marvin Kalb, all of CBS News, explained why news sources must be protected and similar points. Their affidavits also were filed last week in the Chicago case.

The judge will withhold acting on the CBS motion until further briefs are

48 BROADCASTING, May 18, 1970
the licensee would then be required to contract specific persons to present the contrasting view, the commission said. Along with a report of at least the essence of what has been broadcast, the licensee would be expected to provide the proposed spokesmen a "clear and unambiguous" opportunity reply.

The commission said broadcasters are not limited to their immediate area in seeking appropriate spokesmen; they may choose the most suitable person wherever located. It also said that many broadcasters already routinely seek out spokesmen for contrasting views.

The commission is not proposing to go the point of requiring a broadcaster who takes a position on a controversial issue to present the opposing side himself. If several spokesmen decline to present the contrasting view and no one responds to an over-the-air offer to respond, the commission said, the broadcaster will have discharged his obligation to make a good-faith effort to afford reasonable opportunity for the presentation of conflicting viewpoints.

The commission said it labeled the proceeding a notice of rulemaking as well as a notice of inquiry to alert interested parties to the possibility that it may adopt a rule, and afford them a full opportunity to comment. The commission normally develops policy in the fairness field through policy statements, and it said it tentatively believes it should follow that course with respect to its new proposal.

It did adopt fairness-doctrine rules once before, when it codified the obligations broadcasters assume when they broadcast personal attacks or endorse or oppose political candidates. These rules, as well as the fairness doctrine itself, were upheld in the Red Lion decision.

The commission last week asked for comment on whether a rule would be desirable as a means of delineating the broadcaster's responsibilities in seeking out spokesmen for opposing views. It also asked for suggestions as alternatives to its own on how broadcasters are to meet their affirmative obligations under the fairness doctrine.

Comments in the proceeding are to be filed by June 22, reply comments by July 6.

**Agnew hits again at television news**

**Blames dissent of young on 'manufactured' events, emphasis on violence**

Why the upsurge in demonstrations on the part of the young? One reason, in the view of former Spiro T. Agnew, is television. For young people "were brought up on television instead of books." And television does not cover the news, at least where "illegal demonstrations" are concerned. It presents "manufactured news: revolutionary theatre brought into millions of living rooms by the networks."

Mr. Agnew expressed his views in the lead article of the May 16 issue of TV Guide, which appeared on Washington newsstands as the city was cleaning up after the visit of up to 100,000 demonstrators, most of them young, who had come to the Capital to protest the expansion of the Vietnam war into Cambodia and the killing by Ohio National Guardsmen of four Kent State University students. The networks declined to comment on the Vice President's remarks.

The article was written more than a month before it appeared—long before the extension of the war sparked unrest on college campuses around the country and before the question of whether the administration's attacks on some young people helped inflame passions and became a critical issue.

In linking demonstrations to television, he wrote: "[Young people are] conditioned to action and emotion, not to the first principles that guide daily thought. They see action, violence, confrontation on television and they are naturally more conditioned to action than logic."

"The danger is that they tend to become caught up in the event, no matter what their original intentions, and emotionally are carried away by mob psychology."

And in questioning the validity of the coverage given to "illegal demonstration which mock the country," he asked how many of them would occur "if the ever-present television camera were not there."

Since "action holds a viewing audience," he said, "there is competition among the network newsmen to pack 'action' into their broadcasts. If one point of view is presented [on air], a conscious effort is made to find its opposite and present a new controversy to the public."

"This raises the question: How much overemphasized controversy and contrived action can be presented night after night to the American people before reality is clouded by imagery?"

He asked.

He said television's obligation "extends to the far greater boundaries of responsibility, even if it proves dull—a weighing of the facts and a balanced presentation of the news."

Mr. Agnew, who first attracted attention as a television critic in November, when he accused network television news of a pro-liberal bias (BROADCASTING, Nov. 17, 1969)—an attack whose repercussions have not yet ended—entitled his TV Guide article "Another Challenge to the Television Industry."

Essentially, the challenge is to help make "good citizens" of children, who, between the ages of two and five, he noted, spend an estimated one fourth to one half of their waking hours before the television set. And while television is helping in that cause, he said, "let's enlist a few more adults in a national effort to improve ourselves and our environment."

Vice President Agnew said television's power to accomplish these goals "is unprecedented."

He said some programs—notably Sesame Street—"are tapping television's potential to teach the children to read and to awaken an interest in learning."

But he said most of the television fare provided for children constitutes "a mishmash of commercial programing that neither entertains nor enlightens."

Considering the social consequences of children falling in their first years in school, he said, "It is clearly time the television industry, its critics and the parents of our children give some hard and original thought to better use of that critical block of prime time in a child's life that now belongs exclusively to commercial television."
A change of heart for John Mitchell
Attorney general concedes need for some protection to newsman on subpoenas

Attorney General John M. Mitchell last week aligned himself with newsman who say that government efforts to obtain confidential information from them could dry up their news sources. He also said he would not object to legislation protecting reporters' notes and TV film outakes from being subpoenaed.

Mr. Mitchell thus appeared to be taking a position contrary to that of some Justice Department attorneys who have attempted to subpoena reporters' notes in connection with an investigation of the Black Panthers.

Indeed, his position seemed more advanced than that he took in February, when he sought to meet the then rising crescendo of criticism of the department's efforts to subpoena notes and outtakes. At that time he said it was government policy to negotiate the scope of information it wants before subpoenaing newsmen (BROADCASTING, Feb. 9).

The attorney general stated his views on the subpoena issue in an interview with Mike Wallace on CBS's "Sixty Minutes." Tuesday night. Asked how he would react to legislation prohibiting the government from subpoenaing reporters' notes and outtakes, he said, "I would have no problem with that."

He conceded such a law might make the department's job more difficult in some cases. But, he added, the confidentiality guaranteed a reporters' sources of information and would increase the flow of news,"and in the long run" that would benefit the country.

He made it clear, however, the department will not propose such legislation. That's a job, he said, for "one of the newspaper associations." Bills to sharply limit the government's right to subpoena reporters' notes and outtakes have been in produced in the House and Senate by Representative Richard L. Ottinger (D-N. Y.) and Senator Thomas McIntyre (D-N. H.).

On other matters dealing with the news media, however, the attorney general's remarks were not as calculated to please newsmen.

Asked his view on Vice President Spiro T. Agnew's criticism of the media—that they have a liberal bias, for instance—he said: "I would subscribe to that." And Mr. Mitchell is President Nixon's closest friend and most trusted adviser.

But the attorney general also credited television with the greatest potential among the media for contributing to understanding—despite the relative brevity with which it treats issues in newscasts—since its circulation is so much greater.

Most newspaper readers, he said, do not get into "the depth of the news stories" or read opinion stories or editorials. "They're more likely to hit the headlines and the first few paragraphs, which are normally the context of the television productions."

FCC shapes rules to halt plugola
Commission proposes to fill gap in present sponsor-ID requirements

After gestating for nine years, FCC rules to prevent outside financial interests from influencing the selection of broadcast material or talent—"plugola"—emerged last week, but in tentative form.

They would require that persons with outside financial interests, such as disk jockeys, be insulated from selecting or presenting material in which they have a financial interest. When that is not possible, the licensee would be required to insure that the outside interest is not a motivating factor in the selection of the material or performers.

And if there is any question as to whether those steps are effective, a broadcaster would be required to make a public announcement when products or talent in which an interest is held is promoted or presented.

The rules would also require an announcement when a person in a position to promote his interests on the air has more than a nominal interest in a performer or a performance. No announcement would be required if it involves a sports team or if the interest is readily apparent from the content of the program.

Licensees, in addition, would be required to be alert to the problem—to ascertain the outside interests of his employees as well as his own and related companies, and other program participants—in order to comply with the rules.

But it is not certain that the rules will become effective in their present form. In a last-minute change in plans last week, the commission decided to ask for comments on the rules by July 6 and reply comments by Aug. 3. It is understood that some commissioners were reluctant to give final approval before hearing from the industry. The vote on the tentative order was 7-to-0.

The rules are the product of a rule-making institute on May 11, 1961, at a time when the broadcasting industry was shaken with disclosures of plugola scandals. The proposal was solidly opposed by broadcasters, and the commission's own enthusiasm for the project has waned and waned over the years. In issuing a tentative order last week, the commission indicated it was not fixed in its course yet.

The commission has not been inactive in moving against plugola since 1961. Over the years, it has built up a considerable body of precedent as cases came to light in which letters of reprimand were issued. A number of the cases and the commission rulings are summarized in an appendix to the order as a guide to commission policy.

The commission said the tentative rules are needed to close what it regards as a loophole in the present sponsorship-identification rules. These require public disclosure only when consideration has actually been given the license or his employees for the broadcast of promotions or the inclusion of matter in broadcasts. They do not require disclosure of indirect benefits.

The commission said that the public interest requires that broadcast material and performers be presented on the basis of their own merit. And when outside financial interests are involved, it added, a disclosure is required so that the public "may evaluate the material with this knowledge."

The rules do not specify any requirement as to the wording and time of the plugola announcement to be made. The commission said it may be made "at any time during the program and may be in any form."

Protection granted in N.Y.
Network officials applauded last week New York's new freedom-of-information bill for newsman, which was signed into state law by Governor Nelson A. Rockefeller last Tuesday (May 13).

Governor Rockefeller noted that the new law "clearly protects the public's right to know and the First Amendment rights of all legitimate newspapermen (newsmen)." The law exempts from contempt penalty any newsman who refuse to disclose news sources.

50 (PROGRAMING)
Look what we did to the world's finest tape cartridge system...

we made it better!

We took the rugged deck and tape drive assembly from the proven Criterion and added the latest in silicon transistors, plug-in printed circuit boards and independent gain controls for cue amplifiers.

Next, we RFI proofed individual circuits to make them impervious to strong RF fields. Made the PC cards easily accessible for maintenance — and the output gain controls accessible from the front panel.

Then, we added latching connectors for all external cables and came up with new and improved push-button switches. Plus automatic audio muting and transient suppression. And a +10 dBm output capability.

And named it Criterion 80.

For a closer look at the Criterion 80, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.
How ABC views the fall season

Network is banking on young-adult programs, pro football, comedy blocks to boost prime-time ratings

Strong returning shows in key slots in the fall nighttime schedule and better-than average prime-time program development were points stressed time and again at the meeting of affiliates of ABC-TV in Los Angeles last week. The network’s fall nighttime schedule seemed to make believers out of most affiliate representatives attending. In large measure, confidence in the schedule gave rise to the upbeat feeling that prevailed throughout the two-and-a-half days of meetings (see page 32).

With Martin Starger, vice president in charge of programming for the network, and Edwin T. Vane, vice president of nighttime program production, leading the discussion, here’s how ABC-TV explained the media strategy and rationale used in constructing its 1970-71 prime-time schedule:

• Sunday night schedule—Attempting to add a strong lead-in to an already “proved” line-up from 8:11 p.m., The Young Rebels, (“exciting, colorful, wholesome hour for parents and children alike”) gives the network “our best shot in years” in getting Sunday off to a high-rated start. A family-audience compatibility is seen between The Young Rebels and The FBI, which follows and which is projected for “well-beyond” a 30-plus share performance in the upcoming season. The ABC Sunday Night Movie is called the “strongest” movie package on television because it’s the network’s only presentation of theatrical movies; that package will not be diluted over two or three nights. Competitively the only change is the Tim Conway Variety Show on CBS-TV which “will not represent a threat.”

• Monday night schedule—This is the night where ABC admitted it had “problems” in the 1969-70 season; but with NFL football scheduled at 9 p.m. mid-to-late evenings, the network is “well taken care of with solid male-oriented programming.” Competition from 7:30–9 p.m.—Red Skelton Show and Rowan and Martin’s Laugh-In on NBC-TV and Gunsmoke and Here’s Lucy on CBS-TV—is not viewed as a “pushover,” but is rather termed “older-appeal shows.” To be successful against this competition, ABC-TV is felt to need “young-adult-male appeal dramatic” programming providing “man’s night-in” attraction. The network’s two new shows, The Young Lawyers and The Silent Force, are deemed to “fit the bill.” These two will serve as “powerful” lead-ins to NFL games.

• Tuesday night schedule—This night is described as an “outstanding example” of the network’s programing philosophy, a “model of what we are attempting to do on several other nights this fall.” From actual book end ABC is attempting to provide “carefully structured consistency in program type, consistency in audience flow and audience appeal, feel and personality to the evening.” Dramatic entertainment with appeal to young adults early and mid-evening builds to a broad base late in the evening. Mod Squad, which opens Tuesday evening, is going to have its biggest season yet “against the weakest opposition in three years.” Movin’ the Week will have a budget of $18 million this season, compared to $16 million last season, which is termed the “largest investment ever made for a single TV series.” Marcus Welby, M.D., is said to average more than a 40% share in 1969-70 and is projected to be “at least as big” in the coming season. Competitive changes on other networks are feared to “can’t hurt” but work to ABC-TV’s advantage.

• Wednesday night schedule—One of the network’s three comedy blocks (others on Thursday and Friday) make up this night. ABC-TV claims to have “dominated” 7:30-10 p.m. time periods from mid-season with Nanny and the Professor, Courtship of Eddie’s Father, Room 222 and Johnny Cash. The aim for the new season is “to take all of Wednesday evening by even further strengthening the early part of the night and greatly improving the latter part.” The shape of Wednesday nights is a “strong” comedy block followed by a “strong” variety hour and then a “strong” contemporary action-drama. The belief is expressed that ABC-TV “will win Wednesday next season.”

• Thursday night schedule—The network is taken a comedy block and set it down in the heart of the evening and surrounded it with “two powerful” dramas. One of these dramas, Dial Hot Line, is expected to be “an important series.” Competitively, Thursday at 7:30 “is a challenge.” but with “comedy all around us” on other networks, ABC-TV, with Dial Hot Line, will have the only story form in the time period. One of three shows in the mid-evening comedy block, The Odd Couple is picked by Mr. Vane as his “personal selection as the biggest hit of all our new shows next season.”

• Friday night schedule—ABC will counterprogram from 7:30 to 8:30 with the only comedy in that time

What clearance woes can mean to ABC-TV

The half-hour, daily afternoon serial, One Life to Live, is suffering from “live clearance deficiency” and this condition is costing more than $2 million a year, $1.5 million of it lost directly by the network.

ABC-TV stations last week, at the annual network-affiliates meeting in Los Angeles (see page 32), were given a striking illustration of what it can mean to a network when just one program is not being carried live on a competitive line-up of stations.

Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV, citing One Life to Live as a specific example, offered the following editorial and mathematical suppositions as evidence of how a lack of live clearance does not pay:

Fact: In the first quarter of 1970, One Life to Live registered a 7.1 rating nationally.

Fact: General Hospital, the half-hour afternoon serial that generates ABC-TV’s biggest daytime audience, gained a 9.1 rating nationally during the same quarter.

Supposition: According to Mr. Pierce, “the difference is live coverage.”

Logic: General Hospital enjoys a 92% primary live line-up. One Life to Live only has 83% live coverage.

Supposition: If One Life to Live had General Hospital’s live line-up, ABC-TV figures it would have a national rating of 8.6—near General Hospital’s level—or 1.5 more rating points than it now earns.

Question: What does this mean in terms of dollar loss?

Mathematical formula: One Life to Live’s 1.5 rating-point deficiency represents 880,000 fewer homes nationally. At the going cost-per-thousand daytime rate of $1.60, this amounts to $1,400 less per minute on the selling price of the show.

There are 1,560 available commercial minutes in One Life to Live per year (in round figures 1,500) at the show’s actual 96% sell-out situation. This figures out to 1,500 available commercial minutes multiplied by $1,400 lost for each minute. The total: $2.1 million in revenues lost per year. Some $360,000 of this total would be station compensation. Subtract about $200,000 more for agency commission. Sub-total: about $1.5 million in annual revenue loss to the network.

52 (PROGRAMING)
period. The 8:30 slot is called the "key" to the rest of the evening. A good performance by Nanny and the Professor raises the possibility of cutting off part of the audience's commitment to the 90-minute The Name of the Game on NBC-TV. CBS-TV realizing this, says ABC, has programed "what is probably their strongest comedy personality"—Andy Griffith—in this time period. The Partridge Family, a new half-hour comedy at 9 p.m., is called a "strong all-family appeal show with great potential." Over-all Friday is termed a "truly compatible" evening with each show "flowing naturally from one to the other."

* Saturday night schedule—Most of the schedule on all three networks will remain as it was last season. The only change on any network between 7:30 and 9:30 p.m. is the departure of Jackie Gleason from CBS-TV, which, it is felt, will benefit ABC-TV's game shows. Let's Make a Deal and Newlwlywed Game. The new ABC-TV show at 9:30 to 10:30, The Most Deadly Game, is felt to be "unique." It was admitted that the show does not have an "ideal" lead-in by audience profile in the Lawrence Welk Show. Mr. Welk is praised as being "durable and dependable," but also acknowledged is "a slight attrition to his audience" during the past season.

Radio-TV must tell it like it is—Rule

In today's troubled times it is mandatory that contemporary problems and their solutions be presented to the largest possible audiences, Elton H. Rule, president of ABC, told TV network affiliates in Los Angeles last week. Citing such problems as narcotics addiction, social and political violence, racial unrest and pollution, Mr. Rule said that broadcasters should give more than "mere lip service." to the important issues of today.

"The nation has grown up socially, and so [has] most of the broadcasting industry," he pointed out. "We cannot be afraid of handling sensitive social issues just because our media, radio and television, reach all age groups in all homes."

Mr. Rule said that the old concept that social significance and entertainment do not mix is no longer valid. "The criteria for an entertainment show hasn't changed in the last few years; it must be entertaining," he acknowledged. But, he added, "if it can serve as a platform for a message of real importance and interest, we will use it as a vehicle for enlightenment." Next season, he said, audiences will be seeing more programs on themes of social significance.

**Unee in the ranks over prime-time rule**

ABC-TV affiliates want Goldenson to clarify endorsement of FCC plan

There were three closed-door meetings at last week's ABC-TV conference with network affiliates in Los Angeles and the dominant subject was the FCC's prime-time network rule and ABC Inc. President Leonard H. Goldenson's apparent acceptance of it.

The statement issued by Mr. Goldenson earlier this month was not well received by network affiliates. Mr. Goldenson had said: "We think that ABC as a company not only can adapt itself to the decision without adverse effects but may attain beneficial results from the rule." (Broadcasting, May 11)

Indeed, ABC-TV affiliates, in a closed business meeting with ABC management, reportedly unanimously declared opposition to the FCC rule that would prohibit affiliates in the top 50 markets from accepting more than three hours of network programming between the hours of 7 and 11 p.m. (6 and 10 p.m., central time) after Sept. 1, 1971.

Affiliates reportedly asked for clarification of the Goldenson statement. This request was said to have been reiterated at the concluding meeting of the three-day convention, a two-and-a-half-hour session between the ABC affiliates board of governors and ABC management.

At a news conference following this last meeting, Elton H. Rule, president of the American Broadcasting Co., indicated that affiliates did not fully understand the network's position on the prime-time rule. Mr. Rule attempted to make clear that ABC is opposed to a withdrawing of prime time; such a withdrawal is not in the best interests of affiliates; it will result in poorer programming. ABC is in favor of a rejection of the rule, and at no time does ABC support government restriction in any area of broadcasting.

In attempting to explain the rationale of the Goldenson policy statement, Mr. Rule explained that the company emphatically did not agree with the commission's so-called 50-50 proposals, which essentially would have forbidden networks to produce or acquire ownership in more than 50% of their prime-time entertainment programming. ABC, however, could live with the current FCC prime-time programming rule if need be and, maybe even derive some benefits from it. Mr. Goldenson was speaking on behalf of the diverse interests of ABC Inc., the parent company of the TV network, Mr. Rule stressed.

He acknowledged that the affiliates want a formal clarification of the Goldenson statement. Mr. Goldenson, as the affiliates convention took place, was attending the Cannes film festival on the French Riviera and was not immediately available for consultation. But Mr. Rule indicated that early this week the affiliates' request for clarification will be discussed in New York with Mr. Goldenson upon his return from Europe.

Mr. Rule suggested that the best thing affiliates could do to fight against the rule is petition the FCC individually. He said that while ABC did not oppose the prime-time restriction in the rulemaking proceeding, the company is likely to appeal the part of the rule that prohibits networks from engaging in domestic syndication, and allows them to syndicate in foreign markets only those programs they produce.

Referring to the Sept. 1, 1971, effective date of the FCC edict, Mr. Rule noted: "It is not in effect. We hope it doesn't become a rule. But if it does, we'll have to live with it. We're saying we can live with it and it may even have some economic advantage for the network."

George A. Koehler, chairman of the board of governors of the ABC-TV Affiliates Association and who, with ABC-TV President James Duffy, sat in on the news conference, noted that the affiliates' call for a clarifying statement was "a calm, rational request." He explained that there are "doubts in the minds of stations" as to just what the Goldenson statement meant. But there's no doubt, he said, as to how the affiliates feel about the prime-time limitation. They are unanimously against it "irrespective of where the network goes," he asserted.

After the news conference, Mr. Koehler, who currently also is general manager of Triangle Publications Inc.'s radio and TV division, said that the ABC affiliates, in closed sessions, asked the network to study the feasibility of providing five-minute newscasts to stations in the daytime. Mr. Koehler also revealed that ABC-TV affiliates will cooperate with the satellite-transmission committee of the CBS-TV Affiliates Association in pushing for individually station-constructed-and-owned earth stations if a broadcast domestic satellite system is established (Broadcasting, May 11). Reeve Owen, vice president and general manager of WTVC (TV) Chattanooga, has been appointed chairman of the ABC-TV affiliates satellite-transmission committee, which will be formed before the end of the month.
Open hour may benefit local news
But cost of filling extra time may force small markets to opt for syndicated product

The new FCC rule aimed at limiting network dominance of prime-time television programing may be the greatest boost in years for local news operations, if it goes into effect Sept. 1, 1971, as planned, but its effect on syndication is less predictable.

Although the FCC's stated goal was greater diversity in programing through syndication and local productions, a random survey of stations in diverse markets found few broadcast executives enthused with the prospect. In smaller markets, it appeared, syndicated material may be tapped or its use increased but the quality of material available was criticised by most station managers and program directors interviewed.

In larger markets, executives were generally in accord on the prediction that the tendency would be to fill the time with expanded news programs.

None of the executives reached in the survey were definite. They wanted time for thorough study of the FCC order handed down May 7 (Broadcasting, May 11). All had been thinking about the consequences of the order, which had been expected. The possibility that the order would encourage production of better syndicated programs was put forth by several but even more doubted the funds available or the desire would be enough to produce sufficient top-quality programs that could stand competition in prime time.

On the other hand, news programs have increased in profitability and executives are interested in moving them into prime time where they will command better rates.

Although the prime-time rule applies only to the top-50 markets, the networks have indicated that they will not be able to supply programing for the smaller markets in the vacated periods. In such a case the smaller stations also will face the problems of filling an extra hour of prime time without the budgets available.

Comments from station executives across the nation follow:

**Boston, fifth market:**
- **WJAC-TV (ABC);** John Quigly, program director, said station management had discussed the rule a great deal but had come to no conclusions "but syndication will be hard pressed to fill the time."
- **WABC-TV (NBC);** Westinghouse-owned; Joseph Ryan, public relations director, said no plans have been made regarding the released time. Westinghouse, which proposed a rule virtually identical to that adopted by the FCC, has its own syndication available.

**Minneapolis-St. Paul, 13th market:**
- **KSTP-TV (NBC);** Stanley E. Hubbard, president and general manager, was scathing in his comments about the rule and Donald H. McGannon, president of Westinghouse Broadcasting, which proposed the rule.

"It is quite possible Mr. McGannon sets himself up as a great programming expert, but he has no idea what it is to operate a television station in a smaller market."

Mr. Hubbard said he doesn't believe the independent Hollywood film producers can find or will risk the funds necessary to create quality programing. And, he said, quality syndication programing just isn't available now. He said he does not know what his station will do. "We have to find out what time slots the network will give us. Expanding news operations is good in the larger markets but in the smaller it may be too expensive. The rule will not produce diversity of programing with the quality the public demands in prime time."

- **KSMN-TV (ABC);** Donald Swartz, president and general manager, said his station, which now carries the network news at 5 p.m. (CST) and five minutes of local news, probably would expand its local segment to a half hour. It would move its strip shows into the 6 to 7 p.m. slot or possibly use some syndicated material. But, he said, we can't program as well as the networks. We are concerned about the quality.
- **WCCO-TV (CBS);** Roger Gardner, program director, would like to expand his news program. Wcco-tv now takes the network news at 5:30 p.m. (CST) and has a local half-hour news show at 6. He expressed hope that syndicated products available may improve in the 18 months remaining before the rule is in effect.

**Houston, 14th market:**
- **KPRC-TV (NBC);** Jack Harris, general manager, has some definite ideas regarding what he would like to do, depending on network action. KPRC-tv now presents a half-hour feature program, produced by the news department, at 5 p.m. (CST) and carries the NBC news at 5:30 p.m. It follows this with a half-hour local hard news, weather and sports show at 6 p.m. Mr. Harris would expand the 6 p.m. show to an hour to include more in-depth reporting and documentaries. He estimates that the additional potential gross at prime time rates would be $1 million and the additional news operation cost would be $250,000. He has no thought of buying syndication.
- **KHOU-TV (CBS);** Dean Borba, vice president and general manager, indicated expansion of his news programing was the most likely direction in which the station would move but he did not rule out syndication. KHOU-tv now presents one hour of local news
Make it easy on yourself.

So you’re going out to shoot another commercial? Where is it this time? California beaches, Swiss Alps, Amazon jungles, desert sands, or what? You’ll be glad you decided on film for a lot of reasons.

Take the stuff you’ll need—a couple of cameras, some cans of raw stock, reflectors, some small camera power packs, etc. That’s not hard to take. So film is mobile.

Editing? Easy as pie because you can see what you’re doing. And no expensive equipment is involved. So film is mobile and convenient.

Syndication is a snap. Just print up the number of release prints you want, stick them in padded envelopes and mail them out. There probably isn’t a television station in the country that doesn’t have a 16mm projector. And film syndication will save money, too. So film is mobile, convenient, and comparatively inexpensive. So aren’t you glad you decided on film?

EASTMAN KODAK COMPANY
VISTA HELPS AMERICANS GET OUT OF POVERTY. The entertaining people above are on VOICES OF VISTA, our 25-minute radio shows and spots. There's a variety of other talents and times available too, for radio and TV. Send us a ☐ I want radio material; ☐ I want TV material; ☐ I want VOICES OF VISTA, one show a week. VISTA—Volunteers In Service To America—The Office of Economic Opportunity—1200 19th Street N. W., Washington, D. C. 20506
in the evening with the CBS Evening News sandwiched at 5:30 p.m. between two half hours.

Mr. Borba charged "the commission has violated its traditional role of removing itself from programing by entering the back door. The commission has in fact dictated to stations not what they should program, but rather, what they cannot. . . . the commission has entered into the business of programing, a function which I do not believe properly belongs in the hands of a government agency."

Atlanta, 16th market:

• WAGA-TV (CBS); H. W. Ray, vice president and general manager, was of the opinion that syndication is possible for filling the time that will become available but he noted that "hardly anything is available." He noted the possibility of moving his 11 p.m. news show to 10:30 p.m. The station will only need to pick up a half hour because it can shuffle the CBS news it now airs at 11 p.m. to 6:30 p.m. and put on its local news show at 7 p.m. Regarding syndicated programs, he said: "I don't see any mass production of quality programs, I don't think the rule will increase syndication."

• WSN-TV (NBC); A. R. Van Cantfort, program director, said expansion of the 11 p.m. (EST) news to one hour was being considered. WSN-TV's hour-long local news show, now carried at 6 p.m. (EST), could be moved to a later spot, say 6:30 p.m., and Huntley-Brinkley could be aired at 7:30. More network specials would be carried "if clients will go along," he said.

"But what are the small guys going to do?" Mr. Van Cantfort asked. "End up with more What's My Line? If the FCC wants the locals to do more programing it will find they don't have what it takes. It is a substantial investment. It will take a year to shake this down. I suspect the large stations will go the news route, the smaller to syndication."

New Orleans, 35th market:

• WSU-TV (NBC); A. Louis Reid, president and general manager, plans to put his local one-hour news show at 6 p.m. (CST), take NBC's The Huntley-Brinkley Report at 5:30 p.m. and run off-network programing in the 5 p.m. slot where he now has a local news show.

• WYUE-TV (ABC); now carries the ABC Evening News at 5 p.m. and syndication at 5:30. The station is owned by Screen Gems Broadcasting. Harry Shoubin, program manager, said plans to fill the released prime time would depend very much on the slots made available by the network. He said the station would consider syndication in view of the Screen Gems tie but was not committed to it.

Des Moines, Iowa, 67th market:

BookNotes


This is a book about the role of television news in troubled contemporary society that makes uncommonly good sense. It makes sense because, among other things, it was written by a working television newsman and it does not lose its way in a fog of theory and idealistic hypercriticism.

William Small knows broadcast news from the inside, a vantage point that affords a clearer perspective of the subject than does, say, the Vice President of the U.S. The point is pertinent because his book is, in part, an answer to Mr. Agnew's attacks. More than that, it is, as the title suggests, an answer to the broader range of criticism that has been directed at TV as viewers, increasingly frustrated and angered by the news, have turned their resentment upon the medium that reports it most graphically.

The title is apt, but the subtitle, "Television News and the Real World," tells what the book is really all about. It is about TV's coverage in all the major areas of news that have aroused public concern, dismay and anger: the black riots, violence, Vietnam, antiwar protests, assassinations, social upheaval.

It is also about TV in politics, in government, in investigative reporting. It shows the pressures that are brought to bear on television, tells how public figures have used or sought to use it, and traces the FCC rules and policies affecting it as a news medium. It enlivens all these elements with specific examples, particularly where Washington, Mr. Small's home base, is concerned.

Mr. Small is Washington news director and bureau manager for CBS News. He is also a past president of the Radio and Television News Directors Association and a former news director of WLS-AM (Chicago) and WHAS-AM-TV Louisville, Ky.

He knows the problems and limitations and shortcomings of TV news as well as its capabilities and accomplishments, and in this book he has tried, in his words, "to relieve the fog out the picture, the good and the bad."

The result is at once an engrossing history of TV journalism, or at least many of the highlights of TV journalism, up to now; a thoughtful presentation of the problems it faces and a welcome contribution to the cause of sanity in evaluating its performance and defining its role. But, alas, the book deserved a cleaner proof-reading job.

Callers must be aware they are on the air

Broadcast licensees are prohibited from recording or broadcasting live telephone conversations without first informing the party on the line that the conversation is being or will be aired, under rules adopted by the FCC last week.

Exceptions will be permitted only when parties to a telephone conversation know or may be presumed to know that the conversation is being or is likely to be broadcast; for example, station employees and news stringers.

Under the new rules, first proposed last July (Broadcasting, July 14, 1969), stations may interconnect their facilities to exchange and toll telephones and broadcast live, two-way conversations without employing a "beep-tone" warning. However, the tone is still required when the conversation is being recorded.
CBS answers ASCAP on payments

Network denies paring time share of costs to keep down amounts paid under new system

CBS-TV denied flatly last week that it had acted "arbitrarily" in allocating the share of combined time-and-program prices that should be identified as time sales.

The charge had been made by the American Society of Composers, Authors and Publishers, whose revenues from network music licenses in the past have been based on the network's respective revenues from time sales. ASCAP contended that when the sale of commercial minutes became widespread, with both time and program costs covered in a single price, CBS allocated less to time than it should have, and thus kept down its payments to ASCAP (BROADCASTING, May 11).

"This is not so," Theodore S. Bache, assistant controller of CBS-TV, asserted in an answering affidavit last week. CBS-TV, he said, "has at all times used the same basis for reporting its time sales, whether the reports have been made to affiliated stations as the basis for payments to them, to the FCC, to salesmen as the basis for their commissions, or to ASCAP."

Mr. Bache said that "there seems to have been one minor discrepancy in 1964," a year about which ASCAP had raised particular questions in making accusations. "That discrepancy," Mr. Bache said, "was that CBS reported $116,000 more in net time sales for 1964 to ASCAP than it did to the FCC, so that ASCAP may have been overpaid by $2,300."

Although changes in network advertising require CBS to provide programming for its customers, its main orientation is still toward the sale of time, he asserted. CBS tries to recover the costs of the programs it buys and in many cases succeeds, he said, "but over-all the cost of programs is never completely recovered."

CBS's accounting policy in allocating commercial-minute prices between time and program elements, Mr. Bache said, is that "in no case" will it allocate to time sales less than the amount the network is obligated to pay its affiliates for carrying those minutes.

As a result, he asserted, the portion left for allocation to program costs "does not cover the totality of the program costs." This, he suggested, works to ASCAP's advantage because "more of the revenue from the sale of commercial minutes is attributed to net-time income than would be the case if CBS were to recoup all of its program costs."

When CBS talks about computing program costs, Mr. Bache said, it's talking only about the cost of programs that are actually broadcast—not development costs for programs that don't get on the air, or the cost of maintaining the program department or "any overhead charges connected with CBS program development and other program activity." These other costs, he said, are absorbed by CBS.

Even so, he said, "the direct program costs which were allocable to revenue from the sale of commercial minutes during the years 1963 through 1969 always exceeded the program costs which CBS actually allocated in computing payments to ASCAP."

He denied that ASCAP fees had any bearing on the way CBS allocated time costs in either its "morning minute plan" in 1961-65 or its pro-football sales in 1964, about which ASCAP had specifically complained. In both cases, he contended, the allocations were the same for ASCAP as for affiliate compensation.

In a separate affidavit Richard G. Green, New York attorney for CBS, minimized the amounts at issue in the time-sales accounting that ASCAP had protested.

In the three years cited by ASCAP, he said, CBS in 1962 paid ASCAP $3,572,881 and made an additional payment of $180,000, or 4.8% of the year's total, in settlement of the accounting differences; in 1963, CBS paid $3,922,576 and additional settlement of $92,424, or 2.3%, and in 1964 paid $4,038,968 and added $226,032, or 5.2%, in settlement.

"Thus," Mr. Green said, "while the dispute over auditing may have been unnecessarily heated, nonetheless the amounts involved were relatively minor [an average of 4.1%], and the parties were able to solve the problem under the percentage-of-time-income formula."

Mr. Bache's affidavit said pro-foot-

Where the action is on antidrug-abuse

Broadcasters tell Nixon they were one step ahead of him with their campaigns

Broadcasters apparently were not waiting for the administration to call on them for support in warning viewers and listeners of the dangers of drug abuse. Shortly after President Nixon's personal appeal for such assistance, made in a meeting with network, production and advertising executives last month (BROADCASTING, April 13), the White House began receiving letters from radio and television stations around the country reporting the antidrug campaigns they were already conducting.

Thus far about a dozen letters have been received. None reported the use of entertainment programing, which President Nixon had said provided "the most effective medium for the subtle sell." For the most part, the stations reported more conventional public-service-type programing.

Indeed, the local approach—as against the mass-entertainment approach suggested by the President—was recommended as being more effective. WRKL(AM) New City, N. Y., which reported that it has been engaged in an antidrug-abuse campaign for four years, said local radio and newspapers can take the problem "out of the fantasyland of national television" and into everyone's home. The station was scheduled to broadcast a seven-and-a-half-hour call-in Drug Marathon, on Sunday (May 17), in an effort "to get the local community involved."

Fort Wayne, Ind., area residents are getting a heavy dosage of antidrug-abuse programing this month. WLYV(AM) Fort Wayne reported that all broadcasters in that city—five AM's, two FM's and three TV's—have banded together under a "Stamp Out Drug Abuse" banner, and are concentrating their combined efforts on the problem through the month of May.

One unusual approach to the problem was reported by Jefferson Standard Broadcasting Co., licensee of WBTAM-FM and WBT(TV) Charlotte, N.C. It established a fund with a $5,000 contribution for rewards—of $500 each—for information given police concerning the illegal sale of narcotics to school children in North Carolina and South Carolina. It said it has received contributions for the fund totaling "several thousand dollars."

58 (PROGRAMING) BROADCASTING, May 18, 1970
A new version of campus dissent

Chancellor at state school tries to stop films on school-operated station

The question of who has control over the dissemination of news on a state-controlled but commercially operated television station is being asked this week at KOMU-TV Columbia, Mo.

University of Missouri Chancellor John Schwa had ordered the confiscation of KOMU-TV news film taken on campus May 7. He also forbade its use on air. The film, taken by a university student reporter, showed the chancellor talking with student demonstrators.

The film was not telecast immediately on KOMU-TV but was eventually used as part of the newscast last Tuesday (May 12).

KOMU News Director Rod Gelatt said the film is in his possession and that he has asked for an appointment to meet with Dr. Schwa on the chancellor's order. Mr. Gelatt turned down the earlier request by Dr. Schwa to relinquish the film and had refused to show the chancellor the film.

Mr. Gelatt said the film itself had "no great deal of news value," and that it is why he had not shown it earlier. The film was shown last week after word came from the chancellor's office that "they didn't care what we did with it."

The film, Mr. Gelatt noted, is 54 seconds, black-and-white, silent and was five days old when shown.

The controversy developed, Mr. Gelatt claimed, not over the film's content, but over the question of whether the license, the Curators of the University of Missouri headed by the governor of Missouri or any school official "has the right, authority, to give an order which affects what is shown or not shown on a university television program."

Mr. Gelatt said the chancellor's basic objection is to being filmed and having that film shown was the "invasion of his privacy." The footage was shot outside Dr. Schwa's home on campus by Phil Blumenshine, a MU senior in the school of journalism.

Dick Olenyick, student reporter, stringer for the St. Louis Dispatch and teaching assistant in MU's school of journalism, and Mr. Blumenshine have each written to the FCC urging that the license of KOMU-TV not be renewed "because Schwa, whenever he wants to be, is news director."

Mr. Olenyick, in his letter, asks separation of the station from the university when the license comes up for renewal Feb. 1, 1971.

Under student pressure bank cancels Al Capp

The syndicated Al Capp Show carried by WFMX(FM) East Lansing, Mich., has lost its bank sponsor as a result of a protest initiated in two $1 classified ads in a student newspaper at Michigan State University there. One was a blind ad, WFMX explained last week, and the other was signed by a bookstore.

Complaining that the East Lansing State Bank should not be sponsoring Mr. Capp whose views they considered offensive, the student newspaper ads called upon the students to withdraw their funds from the bank. The bank at first refused but subsequently dropped the show, WFMX said, adding the station now is seeking another sponsor.

The irony of the economic boycott episode, WFMX related, is that Mr. Capp now has been invited by the student paper to be the main speaker at its annual banquet.
Revised equal-time rule eases stations' task

A proposed revision in the "seven-day rule" implementing Section 315 (equal time) of the Communications Act has been adopted by the FCC.

The new amendment requires candidates for specific offices to request time within one week from the day the first candidate for the office appeared on the air. Late candidates would have to request equal opportunity to reply within one week after the first appearance by another candidate, following their official entry into the race.

Formerly candidates were required only to submit requests within seven days of prior use of a facility.

The commission said the revised rule would place a candidate's Section 315 rights in a "reasonable time frame with reference to the date upon which his rights first arose" and would permit licenses to determine the extent of their Section 315 obligations and allow both candidates and licensees to plan future appearances more effectively.

The amendment was generally favored by broadcasters (Broadcasting, Jan. 12).

State policy session for media set on Coast

The Department of State will hold a National Foreign Policy Conference for editors and broadcasters on June 29 at San Francisco's Hilton hotel. The conferences have been held at least once a year since 1961, but this is the first on the West Coast.

The conference is designed to give newsmen an opportunity to discuss international issues with leading American policymakers. Among those taking part will be the secretary of state, the under secretary, and their principal advisers.

The State Department announced that any broadcast station, newspaper, magazine, or "other information medium engaged in informing the general public about foreign affairs" may request an invitation to the conference by writing the director, office of media services, Department of State, Washington 20520.

Astrology in capsule

A computerized-horoscope program series for radio is being produced by Chicago Radio Syndicate Inc., Chicago. The 70-second shows include daily forecasts for each of the zodiac signs and feature astrologer Laurie Brady.

The package already has been sold in 25 markets for June 1 release, the firm said. Distributor is Cine-Vox Productions Inc., New York. Chicago Radio Syndicate already has two other series, Dick Orkin's Big Mouths of 1970 and The Mini-People, running in more than 100 markets.

KJH turns its back on filmed violence

Does television-news coverage of the violence that occurs at some student demonstrations both on and off campus breed additional violence? One Los Angeles news director thinks the answer is yes and as a result has canceled the use of any newsfilm depicting such violence.

Baxter Ward, news director of KJH-TV Los Angeles, has told the station's viewers that "we will continue to film assemblies, marches, speeches or other public events up to the point of violence or ugliness. If the scene turns to destruction or tumult, we simply will stop our cameras and leave. We will not show one frame of newsreel film of that kind of violence. "We will report whatever damage information we have, but we will say it only and will not show it happen."

Mr. Ward continued, "I now agree there is a strong possibility that the television presence multiplies an incendiary trait, not just by its presence but through the likelihood that subsequent tumult and bravado will be recorded on film and then duly presented to the home screen. The time is right to re-evaluate our role in this area."

Mr. Ward called on the other television stations in Los Angeles to join him in a moratorium on broadcasting scenes of violence. The ban would extend through the end of the current college year in mid-June. And he asked the public to comment on his decision. Mail replies during the first week following his request totaled between 4,000-5,000 pieces, running nine or 10-to-1 backing Mr. Ward.

Four Star returning to network TV market

Four Star Entertainment Corp. is aiming for representation on the TV networks for 1971-72 after several years of concentrating on first-run syndication production.

Anthony Thomopoulos, executive vice president of Four Star, said in an interview last week the organization has made "step deals" with each of the TV networks for 1971-72. With ABC-TV, the company is developing a Movie of the Week property, titled "The Road Gang," written by Lewis Carlino and designed for "spin-off" for a series; with NBC-TV, a half-hour comedy series, Dr. Livingston. I Presume, that will star Stanley Myron Handelman, and with CBS-TV, a half-hour adventure series, The Dusters, based on a script by writer-director Sam Peckinpah.

Mr. Thomopoulos noted that Four Star once had been a substantial supplier of network programs and said the company, under comparatively new management, is redoubling its efforts in this vital area. He emphasized that Four Star, which has been in the forefront of first-run production for syndication, does not intend to relax its activities in this sphere.

"We have just completed 195 segments of Can You Top This? which has been held in 26 markets since January," Mr. Thomopoulos pointed out. "We have done 22 segments of Something Special entertainment programs and 26 one-hour Here Come The Stars specials. We are now offering a group of documentary specials on the sea and the environment, titled The Seven Seas, produced with Bruno Vallati, and in development are two-minute vignettes on science and technology, After Apollo, and a half-hour entertainment astrology series, Your Sign and Mine, co-starring astrologist Sydney Omar and actress Janet Blair."

Changing Formats

Kotr (FM) San Francisco—Avco Broadcasting Corp., last week announced plans to begin 24-hour full-time contemporary country-and-western format, "the only such FM operation in San Francisco." General Manager Howard S. Kester said the station had been programming "contemporary rock album cuts."

WCvY (FM) Cleveland Heights, Ohio—Friendly Broadcasting Co., effective June 29, begins broadcasting 24 hours a day with the addition of an all-night "jazz-oriented pop" format. Stuart A. Kovar, general manager, said the new program is in response to requests from area listeners that the FM remain on the air all night and feature certain artists in the jazz field.

WxxI (AM) Jackson, Tenn.—Dixie Network, effective today (May 18), began programing country-and-western music from 7 p.m. to 12:05 a.m. It previously programed top-40 rock, Charles R. Simms, station manager, said the change was made on the basis of the "great acceptance of C&W music today," and "the success of the 5-07 to 7 a.m. program segment . . . of country-and-western music."
Democrats seek FCC aid in getting TV air time

Early this week, the Democratic National Committee will ask the FCC for a declaratory ruling on network policies regarding the sale of time for discussion of political issues.

The committee's action comes only a week after the Democrats made two partially successful attempts to get their views on the air. Chairman Lawrence F. O'Brien, who asked the networks to provide live coverage of a speech in which he attacked administration policies, got an affirmative response from ABC, a negative response and moderate news coverage from NBC, and a blackout on CBS, according to the committee.

Additionally, Senator George McGovern (D-S.D.) and other Democratic and Republican opponents of the Indochina war sought to buy time for a program presenting their views; they succeeded at NBC but not at CBS. The program was broadcast last Tuesday (May 12) at 7:30 p.m. Earlier, the five senators had unsuccessfully asked for free time.

The committee, which naturally is particularly miffed at CBS, will reportedly ask the FCC to rule that it is constitutionally wrong to deny political spokesmen an opportunity to bring contrasting viewpoints before the public, especially when they offer to pay "regular commercial rates." Equally galling to the committee, it is understood, is the fact that network officials offered no reason for denying to broadcast the program in question.

The committee has scheduled a news conference for tomorrow (May 19) at which it will release copies of its planned FCC filing.

FCC upholds microwave relay of CATV programs

Petitions seeking reconsideration of a November 1969 FCC order authorizing microwave stations in the CARS (Community Antenna Relay Service) to transmit CATV-originated program material were denied last week by the commission.

The petitions were filed by Laser Link Corp., the National Association of Educational Broadcasters and the Association of Maximum Service Televectors.

Prior to the commission's November order, the CARS service had been restricted to the relay of broadcast signals.

The Laser Link and NAEB petitions, the commission said, are substantially identical to pleadings filed and denied in a ruling involving the establishment of a CATV Local Distribution Service in the 12.7-12.95 mc band (Broadcasting, Nov. 10, 1969).

The commission said AMST's petition was largely a summary of its request for reconsideration of the commission's October 1969 order requiring CATV systems with more than 3,500 subscribers to originate programming by Jan. 1, 1971, and added that the questions raised by AMST could more appropriately be considered in the program origination proceeding.

ABC's film service gets an extra day

ABC's Daily Electronic Feed, a news-film syndication service to station affiliates, will be extended to a sixth day—Sunday—starting Aug. 2, it was announced by the network in Los Angeles last week.

Speaking at the ABC-TV affiliates meeting, Elmer W. Lower, president of ABC News, explained that the expansion of DEF is in response to "repeated requests" from stations for more than two years.

The cost of the service to stations will be raised from 15% of the class A network hourly rate to 18.75% per week. According to Mr. Lower, this is the first increase for the DEF service since its inception in 1965.

ABC's DEF service now provides 10 to 14 stories a day.

Access bill ready

The House Rules Committee last week completed work on the legislative-reorganization bill that includes a provision admitting broadcast journalists to House proceedings. The broadcast access provision, deleted from the bill earlier this year by a special rules subcommittee, was restored by the full committee two weeks ago (Broadcasting, May 11).

The bill is expected to come before the full House before the end of this month.

MGM offers races and he-men for TV

The rush to first-run syndication programming has started in earnest. MGM-TV has announced two new half-hour series with a sports influence.

They are Man-to-Man with Roman Gabriel and Merlin Olsen, professional football players with the Los Angeles Rams, and High Speed Living, a series dealing with all types of motorized racing.

According to Paul Picard, MGM-TV vice president, Man-to-Man will be "a highly stylized sports oriented show. We plan to capitalize on the national appeal of Gabriel and Olsen," Mr. Picard said. Guests on the program will come from all areas and not be limited to just sports personalities.

Each of the proposed 26 segments of High Speed Living will be divided into three parts, covering land, sea and air racing. Mr. Picard noted that the emphasis will be on providing insight into the challenge of the race to the man as well as looking behind the scenes. The first 26 episodes of the series have been completed and included among the guests are Mario Andretti and Dick Smothers.

Pre-production has begun on Man-to-Man with shooting scheduled to start on the first set of 26 episodes in June.

CBS taping Hyde, Ford, for 50th anniversary

Two former FCC chairmen, Rosel H. Hyde and Frederick W. Ford, praised the electronic media in tapes prepared last week by CBS Radio for its affiliates' use.

"I'm inclined to think that providing an electronic press is perhaps its [broadcasting's] greatest service," said Mr. Hyde, who observed that the electronic press should be watchdog over public servants.

"It should be the press checking upon the integrity of government, and the government must make sure that it does not interfere with the freedom of the press to perform this function," he said.

Mr. Ford called radio "a vibrant, live medium that the American people have come to depend on in different ways.

The comments were taped for use to celebrate National Radio Month in May and the 50th anniversary year of broadcasting.

Program notes:

Steelers search * Empire Sports Productions, Keeseville, N. Y., which has set up radio networks for the Montreal Expos baseball team and the Indianapolis 500, has a new client in the American Football Conference's Pittsburgh Steelers. According to Dan Rooney, Steelers vice president, the team is seeking a radio network for the 1970-71 season. The network arrangements last year were handled by KDKA(AM) Pittsburgh.

British children shows * Walter Reade Organization has placed into syndication 39 children's programs of approximately one-hour in length that were produced in Britain by the Children's Film Foundation, a non-profit group maintained by the film industry there. The films have been shown theatrically throughout the world and have had limited distribution in the U.S.
$14 million CATV merger planned

Cable properties in Ohio, Texas involved in transaction; Cleveland firm to hold control

Citizens Financial Corp., Cleveland, a diversified banking and investment holding company that is also a multiple CATV owner, and Communications Properties Inc., Austin, Tex., a multiple CATV owner, have agreed in principle to merge their CATV holdings, with Communications Properties to be the surviving company.

In the estimated $14 million transaction, Citizens Financial would exchange its cable TV subsidiary, Tower Communications Inc., for 1 million common shares and 100,000 cumulative preferred $2 shares of Communications Properties. The preferred shares would be convertible into 600,000 shares of Communications Properties common. This would give Citizens Financial a 65% ownership of Communications Properties, which at present is principally owned by Jack R. Crosby, CPI president; Benjamin J. Conroy Jr., vice president, and others. J. P. Cozzens is chairman and Richard Johnston, president of Citizens Financial, which is listed on the American Stock Exchange. CPI stock is sold over-the-counter. Tower Antennas owns 25 cable systems principally in Ohio, serving more than 40,000 customers. It also owns a common-carrier microwave relay system. Claude M. Stevans is president. CPI owns 14 systems in Texas and New Jersey and serves some 23,000 subscribers. It also has asked the FCC for permission to build a state-wide common-carrier microwave system in Texas to serve the data transmission industry.

Early this month CPI announced the formation of a Mexican subsidiary, CPI Cable International S. A., Mexico City, where the company will work as a consultant in engineering, construction and operation of CATV systems in Mexico. The first, in conjunction with Telesistema Mexicana, Spanish-Language TV program producer in the Mexican capital, is in Mexico City.

Horn of plenty found by JWT's share owners

Stockholders attending the first annual public meeting of J. Walter Thompson Co. in the 106-year history of the advertising agency were greeted last Thursday (May 14) with reports of a record $173 million in billings and a 14% increase in net income for the quarter ended March 31.

JWT was listed for the first time on the New York Stock Exchange Jan. 6. The $173 million in worldwide billings was an increase of 8% over 1969 first-quarter billings of $161 million. Earnings per share were 40 cents, compared with 41 cents for the earlier period, reflecting an increase of 17% in the average number of common shares outstanding during the two comparable quarters.

JWT President Dan Seymour at the New York meeting carried the rosy scene even further, predicting "it will not be far into the 1970's when the company will be the world's first $1-billion advertising agency."

But that wasn't all the good news for the approximately 200 stockholders at the meeting—many of them JWT employees. They learned, too, that the board of directors had increased the regular quarterly dividend from 20 cents a share to 25 cents, payable Aug. 21 to shareholders of record July 24. The number of JWT common shares outstanding as of April 24 was 2,765,101.

Mr. Seymour also reported a 150% increase in company profits from 1964 to 1969.

For the first quarter ended March 13:

- Earnings per share: 1970 - $0.40; 1969 - $0.42
- Billings: 178,000,000; 161,000,000
- Net Income: 1,095,000; 1,007,000

Metromedia year a difficult one

Klage's salary and poor program ratings queried by critical share owners

Grilling by disenchanted stockholders caused Metromedia board chairman John Kluge to term last week's annual meeting in New York "the liveliest stockholders' meeting we've ever had."

He also called 1969 "our most difficult year," citing, among the reasons, operating problems in the radio division, increased programming and news costs in TV, expansion of FM programming, start-up costs of KNEW-TV (ch. 32) San Francisco and the Metromedia Radio News Service.


Mr. Kluge told stockholders at last week's meeting that the company has instituted strict cost-reduction programs. Disgruntled stockholders called attention to the compensation of the chairman of the board, suggesting that it is excessive, and to the fact that no minutes of annual stockholders' meetings are recorded. Mr. Kluge's total compensation for 1969 was reported as $243,615 (including 1969 salary and incentive payments for 1968).

Responding to questions about programming, Mr. Kluge said Metromedia's aim is to develop shows that are "quali-
"S" is for Sesame Street
and Second Stage

Something unusually
Significant is happening on television this season. It's a series for
pre-schoolers called Sesame Street. This series, taped at
Tele-Tape's Second Stage Studio, has been called "Sensational!"

"Outstanding!" "A Smash!" by scholars,
parents and small fry alike!

We're proud to have
in the success of this special event. You see, we've set the stage for the
Seventies with the Second Stage...
a studio designed by
Tele-Tape expressly for
television. So, pardon us
for sounding off...
but 'S' wonderful!

Tele-Tape Productions

one production house to call when you need complete production capabilities and facilities.
For commercials... call Jim Hartzler.
For programs... call Don Redell (212) 582-3400/321 West 44th Street/New York, New York 10036
In the Midwest... call Keith Gaylord (312) 332-2718/135 S. La Salle St./Chicago, Illinois 60603

This ad is
brought to you
by the letter
"S"

BROADCASTING, May 18, 1970 63
ty oriented with a business opportunity." He explained that the National Geographic specials and "The Undersea World of Jacques Cousteau," which Metromedia produced for network programming, were "product that we could not afford" to program only on the group's own TV stations.

The company, said Mr. Kluge, is looking to a more prosperous 1970, as cost controls take effect and as capital expenditures are reduced. He said the group's FM stations are producing greater revenues now than a year ago, though gross revenues of all its TV and AM stations are down from last year because of the continuing soft market in spot sales. He said Metromedia had "suffered from ratings problems in our Los Angeles radio and TV stations" but that TV is now showing a "definite improvement" in ratings and that AM, with a changed format, "is continuing to increase its share of the market."

Metromedia declared a regular dividend of 12 1/2 cents per share for the first quarter of 1970. Earlier it had announced a net income for the quarter of $308,982, up sharply from $60,973 for the first quarter of 1969 (BROADCASTING, May 4).

Other business included the election of James H. Manges, a general partner of Kuhn, Loeb & Co., investment bankers, to the board of Metromedia Inc. He fills the spot vacated by Percy M. Stewart, who has retired from the board and has been named director emeritus.

Company reports:
Bartell Media Corp., New York publisher and group broadcaster, reported an increase in revenues but a slight dip in net income for the year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$35,761,685</td>
<td>$3,585,700</td>
</tr>
<tr>
<td>1968</td>
<td>$33,871,883</td>
<td>$2,858,184</td>
</tr>
</tbody>
</table>

The Broadcasting stock index
A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 14</th>
<th>Closing May 17</th>
<th>Closing April 30</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>20</td>
<td>24</td>
<td>25</td>
<td>39</td>
<td>19</td>
<td>7,271</td>
<td>2,410</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>O</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>14</td>
<td>1,740</td>
<td>894</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>26</td>
<td>25</td>
<td>27</td>
<td>39</td>
<td>24</td>
<td>5,804</td>
<td>156,708</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>28</td>
<td>30</td>
<td>32</td>
<td>49</td>
<td>27</td>
<td>25,112</td>
<td>858,159</td>
</tr>
<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>23</td>
<td>22</td>
<td>22</td>
<td>33</td>
<td>21</td>
<td>3,384</td>
<td>74,140</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td>24</td>
<td>12</td>
<td>5,789</td>
<td>92,524</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>17</td>
<td>12</td>
<td>809</td>
<td>10,908</td>
</tr>
<tr>
<td>Metropolitan</td>
<td>MET</td>
<td>13</td>
<td>15</td>
<td>15</td>
<td>22</td>
<td>12</td>
<td>5,603</td>
<td>88,247</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>RST</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>1,636</td>
<td>21,266</td>
</tr>
<tr>
<td>Rea &amp; Lenox</td>
<td>RBT</td>
<td>33</td>
<td>45</td>
<td>45</td>
<td>15</td>
<td>34</td>
<td>2,183</td>
<td>91,933</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SDB</td>
<td>19</td>
<td>17</td>
<td>17</td>
<td>24</td>
<td>14</td>
<td>2,589</td>
<td>4,531</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SDR</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>13</td>
<td>585</td>
<td>17,976</td>
</tr>
<tr>
<td>Storer Broadcasting</td>
<td>TFB</td>
<td>18</td>
<td>20</td>
<td>19</td>
<td>21</td>
<td>18</td>
<td>3,585</td>
<td>70,804</td>
</tr>
</tbody>
</table>

Total of 101 companies - 1,606,258

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Company</th>
<th>Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>7,271</td>
<td>2,410</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>1,740</td>
<td>894</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>5,804</td>
<td>156,708</td>
</tr>
<tr>
<td>CBS</td>
<td>25,112</td>
<td>858,159</td>
</tr>
<tr>
<td>Corinthian</td>
<td>3,384</td>
<td>74,140</td>
</tr>
<tr>
<td>Cox</td>
<td>5,789</td>
<td>92,524</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>809</td>
<td>10,908</td>
</tr>
<tr>
<td>Metropolitan</td>
<td>5,603</td>
<td>88,247</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>1,636</td>
<td>21,266</td>
</tr>
<tr>
<td>Rea &amp; Lenox</td>
<td>2,183</td>
<td>91,933</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>2,589</td>
<td>4,531</td>
</tr>
<tr>
<td>Sonderling</td>
<td>585</td>
<td>17,976</td>
</tr>
<tr>
<td>Storer Broadcasting</td>
<td>3,585</td>
<td>70,804</td>
</tr>
</tbody>
</table>

Total of 101 companies - 1,606,258

CATV

<table>
<thead>
<tr>
<th>Company</th>
<th>Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>7,271</td>
<td>2,410</td>
</tr>
<tr>
<td>American TV &amp; Comm.</td>
<td>1,740</td>
<td>894</td>
</tr>
<tr>
<td>Cablecom-General</td>
<td>5,804</td>
<td>156,708</td>
</tr>
<tr>
<td>Cable Information Systems</td>
<td>25,112</td>
<td>858,159</td>
</tr>
<tr>
<td>Citizens Finance Corp.</td>
<td>3,384</td>
<td>74,140</td>
</tr>
<tr>
<td>Columbia Cable</td>
<td>5,789</td>
<td>92,524</td>
</tr>
<tr>
<td>Communications Properties</td>
<td>809</td>
<td>17,976</td>
</tr>
<tr>
<td>Cox Communications</td>
<td>2,589</td>
<td>4,531</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>585</td>
<td>17,976</td>
</tr>
<tr>
<td>Entron</td>
<td>3,585</td>
<td>70,804</td>
</tr>
<tr>
<td>General Instrument Corp.</td>
<td>1,636</td>
<td>21,266</td>
</tr>
<tr>
<td>H &amp; American</td>
<td>2,183</td>
<td>91,933</td>
</tr>
<tr>
<td>Sterling Communications</td>
<td>4,531</td>
<td>4,531</td>
</tr>
<tr>
<td>Tele-communications</td>
<td>70,804</td>
<td>70,804</td>
</tr>
<tr>
<td>Television</td>
<td>2,589</td>
<td>4,531</td>
</tr>
<tr>
<td>Television Communications</td>
<td>1,636</td>
<td>21,266</td>
</tr>
<tr>
<td>Vikoa</td>
<td>585</td>
<td>17,976</td>
</tr>
</tbody>
</table>

Total of 101 companies - 1,606,258

FOCUS ON FINANCE
Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, reported increases in revenues and net income for the six months ended March 31:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings</td>
<td>$8,490</td>
</tr>
<tr>
<td>Revenues</td>
<td>$15,253,416</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,066,924</td>
</tr>
</tbody>
</table>

Notes: 1970 net income includes extraordinary items amounting to 71 cents per share. Items are gain of $354,944 on sale of Hannibal Courier-Post division; gain of $1.1 million on sale of 27.5% interest in WKPT-TV La Crosse, Wis., and loss of $380,000 on sale of Livingston Enterprise division.

Publishers Co., Washington-based printer, publisher, and distributor, reported a 39% increase in sales and a 34% gain in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.52</td>
</tr>
<tr>
<td>Net sales</td>
<td>13,284,262</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,660,974</td>
</tr>
</tbody>
</table>

* Rejected for comparative purposes.

National General Corp., Los Angeles-based communications service company, reported declines in net income for the first quarter ended March 31:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings</td>
<td>$0.53</td>
</tr>
<tr>
<td>Revenues</td>
<td>125,812,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,631,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>4,660,000</td>
</tr>
</tbody>
</table>

Notes: 1969 figures are restated. Net income for 1970 period is before extraordinary loss of $416,000 or eight cents per share, and net income for 1969 period is before extraordinary loss of $430,000 or nine cents per share.

Good CBS quarter proves Paley right

Figures in CBS's first-quarter earnings report, issued last week, matched predictions of increased sales and income made by CBS Board Chairman William S. Paley at last month's stockholders meeting in San Francisco (Broadcasting, April 20).

CBS also declared cash dividends of 35 cents a share on common stock, payable June 12, and 25 cents a share...
on preferred stock, payable June 30—both for holders of record on May 27.

For the 13 weeks ended April 4:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.50</td>
<td>$0.49</td>
</tr>
<tr>
<td>Net sales</td>
<td>310,061,000</td>
<td>229,896,000</td>
</tr>
<tr>
<td>Net income</td>
<td>13,880,000</td>
<td>13,580,000</td>
</tr>
</tbody>
</table>

*For the period ended March 29, 1969.

Financial notes:

- Norton Simon Inc., Fullerton, Calif., producer and marketer of consumer products and communications services, has reached an agreement in principle to acquire Simon & Shuster Inc., New York publishing house, for $23,500,000. The agreement, which will be submitted to the boards of directors of the two firms and the stockholders of Simon & Shuster, provides for the new acquisition to operate as a separate subsidiary with Leon Shimkin, president of Leon Shimkin, serving as chairman of the board.

- Rahall Communications Corp., St. Petersburgh, Fla., group station owner, reported broadcasting revenues increased 10% to $861,000 from $785,000 for the first quarter of 1970. Gross revenues were up 63%—$2,089,000 in 1970 vs. $1,284,000 in 1969. Last year’s gross revenues were restated to include Operations: E.B.S. Tax Services Inc., acquired in December 1969. First quarter earnings were not yet available. The company said it is “actively seeking” to purchase other stations and has been awarded a CATV permit in Hillsborough County, Fla.

- Centre Video Corp., State College, Pa., multiple CATV owner, reported service income of $1,716,730 for fiscal 1969, compared to $1,348,545 in 1968. Operating income before extraordinary items increased 53% to $53,322 from $19,379, and net income rose to $71,094 from a loss of $297,818 in 1968. Centre Video operates cable systems in Pennsylvania, Ohio and West Virginia serving 33,848 subscribers.

- Kinney National Service Inc., New York, has signed a contract to acquire Coronet Communications Inc., publisher of Coronet Magazine and the Paperback Library, in exchange for common stock of Kinney having an aggregate value of more than $3 million. Kinney is the parent company of Warner Brothers and specializes in leisure-time activities, building and financial services.

- Combined Communications Corp., Phoenix-based group broadcaster, has terminated its negotiations to acquire St. Louis Outdoor Advertising Co., from Campbell-Mithun Advertising, Minneapolis, for CCC stock. No further talks are planned, the parties said.

- Wells, Rich, Greene Inc., advertising and marketing services agency, began trading on the American Stock Exchange last week (May 11). Price of the stock when listed was 8 1/4. By the opening of trading last Thursday, the stock was selling for 7% a share.

Sonderling earnings off in first quarter

Sonderling Broadcasting Corp., New York, reported a decline in net earnings for the first quarter of 1970 due to losses in its theater business and a decrease in the revenues and earnings of WAST(TV) Albany, N. Y.

Egmont Sonderling, president, said the company’s performance was adversely affected by the seasonal business of its 18 drive-in theaters. Another factor, he said, was a decline in the revenues and earnings of the Albany station due to programing difficulties inherited with the station’s acquisition in 1969, and reduced revenues due to losses in retail advertising in cities affected by the General Electric strike.

However, he noted that the company’s revenues and earnings for the second quarter are expected to exceed those of last year, and that year-end results are expected to be “well ahead” of the record performance of 1969.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.19</td>
<td>$0.22</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>4,880,000</td>
<td>4,015,000</td>
</tr>
<tr>
<td>Net income</td>
<td>115,000</td>
<td>215,000</td>
</tr>
</tbody>
</table>

---

**Equipment & Engineering**

**FCC charts relief for land-mobile radio**

Tentative charts for land-mobile radio

UHF channels are far short of industry request

Land-mobile radio users, concerned about the growing congestion in the spectrum bands available to them and long coveted of the spectrum space available to broadcasters, are to be granted access to some frequencies until now reserved for UHF television. But the access will not be as great as land-mobile users would like—or even as much as some commissioners had hoped to provide—so broadcasters are chalking up the result as at least a limited victory.

The commission last week tentatively decided to permit land-mobile radio users—now confined to 42 megacycles of space scattered in the 25-890 mc region—to operate on one or two of the lower seven UHF channels (14-20) in the 10 most populous cities where they are not assigned. In another tentative action, it reallocated to land-mobile radio use 115 mc of space between 806 and 960 mc, which includes UHF channels 70-83 (806 mc to 890 mc), now occupied principally by translators ("Closed Circuit", May 11).

The decisions were expressed in instruction given to the staff to draw up completed documents; the commissioners did not have even a draft order before them on the lower seven proceeding in the special meeting they held on the subject on Tuesday. Final action in the two proceedings, now almost two years old, and on further notices of

rulemaking needed to implement the basic policy decisions, is expected this week.

The vote on the proposal to permit land-mobile radio to share some of the lower-seven UHF channels—a proposal designed to afford land mobile immediate spectrum-congestion relief—was a squeaker, 4-to-3, with Chairman Dean Burch and Commissioners Kenneth A. Cox, Robert T. Bartley and Robert Wells in the majority.

Despite its closeness, the vote was a relief to Chairman Burch, who has assured congressional committees interested in the problem, that the commission would act to ease congestion in the land-mobile bands but who has been
Having trouble delivering the vote.

When the issue came up last month, he was stunned to find himself supported only by Commissioner Cox, the commission's staunchest supporter of the land-mobile radio users' position in spectrum matters. Several years ago Mr. Cox headed a government-industry committee whose study of land-mobile radio's spectrum needs resulted in the commission's sharing proposal. But under consideration then was a proposal far more generous than that which finally won tentative approval last week. It not only provided for sharing on all of the lower-seven UHF channels in the top-25 markets, as envisioned in the rulemaking proposal issued in July 1968 (Broadcasting, July 22, 1968); it looked to the eventual reallocation of those channels to exclusive land-mobile use—long the goal of land-mobile radio users.

For a time last week, it appeared that even the watered-down version was in trouble. Chairman Burch felt it necessary to make what one official described as "an impassioned plea" for the proposal, asserting it would provide land-mobile radio with only minimal relief while causing no interference to existing broadcast licensees. Commissioner Cox, too, weighed in with what reportedly was some angry, if articulate, rhetoric in support of the modified proposal.

One reason Chairman Burch felt a sense of urgency about concluding the matter this week is the commission's scheduled appearance before the Senate Appropriations Subcommittee on Thursday (May 21). The subcommittee last June obtained from then-Chairman Rosel H. Hyde a promise that the agency would complete action on the land-mobile proceedings within six months—a deadline now five months past.

The chief threat to the proposal was posed by Commissioner Robert E. Lee, who as the commission's primary advocate for UHF television, led the fight against opening the lowest seven channels to land-mobile radio. He suggested an even weaker proposal than the one under consideration: limit the sharing to the top three cities, and put a five-year limit on it.

Commissioner Robert T. Bartley apparently held the swing vote. He reportedly leaned toward the three-city limitation, but not the five-year limitation on operation—and voted with the chairman when Commissioner Cox asked for a vote in the 10-city plan.

Along with an order embodying that proposal, the commission staff is drafting a notice of rulemaking aimed at determining how the frequencies being opened up for sharing are to be apportioned among the various land-mobile services.

The five-year limitation on land-mobile sharing of some of the lower UHF channels was thought to have been part of the presentation the staff was preparing for the commission. However, the closest the commission came to adopting it was in its agreeing to reopen its study of land-mobile radio needs, in light of the sharing, developments in communications technology and other matters, after five years.

Despite the defeat of Commissioner Lee's proposal, broadcasters regard the solution of the controversial issue as something of victory. They note that the goal of land-mobile radio users was reallocation of the lower seven UHF channels for their exclusive use. While the chance of that dream being realized may have been slim, land-mobile radio users had reason to believe their second-best dream—of sharing all seven of the channels in 25 major markets—was realistic. The commission had proposed it, and members of Congress were applying considerable pressure in their behalf.

The broadcasters made two principal arguments in opposing the sharing proposal—by far the more controversial of the two under consideration. One was that any concession would afford land-mobile radio users a foot in the door that would permit them in time to seek more television spectrum space. The other—and the one that the broadcasters, led chiefly by the Association of Maximum Service Telecasters, advanced more vigorously—was that the land-mobile spectrum congestion could be eased by better spectrum management on the part of the commission. This argument in major part was backed up by the results of a study done for the commission by the Stanford Research Institute. (The commission, acting in response to recommendations of SRI and others, has established a Spectrum Management Task Force to develop and carry out a decentralized frequency-management program, with land-mobile radio its initial field of activity [Broadcasting, March 2].)

However, land-mobile radio operators have insisted that, regardless of any improvement in the commission's spectrum-management techniques, the rapid growth in the use of land-mobile frequencies requires the allocation of additional spectrum space. They have cited particularly the needs of police and fire departments, a number of which have complained about a lack of frequencies in times of civil unrest in major cities.

There was apparently little controversy within the commission over the proposal to reallocate the upper UHF bands. Broadcasters have expressed virtually no interest in those frequencies, and the vote to make them available to land-mobile radio was unanimous. In addition, a rulemaking is being drafted to make available to land-mobile radio half of the frequencies now assigned for use as studio transmitter links. The service is now located in the 942-952 mc band.

But the reallocation is not likely to excite land-mobile radio users. They say it will take as long as 10 years to design the equipment needed to operate on those frequencies. The commission itself regards the allocation proposal as a long-range solution to the land-mobile radio problem.

The commission will allocate 75 mc of the 115 involved in the reallocation for a high-capacity common carrier system, of a kind AT&T has long recommended. The remaining 40 mc will be designated for private systems.

The more than 600 translators now operating on the top 14 UHF channels will not be required to change frequencies. They will share the upper band with land-mobile users on a secondary basis. That means they will be required to accept interference from land-mobile operations—but since most translators are in lightly populated areas, it seems unlikely that land-mobile radio operations, usually confined to urbanized areas, will pose a problem for them. In another...
proceeding, the commission reportedly will issue a notice of rulemaking aimed at opening up channels below 70 for translator operations.

The 10 lots reportedly marked for the land-mobile-UHF sharing are New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit, Cleveland, Washington and Pittsburgh. Two channels reportedly will be shared in about half of the cities, one channel in the remainder.

Officials declined to divulge the precise channels that were selected for land-mobile use, but said the standards used in choosing them were designed to assure the least possible interference to operating UHF stations. There will be "no noticeable interference," one source said.

The standards are so rigid, reportedly, as to require a freeze on the use of some UHF channels. These are frequencies assigned but not yet applied for in cities where stations operating on them would receive interference from land-mobile operations in one or another of the 10 cities. At least 10 assignments are said to be affected in this matter. The freeze, reportedly, would last at least until the study to be undertaken in five years.

In addition, the scheme devised by the commission's engineers reportedly will require the shuffling of channels in New Brunswick, N.J., and Joliet, Ill. Construction permits have been issued to WTLY(Tv) New Brunswick to operate on channel 19, and to WTGV(Tv) Joliet to operate on channel 14. But since those assignments would interfere with plans to permit land-mobile operations in Philadelphia and Chicago, respectively, the commission will initiate actions to move those authorizations to different channels.

The order to reallocate the upper UHF channels to land mobile presents a special problem. Authorizations have been issued for two educational stations in that band—WSGU-TV Bowling Green, Ohio, on channel 70, and WNJ-TV Glen Ridge, N.J., on channel 77—and WSGU-TV is an operating station.

The commission, reportedly, indicates in its reallocation order it is aware of the problem but presents no solution. As one official noted, in view of the time required to provide equipment on which land-mobile radio can operate in the upper bands, "we have five or 10 years" before a change will have to be made. In that time, he hoped, answers can be found to the problem of requiring a change in channel assignments.

TV generates a new form of piggyback

Those signals you don't see are becoming more attractive for variety of testing purposes

The National Bureau of Standards, the nation's ultimate keeper of precise time and frequencies as well as other standards, has its eye on network television.

It is considering using the vertical-interval period to transmit exact time signals and frequency tones by riding them, so to speak, piggyback on TV programs.

The vertical-interval period is that time span between the end of one picture frame and the beginning of the next. At present, this thousandth-of-a-second is used by the networks for sending the vertical-synchronizing pulses that keep TV pictures in step with one another, and also for test signals that permit station technicians to check the quality of the TV picture that is coming down the AT&T long-lines pike.

The NBS project aims to provide time and frequency signals inerrible to the billionth-of-a-second. The tests have been under way since last fall, using the facilities of KLZ-TV Denver and of KFBC-TV Cheyenne, Wyo.

Next month, a full-scale, operational test begins over the facilities of Metro-media's WFTO(TV) Washington and KTTV(AM) Los Angeles, in conjunction with the U.S. Naval Observatory and the Goddard Space Center, both in Washington.

The time-and-frequency code would be inserted in the split second that it takes for the TV scanning line to move from the bottom right to the upper left of the screen.

Precision keeping is a function of the NBS, which for almost 50 years has broadcast time signals and frequency tones, first from WWV(AM) in Arlington, Va. (now at Fort Collins, Colo., not far from the Boulder, Colo., laboratories of NBS), and post-World War II, from WWVH(AM) Puuene, Hawaii. Both stations broadcast time-and-tone signals continuously: the former on 2.5 mc., 5 mc., 10 mc., 15 mc., 20 mc. and 25 mc. and the latter on 5 mc., 10 mc. and 15 mc.

But the signals from Colorado and Hawaii lose some of their precise accuracy because of distortions in their transmission paths.

For those who require ultimate accuracy, such as the U.S. space effort or specialized instrument makers, these aberrations cannot be tolerated. To disseminate this errorless information NBS began experimenting with a means of sending the output of an atomic clock over network lines. Since radio waves travel at the speed of light (186,-300 miles a second), the accuracy of the time signal would be singularly precise.

The NBS time-and-frequency signals would not be the only "messages" in the vertical interval. Besides the sync pulses and network-test signals already carried in this mode, the New York network stations next month are due to begin carrying a color-reference signal that, it is hoped, will play a significant part in increasing the uniformity of all color TV signals.

And not long ago RCA experimented with the use of the vertical-interval segment to transmit facsimile programs over the network.

The vertical interval is not the only area of the TV picture that appears amenable for use of information other than the program. As each of TV's 525 lines are scanned, there is an infinitesimal moment when the scanning mechanism completes a line and returns to the left to begin another line. This split second has been used to carry the audio portion of a TV program under a project initiated by the Long Lines Department of AT&T. At present, networks have to order a separate audio line to carry the aural portion of TV programs. Should a horizontal-interval system become acceptable, it is felt that the savings to networks might be significant.

The horizontal interval is regularly used by the networks to transmit the horizontal-synchronizing pulses which, like the vertical-interval sync pulses, keep TV pictures in match with each other.

But the vertical and horizontal intervals are not the only portions of the TV picture that are being used for the transmission of useful but nonpublic information. Under the masked portion of the home cathode ray tube, there already have been used as well as other signals from networks to affiliates used to announce specials coming up, or cueing the affiliate to cut away from the network. This same type of alerting message is sent on the audio lines of a TV program by some networks.

Last April, for example, the FCC approved a request by the International Digisonics Corp. to use the masked portion of the picture tube for coded information that would be utilized to automatically record data needed by advertisers, agencies, licensing groups and copyright owners.
Those little round salesmen in the sky

Satellites are attractive to admen with long view and a global outlook

Growth in international TV programing and advertising via satellite in the 1970's was predicted by William E. Breda Jr., account executive, ABC International, in a talk May 5 before the annual meeting of Affiliated Advertising Agencies International in New York.

Mr. Breda traced the expansion in global TV over the past decade in terms of sets in use, programing and advertising commitments, and cited the recent use of satellite TV by leading advertisers in various parts of the world. He voiced confidence that in the 1970's there will be more teletcasts of special and regularly scheduled entertainment series and sports programs by satellite under the sponsorship of 'alert advertisers.'

The use of global communications through satellites to project a ‘unified world image’ has striking implications for advertising, according to Edwin J. Istvan, assistant for policy development, Communications Satellite Corp., Washington.

He told the meeting that today there are more television sets in the world than there are telephones. On the two Apollo moon flights recently, he noted, more than half-a-billion people simultaneously watched those TV sets. "Surely," Mr. Istvan commented, "the implications here for you are profound."

The Comsat planner, who is also the past president of the Council of International Marketing Research and Planning Directors, noted that the costs of using satellites are steadily declining, while their capacities and life increase.

Lease of a single circuit over the Pacific for example, initially cost $12,000 a month he said; today the price is $7,000. An earth station five years ago cost from $10 million to $12 million to build; it is now being built for less than $5 million, he noted.

Meanwhile, he added, the capacity of the satellites is increasing—from the 240 voice circuits of one TV channel in the 1965 Early Bird to the 1,200 voice or four TV channels in the current Intelsat 3 satellites. And, he noted, the Intelsat 4 satellite, due to be launched next year, will have a capacity of 4,600 voice circuits or 12 TV channels.

In addition, he predicted, the designed life span of the satellites continues to grow—from Early Bird's 18 months (although the spacecraft is still orbiting and could be used in an emergency) to Intelsat 3's five years to Intelsat 4's seven years.

Abroad in brief:

Expanding to Germany • ABC Films Inc. has opened an office in Germany located at Burgstrasse 7, Munich, 2. Head of the office is Michael Alexander, ABC Films' west European sales manager.

U.S.-British alliance • Ketchum, MacLeod & Grove Inc., New York advertising and public relations agency, has acquired David Williams & Partners Ltd., London, for an undisclosed amount of cash. DWP becomes David Williams & Ketchum Ltd. and part of a newly-formed entity, Ketchum International Inc., New York. The acquisition includes Botsford Ketchum Inc., advertising, marketing and public relations firm in Tokyo and London. Mr. Williams will be added to the board of directors of the parent firm and the Williams agency will operate as an autonomous entity. Williams billed $7.2 million in 1969. KM&G billed $95.2 million in the same year.

Indy 500 seen worldwide • MCA Televisi.on, Hollywood, has announced sale of Indianapolis 500-mile race to the British Broadcasting Corp. Programing in England will be delayed one day because of the showing of the World Cup Soccer Matches on May 30. The Indy 500 will also be seen in South America and Japan.

Mexican outlet • Norman, Craig & Kummel Inc., New York, opened a new partnership in Mexico City May 1, with Agnacio Arellano. The new firm is Arellano, NCK Publicidad S. A., with Mr. Arellano as president and general manager. Enrique Gibert, creative director of D'Arcy in Mexico City, has formed the NCK partnership as creative director. Billings in the Arellano, NCK Publicidad S. A. office are $1.5 million.

Fates & Fortunes

Broadcast advertising

Gerald Greenberg, VP and media director, Ted Bates, New York, joins Media Partners, media buyers there, as senior VP.

Lino Deluca, with Dancer-Fitzgerald-Sample, New York, named VP.

Lois Geraci, associate creative director, and Joseph Froshl and Thomas Kirmayer, account supervisors, Foote, Cone & Belden, New York, named VP's.

William T. Hentz, creative supervisor, FC&B, New York, named VP and appointed associate creative director.

Norman N. Sylvestor, account supervisor, Benton & Bowles, New York, named VP.

Peter K. Beach, Joseph Berner and Paul Zara, associate creative directors, Campbell-Mithun, Chicago, named VP's.

Jules D. Wimberley, with Young & Rubicam, New York, joins I/MAC, Chicago, marketing, advertising and communications firm, as VP, marketing director and administrative assistant to agency's president. William Landgraf, Jr., media director with BBDO, Minneapolis, joins I/MAC, Chicago, as VP and media director.

Joe Africanino, radio and TV producer, MacManus, John & Adams, New York, appointed manager of creative department.

Gusti Smith, Dick Upson and Charles Watson, senior buyers with Compton Advertising, New York, appointed broadcast supervisors.

Harry F. Benton, account executive for television, Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample there as VP and account supervisor.

Richard N. Heath, early associate of agency founder Leo Burnett and key executive for many years, has resigned as director and severed all ties with Leo Burnett Co., Chicago. Mr. Heath recently was elected trustee of Christian Science Publishing Society, Boston.

Marvin Rothschild and Ben F. Mann, both with Ways(AM) Charlotte, N.C., join wape(AM) Jacksonville, Fla., as
Don't let cancer scare you to death.

If there's one thing we must make you aware of it's this: When discovered early, most cancers are curable. 1,500,000 Americans who are cured of cancer are proof.

No one on record, however, has ever been cured of cancer by worrying about it.

If you suspect you have cancer, do the smart thing; make an appointment with your doctor.

American Cancer Society
Fight cancer with a checkup and a check.
FM Tampa, Fla., appointed program operations manager for WFLA-AM-FM.

John A. McVeigh, VP and general manager, WFBK(AM) Baltimore, resigns after 15 years with station. He will continue to serve as consultant. Harry Shriver, WFBK program director, appointed acting general manager.

John R. Lega, general manager, WVOJ(AM) Jacksonville, Fla., joins KHOW-AM-FM Denver in same capacity.

Al Sauer, general sales manager, WTVM(TV) Evansville, Ind., named VP.

Calvin E. Burton, former administrator of equal employment opportunity programs and personnel department, NBC, New York, appointed administrator, programs, NBC-owned KNBC(TV) Los Angeles.

Joseph Hugden, VP and program director, KXNT-AM-FM-TV Des Moines, elected president of Iowa Broadcasters Association. Others elected: Norman Williams, KMA(AM) Shenandoah, VP; and Lew Van Nostrand, WMT-AM-FM-TV Cedar Rapids, treasurer. Jack Shelley, professor at Iowa State University, re-elected executive secretary.

Bill Ward, program director, KBQQ(AM) Burbank, Calif., appointed general manager.

Programing

Alan D. Courtney, executive VP, Four Star International, named president of newly formed Youngstreet Film Productions, Los Angeles. Mr. Courtney will oversee production of motion pictures and television film series and specials for networks and syndication. Company also plans to produce films for educational use.

Andre Petersen, managing director, Ster Films, South Africa, named VP of foreign distribution for MGM International. His office will be in either New York or Culver City, Calif.


Christopher Lukas, director of cultural programs, noncommercial WNDT(TV) New York, appointed director of programing, with duties including public affairs and news as well as cultural programs.

Jack M. Duffield, former director of national sales and marketing, RKO General's TV division, appointed eastern director of sales and marketing for Western Video Industries, New York distributor of video-tape TV programs.


Jack Pride, assistant program director, WAYS(AM) Charlotte, N.C., joins WAE(AM) Jacksonville, Fla., as program director. Both are Sis Radio stations.

Jim Abbott, news director, WTVN(TV) Evansville, Ind., appointed to newly re-established position of program director. He is succeeded as news director by Bob Allen, former producer with KOA-TV Denver.

Ned Skaff, news director, KPI(AM) Los Angeles, appointed program director. He is succeeded as news director by Chet Martin, news assignment editor and reporter.

Scott Gregory, traffic reporter, American Freeway Patrol, San Diego, joins KGO(AM) there as production manager.

News

Dale M. Johns, Central division manager, UPI, Chicago, appointed business manager, North American department for UPI, New York. He is succeeded in Chicago by H. Calvin Thornton, Northeastern division manager in Boston. Mr. Thornton is succeeded by Robert E. Page, with UPI in London as sales manager for Europe, Africa and Middle East.

Don Meighan, formerly with KPRO(AM) Riverside, Calif., joins KOM(AM) Denver, as newsman.

James Baker, newsmen-writer-editor, WTMJ-TV Milwaukee, appointed special assignment editor.

Jack Belk, newscaster and Broward county (Fla.) news bureau chief, WTVJ(TV) Miami, resigns to engage in formation of investment company.

Ogden R. Davies, with WKAP(AM) Allentown, elected president of Pennsylvania AP Broadcasters Association.

Dan Deming, with KWBW(AM) Hutchinson, elected chairman of Kansas AP Radio-TV Association.

Promotion

Charles S. Williams, director of information services, WEEI(AM) Boston, appointed to same capacity with KBBS(AM) San Francisco. Both are CBS-owned stations.

Mike Davis, with WTV(AM) Oklahoma City, appointed head of promotion and public services department.

George White, former director of operations, WCXV-TV Miami, joins WCKT(TV) there as promotion manager.

Cliff Dektor, senior account executive, McFadden, Strauss & Irwin, Los Angeles, named VP in charge of TV activities.

Lolis Kostoski, with sales promotion and merchandising staff, WTMJ-TV Mil-
waukee, appointed promotion director.

Equipment & engineering

Ben Adler, acting president of Brooklyn Polytechnic Institute, New York, and founder of Adler Electronics there, appointed special consultant to Abto, New York-based firm developing process for broadcasting black-and-white film in color.

Fred L. Bezold, VP-marketing with Data Memory, Mountain View, Calif., joins Westel Co., Redwood City, Calif., manufacturer of video-tape recording systems, as executive VP and general manager.

Ludwig A. Morgenstern, manager for lamp systems and market development, special products division, Sylvania Lighting Products, Danvers, Mass., appointed to newly created position of product marketing manager-projection and photo-lamps, original equipment manufacturers, there.

Mack Parkhill, district sales manager in Ohio, Channel Master, Ellenville, N.Y., equipment manufacturer, appointed Midwest regional manager, with headquarters in Columbus, Ohio.

Daniel R. Wells, director of engineering services. CBS Television Stations Division, New York, joins Public Broadcasting Service, Washington, as director of engineering and technical operations.

International

Richard J. Kostyra, Toronto media director, J. Walter Thompson there, named VP and national media director.

Nigel Dick, veteran Australian broadcast executive, appointed assistant managing director of Television Corp. Ltd. (Channel 9 Network) with headquarters in Sydney.

Jack Hawthorne, managing director of Benson Needham Univas group of agencies in India, appointed international director and general manager of international division of S. H. Benson, London.

Thomas Petry, president and general manager, WCVN-TV Syracuse, N.Y., noncommercial station, accepts 18-month assignment starting Aug. 21, as consultant to Instructional Television Center in Ramat Aviv, Israel.

Allied fields

Sig Mickelson, former president of CBS News department and VP of Time-Life Broadcast, elected chairman of International Broadcast Institute, nonprofit group composed of broadcasters, journalists and social scientists. He succeeds Olof Rydebeck, director general of Swedish Broadcasting Corp.

Dr. Donald G. Hileman, head of department of advertising at University of Tennessee, Knoxville, appointed dean of university’s college of communications.

Deaths

Lloyd Burns, 60, executive VP of Screen Gems and president of Screen Gems International, died May 11 in London. He joined Screen Gems (Canada) Ltd. as VP and general manager in 1955 and in 1958 moved to New York as VP and general manager of SG’s international operations. He was named president of division in 1966. He is survived by his wife, Goldie, one son and three daughters.

Dorothy Gordon, 81, moderator of TV-radio programs for more than 25 years, died May 11 in her New York home. During 40’s and 50’s, she moderated The New York Times Youth Forum on WNYR (AM) New York. Show became weekly feature on WNBC-TV in 1958 and has been on NBC Radio Network since 1960. Known as Dorothy Gordon’s Youth Forum since program moved to WNBC-TV, current series ended earlier this month. She is survived by two sons.

Guy Harris, 49, VP and general manager of AVCO’s WCAT (AM) San Antonio, Tex., died May 8 at his home there of apparent heart attack. Prior to joining AVCO in 1966, he held number of program management positions with Westinghouse Broadcasting Co. stations. He is survived by his wife, Valerie, and three sons.

Guy Bolam, 69, president of Guy Bolam Associates Corp., and American Sales & Servicing Division, Princeton, N.J., international radio and television consultants in advertising field, died May 6 in New York of heart ailment. Born in England, Mr. Bolam came to U.S. in 1920’s, returning to London prior to and during World War II as head of radio department for J. Walter Thompson. He is survived by his wife, Irene, and one daughter.

Leslie Brooks, 54, general manager, WTJS-AM-FM Jackson, Tenn., died May 3 at Jackson-Madison county general hospital there. He had been with stations since 1931. He is survived by his wife, Grailyn, one son and two daughters.

Al Jarvis, 60, retired veteran radio personality, died May 6 of heart attack at Hoag Memorial hospital in Newport Beach, Calif. Mr. Jarvis made his first broadcast in 1932 and claims to have originated Make-Believe Ballroom heard on several stations in Los Angeles during years following. He did one of early telephone talk shows starting in 1947 on KLAC-AM Los Angeles in partnership with Don Fedderson, while continuing his radio show on KLAC (AM). He later worked at number of California radio stations, including KCOC (FM) Newport Beach and KEZY-AM (AM) Anaheim. In recent years he has worked part time as account executive at KXWZ (AM) Santa Ana and operated PR firm. He is survived by his wife, Marilyn, and two sons.

Don Cook, 56, sports producer-director, died May 8 of a heart attack in Los Angeles. He had been associated with WGN-TV Chicago, KNXT-TV Los Angeles and CBS-TV New York. He is survived by his wife and two children.

George A. Bowen Jr., 55, AP newsman, died May 11 in Mercy hospital, Baltimore, after collapsing at bureau office in that city. He was long-time political specialist and sports writer for AP in Maryland, covering state’s general assembly for many years. He was general supervisor of Baltimore bureau at time of his death. He is survived by his wife, Dorothy, and one daughter.
As compiled by Broadcasting, May 5 through May 12 and based on filings, authorizations and other FCC actions.

**New TV stations**

Start authorized

- KPAL-TV Missoula, Mont. — Authorized program operation on ch. 4, ERP 288 kw-U V M., ant. height above average terrain 2,000 ft. Action May 1.

Final action

- Stockton, Calif. — Andrew J. Crevolin. Broadcast Bureau granted UHF Ch. 58, ERP 270 kw-U V M., ant. height above average terrain 1,510 ft. Ant. height above ground 3,557 ft. P.O. address: 310 Valley Center, San Dimas, Calif. 91773. Estimated construction cost $1,574,000. First-year operating cost $350,000; revenue $460,000. Geographic coordinates 38° 14' 40" northern lat.; 119° 30' 50" west long. Type: trans. RCA TUF 60-A2. Type str. RCA TUF 653-L. Legal counsel Seymour M. Chase; consulting engineer Jules Cohen, both Washington. Principal: Andrew J. Crevolin, sole owner. Mr. Crevolin owns land investment and financing company, farm, stables, California and Texas gas and oil wells and has other business interests. Action May 4.

Actions on motions

- Hearing Examiner Charles J. Frederick in Glendale, Mont. (Meyer Broadcasting Co. and Harriette Broadcasting Corp.) on TV proceeding, motion on motion by Meyer Broadcasting Co., motion to hearing June 22 (Docs. 18737-8). Action May 3.


Other actions


Call letter application

- Boston Heritage Broadcasting Inc., Boston, requests WQTV(TV).  

**Existing TV stations**

Final actions

- WICS(TV) Springfield, Ill. — Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action May 4.

- KOMU-TV Columbia, Mo. — Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action May 4.


Actions on motions

- Chief, Office of Opinions and Review in Monroe, La. (RKO General Inc. [WNASA-TV], TV, proceeding, granted motion by WTVY Inc. (WPWT(TV)), Martin Theaters of Georgia Inc. [WTVM(TV)]; and Gay Broadcasting Co. [WTVA(TV)] and extended through May 25 time to file motions to application for review of review board's decisions on extension to Cosmos Broadcasting Corp. (Doc. 17983). Action May 5.

- Hearing Examiner Robert L. McClenning in Boston, Mass. (RKO General Inc. [WBZ(TV)] TV, proceeding, ordered no response made by RKO Inc. to interrogatories 1 and 10 filed by RKO General and ordered Dudley Corp. to interrogatories 2 be limited to those persons or organizations which have agreed to loan money either to Dudley Corp. or to shareholder of Dudley for a capital contribution. (Docs. 17859-61). Action May 4.


Other actions

- WPX(TV) New York City — Review board granted request by Forum Communications Inc. applicant for ch. 11, New York, for addition of sponsorship identification issue and for issue and to determine, on comparative basis, whether by which applicants proposed to meet community needs. Forum's application for the above adds to CPW as of June 11. (Docs. 18919-31). Action May 8.


- Call letter application

- Boston Heritage Broadcasting Inc., Boston, requests WQTV(TV).  

**Rulemaking action**

- FCC adopted rules restricting network UPN and syndication networks to holding and amount of network programming stations in top 50 markets may carry during prime time (Doc. 12782). New rules specify that after September 1, 1971, TV stations in top 50 markets may not operate more than three hours of network programming during prime time—7 to 11 p.m. (Mon.-Fri., Central time). Special news programs, involving the President or on-the-spot coverage of news events, and special programs broadcast by legally qualified candidates are excluded from limitation. Action May 4.

**Network affiliations**

**ABC**

- Formula: In arriving at clearance payments, ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of time substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 20% of station's network rate with respect to expenses, including payments to ASCAP and BMI and Intercon-nection charges.


**CBS**

- Formula: Same as ABC.


New AM stations

Actions on motions

- Hearing Examiner Frederick W. Donnais
  in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, on motion of Las Cruces Broadcasting Co., licensee of KROBE, ordered applicant to supply copies of requested documents and all other parties before May 15 (Doc. 18714). Action May 4.

- Hearing Examiner Jay A. Kyle, in States-
  bach, Ohio (Both Community Radio System and Morris's Inc.), AM proceeding, denied petition to enlarge issues, filed May 4 by Seaboard Broadcasting Corp. Action May 6.

Review board in Youngstown, Ohio. AM proceeding, Doc. 18769-69, denied petition to enlarge issues, filed Feb. 17 by Media Inc. and dismissed request for official notice filed April 22 by Jud Inc. Action May 7.

- Yosum Tex. - U. S. Court of Appeals for District of Columbia. Circuit affirmed
  comm. of June 22, 1969, denying
  Huntey's application for review of
  refusal of license to operate under
  July 17, 1967, and Dec. 15, 1967, and
  (Continued on page 79)
Payable in advance. Check or money order only. Situations Wanted $2.50 per word—$2.00 minimum. Applicants: if tapes or audibles are submitted, please send $1.00 for each package as handling charge. Forward remittance separately. All transcriptions, photos, and all other material furnished by agency. Candidates for Buyer State, etc., are urged to take advantage of this opportunity. Box E-109, BROADCASTING.

Help Wanted 3c. per word—$2.00 minimum. Display ads $10.00 per inch. 5x or over billed at run-of-book rate. Stations for sale. 40¢. Deadline for copies Monday. Please submit copy by letter or wire. No telephone calls accepted on confirming wire or letter prior to deadline.

RADIO

Help Wanted Management

Unusual opportunity for general manager with proven experience in small market station. Send complete details to Box E-110, BROADCASTING.

N.C. small market station near metro market needs a good all around manager. Sell, air, production, sales, book keep, and get community involved. We want a manager who wants a job that is not just a job. Must have a good past record and furnish references. Apply Box E-112, BROADCASTING.

We have a tough market. Need sales manager who is well known in the sales community. Must be able to work with Station management opening to right man. Must be able to work with Salesmen and Account Executives. Self-starter and honest. Immediate opening. Contact Lou Erick, KHAP, P.O. Box 1, Aztec, N.M. 807-334-6911.

Sales

North Carolina station expanding needs salesman for mostly regional work, resort area. Salary, commissions and fringe benefits. Send resume and qualifications to Box E-113, BROADCASTING.

Top man for that wants to grow in radio sales. Salaried position, seven thousand plus business car and Blue Cross paid. Do sports for another $500.00. Could train you in sports. People with us do well. Most had experience in very small markets and wanted to move to Monday-Friday city. Contact your FM station in community of 12 thousand. Pleasant year end bonus. Send resume, qualifications and references to P.O. Box 114-119, BROADCASTING.

Top salesman to work right into a promotion. Looking for a man who wants to progress. Send tape and resume. Box 780, Waco, Texas 76706.

Salesman--aggressive; for a 50,000 watt FM. Southern position. Good salary, sales and benefit package. Send resume and qualifications to Box E-112, BROADCASTING.

Wanted: Experienced radio salesman for south central Wisconsin small market station. Prefer with proven track record but all applicants considered. Stations offer a fine growth opportunity, profit sharing, insurance, and retirement plan. All replies confidential. Box E-115, BROADCASTING.

Top notch first phone salesman-announcer or announcer desiring of learning sales. Short air-time. Excellent opportunity at Oklahoma's top small market station. Good salary plus commission. Send tape and resume to Jack Keezer, KWWV Radio, P.O. Box 770, Chickasha, Okla. 73018.

Plattsburgh, New York's first and most highly respected 5000 watt full time AM-FM radio station has a career opportunity for an aggressive salesperson who possesses excellent presentation skills. Must be energetic, strong on phone, have sales experience and be willing to work. Please send resume and photo to Lewis Edge, WVEA, P.O. Box 540, Plattsburgh, N.Y. 12901.

Marbleous opportunity at modern country/western station in Midwest area. Dorms, lab space, skiing, etc. Opportunities to work in Granite City III.

New York northeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Candidate will write the Grata Valley Crouch, c/o Granite Sales, Incorporated, Station Plaza East, Great Neck, N.Y. Phone 516-487-1311. All replies confidential.

Announcers

Announcers continued

Top 40 personality with 1st class ticket. Must know today's trends in singles and albums. Very little engineering required. Insurance, profit sharing, vacations. Colorado's best opportunity. Box E-109, BROADCASTING.

DJ and/or newsman, 1st class ticket, up tempo MOR, major New England market, sales open position. Send resume and references to Box E-114, BROADCASTING.

New Jersey MOR seeks experienced announcer who can write local news and handle sales, news and promotion with ability. Send tape, resume to Box E-130, BROADCASTING.

Comment. Employee -number one station in a growing market. Send photo, resume and references to Box E-114, BROADCASTING.

Summer announcer with 1st class ticket. June thru September. For top position. Send tape and resume to Box E-120, BROADCASTING.

Is there an ambitious, dedicated first phone top 40 jock who'd like to join one of the midwest's top rated medium market stations? We offer top pay and fringe benefits. We also in the market for a top-rated newscaster to join our expanding news team. Send photo, tape and resume to Box E-214, BROADCASTING.

Immediate opening, top wages to experienced top 40 announcer. Send tape, photo and resume to Box E-1010, BROADCASTING.

Send photo, resume and references to Box E-114, BROADCASTING.

Top class FM stations needs a 21 year old disc jockey and DJ for top on the market stations. Check resume and references to Box E-114, BROADCASTING.

Los Angeles area. Country KWOW wants a pro who can move a morning show with humor. Send resume, references and qualifications to A.R. Shin, KWOW Radio, Pomona, Calif. 91766.

Wisconsin MOR AM/FM in Milwaukee area needs background announcer with mature voice, at least 3-5 years experience in commercial broadcasting. Send resume, references to Box E-125, BROADCASTING.

Top notch first phone salesman-announcer for fast growing AM-FM station in Milwaukee area. Send resume and references to Box E-125, BROADCASTING.

Top position for 2nd class ticket holder on expanding AM/FM station in Fargo, North Dakota. Salary plus bonuses. Send resume to Box E-125, BROADCASTING.

Immediate opening for experienced announcer for expanding AM/FM station in Columbia, Missouri. Send resume to Box E-125, BROADCASTING.

Excellent opportunity for Announcer in top 10 market. Northeast MGR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Small northeast coast first phone announcer, some sales. Tape, photo, resume. Box D-264, BROADCASTING.

Announcers continued

Looking for bright and personable top 40 jock. 25ish with medium market experience who is ready to move up in desirable part of southern California. Residence to: P.O. Box 5193, San Diego, California 92105.

Metra Detroit station needs first class airman with a first ticket immediately. Send tape, resume, salary requirements to Bruce Rogers, Box 2069, Livonia, Mich. 48151.

Openings for first-class ticketholders for transmitter-studio maintenance. Excellent salary. Modern equipment. Excellent opportunity for beginners. We are interested in learning all aspects of radio engineering. Send information and salary requirements to Box E-19, BROADCASTING.

First class engineer wanted for low pressure, northeast, 2kw operation. Totally adult working atmosphere. Please apply only if you can handle all normal broadcasting engineering problems. Box E-134, BROADCASTING.

Top Chicago FM station needs 21 engineers with 1st class ticket. Experienced men only. Salary open and based on ability. Box E-207, BROADCASTING.

Wanted—Experienced radio chief engineer/announcer for AM-FM format. FM is expanding. FM Engineer only from $7200.00. Announcer only from $7200.00. Send full particulars to Scott Ellis, KDOR, Des Moines, Iowa.

Expereienced engineers needed for Ohio radio station. Monday through Friday, No weekends. Modern equipment. Send resume to Gary W. Hagerich, General Manager, WCHW Radio, Fairfield, Ohio 45014.

Need experienced chief for well-equipped fulltime local, with FM. No advertising involved. Studios and transmitters in downtown area—no daily travel involved. Excellent location. Salary to $10,000, WLAG, Drawer 1294, LaGrange, Georgia 30240.

Jefferson, Miss. 50kw directional has opening for first class ticket holder. Maintenance experience not required. Send resume to Bill Cabbert, chief engineer, WOKJ Radio, 601-860-1077.

50,000 Watt FM has opening for experienced chief transmiitter engineer. Starting salary commensurate with experience and qualifications. Call R. Victor, General Manager, WXFM, 333 North Michigan, Chicago. Phone 312-943-7474.


NEWS

Fulltime station in college community, N.C. needs experienced man for sports,/news, some regular board work. Good opportunity. Write Box E-89, BROADCASTING.

Major Eastern market NFL franchise broadcaster wants to hire radio play-by-play pro. The team and the market demand the very best. Too easy. Fantastical shot for the right guy to own an identifier. It won't last long in this game. Box E-217, BROADCASTING.

10 kw news oriented station wants permanent newsman. Experience less important than interest and drive. Prefer mid-westerner. Minimum college graduate; good voice; with experience in management and in increasing 4 year degree or over. Hillsboro, Maine. Tapes or phone call. Box W-615.
Help Wanted

News
continued

Black DJ/announcer/news/sales, broadcast school graduate, some experience, very entertaining, third engineer, musical background, dependable, no drifter. Available immediately. Will relocate anywhere. Submit tape and resume to Ed Robinson, 500 E. 33rd St. 1708, Chicago, Ill. 60616.

Female radio personality, accurate newcomer, versatile deejay, creative with warm voice. Total production, combo board, air check and resume on request. Will relocate. Koki, 40 w, 72nd St. Apt. 1664, N.Y.C., 23, N.Y.

Programing, Production, Others

Need Ratings? Continental Consultants. Box E-123, BROADCASTING.

Need Demographics? Continental Consultants. Box E-124, BROADCASTING.

Growing chain looking for announcer strong on production to fill program director position at the flagship station in Dallas, KXIC. Send SASE, resume, and references to Bob Edwards, National Program Director, Strauss Broadcasting, 1401 S. Akard, Dallas, 75215.

Situations Wanted

Management

As general manager can give you profitable station and one of which you can be proud. Good record. Small to medium market, Midwest or Southwest. Write Box E-168, BROADCASTING.

General manager: 27 continuous years radio, 45 years old. Married. Eight years management, include operations which sold recently for solid profit. My P & L's are yours to examine. Interested in small or medium market, because I know them best. Have money to invest if you desire. Sales oriented...promotion expert thoroughly acquainted with F.C.C. regulations...experience, education, personal background all pass examination. Not chi-chi consideration. Midwest only please. Box E-185, BROADCASTING.

former station owner, over 20 years management, experienced all phases radio including planning, connecting, new A&M G FMs. Sales oriented. First phone. Go anywhere. Want job GM small or medium market, or equipment sales. Mature, family man, no problems. Box E-193, BROADCASTING.

Will manage small southwest radio station or take job as provisional newcast. Box E-205, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2250.

Situations Wanted

Sales

Mr. Manager: Fed up with the squills who scoff at adult station operations? Old Pro, 200 W. Romie, Salinas, California.

Announcers

Personality, first phone. Looking for top 40 or FM rocker. Box D-249, BROADCASTING.

Beginner. Trained, but no experience. Determined and eager. Third endorsed. Can run tight board. Box E-13, BROADCASTING.

"David Frost Type" announcer, disc jockey, newscaster (English citizen), professionally trained in New York, bright, charming, intelligent performer. Box E-20, BROADCASTING.

Top 40 personality, heavy voice, solid production, tight board, strong news. Third, married. Prefer East Coast. Consider all. Box E-79, BROADCASTING.

Married announcer, 28, experienced, willing, eager to learn. Resume and references upon request. Box E-107, BROADCASTING.

Experienced announcer for fine arts station. M.A. degree in German. Box E-171, BROADCASTING.

Announcer-Newswriter, prod., 3rd endorsed. Family man ready to move up. Phone areas 805-608-209 preferred. Box E-180, BROADCASTING.

Professionally trained female announcer. Specialty: continuity writing. Good worker, will relocate. Three years musical background. Box E-192, BROADCASTING.

DJ, tight board, good news, Commercials 3rd phone. Box E-195, BROADCASTING.

Situations Wanted

Announcers
continued

Available immediately, radar endorsed first phone, modified English accent. Mature, personable, presentable at all times. BS, grad. Rock-MOR-Contemporary, news and talk shows. Return type available on request. Box E-196, BROADCASTING.

First phone announcer-program director, sales manager, etc. Box E-197, BROADCASTING.

Versatile radio personality, strong on news—easy going on the air. Your summer replacement. Will relocate. 3rd ticket. Box E-200, BROADCASTING.

Your next announcer: First phone, ambitious, experienced. Now news director. D.C., Maryland or Virginia. Box E-202, BROADCASTING.

Top 40 up tempo Jack. Great with teens. 4 years experience. College, military complete...third. Box E-204, BROADCASTING.

Creative personality, top 40, one year's experience. College, military complete...third. Box E-211, BROADCASTING.

Veteran announcer, 15 years radio—1st ticket. Dependable, co-operative, good habits. Want permanent job with good benefits. Box E-212, BROADCASTING.

3 years experience wants top 40 hard rocker, prefer afternoon or early evening, third endorsed. Box E-213, BROADCASTING.

Strong potential stylist, for announcer DJ or newscaster, vet, married, will travel, minimum experience. Excellent talent, quick to learn. Box E-215, BROADCASTING.

MOR, soul, jazz, news, sales, announcing/Deejay. Young, gifted and Black. Community minded. Broadcast school graduate. Need the first break. Good production work, tight board, draft exempt, married. Willing to relocate. Would be an asset to your organization. Third endorsed. Box E-216, BROADCASTING.

MOR, country, Announcer/newsman. Permanent. Tight board. East. Box E-218, BROADCASTING.

College grad: any format, third endorsed. Some commercial experience. Reply Box E-219, BROADCASTING.

The loud bird with the golden tale, sweet Johnny Mid-day, will be ready to enter radio through the back door in Aug. Will your station be ready? For what Sweet John? Just keep an eye on this column, BROADCASTING.

Sincere, warm announcer. Family man wants to settle. Box E-222, BROADCASTING.

Sports director...young, dynamic seeks bigger market, Mid-American Conference-high school football, basketball, baseball experience. Tight rock, strong production, extensive sales. Must have play-by-play. Backstage-announcer-pair program-sports director. Looking for fall. Box E-223, BROADCASTING.

Available...experienced announcer, copywriter and producer. Box E-229, BROADCASTING.

Western Ontario, Lower Michigan and Detroit...Disc jockey, copywriter, production man seeks top position. Good voice and experienced. Box E-229, BROADCASTING.

Announcer with radio and TV experience is looking for position on east coast. Box E-235, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4½ yrs. music, 3 yrs. as D.J. newscaster, available immediately. Tape, resume on request. Box E-237, BROADCASTING.

Professionally trained announcer. Some college. Emceé talent shows. Will relocate. Box E-238, BROADCASTING.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

1st phone, talented, humorous announcer with 6 months experience wants to express himself on a top 40 station in Texas, Louisiana. Jim Pennell, 713-602-1375.


Announcers
continued

Technical

Composer 1st phone and telegraph with experience all power, wants something in Southeast only, directional or non directional, some announcing preferred. Box E-102, BROADCASTING.

Chief engineer/announcer/wanting to relocate six years experience...prefer country or MOR formats, utility and wooded areas. Box E-120, BROADCASTING.

Retired soldier, 1st phone, experience TV studio and small AM-FM, chief, Southeast preferred. Available now. Call 205-786-3323 or write Box E-210, BROADCASTING.

20 years engineering know-how. Chief maintenance or supervisor. Available immediately. C. L. Sweet, 2825 NW 13th, Oklahoma City, Okla. 73112.

News

Director, small station, college graduate for challenging news assignment. Box E-106, BROADCASTING.


Suburban Washington, D.C. newsmen seeks change. Award winner and hard worker. Good references. Box E-227, BROADCASTING.


Programing, Production, Others

Male copywriter wishes relocate Connecticut. Request resume, samples. 203-658-6196 or Box D-250, BROADCASTING.

Read the excellent article, "Looking Ahead to Radio '70's", BROADCASTING, April 13. I have a format incorporating the "Muts", expressed by them as 'rules' governing the Metropolitan South. Box E-34, BROADCASTING.
**Technical continued**

Immediate opening for several experienced TV studio maintenance personnel with experience in烘干机eastern UHF station. Excellent benefits. Box E-128, BROADCASTING.

Overseas opportunity—Desire for late 1970 employment TV television engineers as advisors to a foreign government. Work is directly for Middle Eastern government. Participants will have supervising activities of operations contractor and facility planning. Successful candidate will be employed in each of the following categories: studio, microwave, transmitter, and antenna, maintenance and parts, and supply procurement. Highest salary paid for qualifications, experience, and other benefits. One year minimum contract with renewal option. Send complete resume to Chief Operations Division, US Army Engineer Division, Mediterranean, APQ New York 09019.

**NEWS**

Eastern Pa., TV-Radio station seeks experienced procurer of special events and benefits. Send resume tape and photograph to: General manager, WDUP-TV/WDUI Radio, Scranton, PA 18509.

**Programming, Production, Others**

Art director for new midwest university. Applicant must have extensive experience in place to grow in present top 50 market seeks change. Box E-11, BROADCASTING.

Young professional executive who can cut costs and earn profit. Must have experience in operations, sales, and production. Box E-125, BROADCASTING.

Aggressive sales and programming man on local and national level. A proven record in sales and the ability to produce top results. Box E-104, BROADCASTING.

Program and operations manager with general management potential. 17 years experience all phases. Must be a top-rated independent, top 25 market. Box E-191, BROADCASTING.

**Television situations Wanted Management**

Heavyweight, local/regional/sales representative. Mature, personable, extensive experience in place to grow. Box E-11, BROADCASTING.

Young professional executive who can cut costs and earn profit. Must have experience in operations, sales, and production. Box E-125, BROADCASTING.

Aggressive sales and programming man on local and national level. A proven record in sales and the ability to produce top results. Box E-104, BROADCASTING.

Program and operations manager with general management potential. 17 years experience all phases. Must be a top-rated independent, top 25 market. Box E-191, BROADCASTING.

**Television Sales**

Over 20 years experience in all phases of TV and radio. Interest-sales or management. Prefer Southwest medium city. Send resume and photograph to: Box E-187, BROADCASTING.

**Anouncers**

Over 20 years experience in on-camera work. Must be able to deliver a professional performance on TV and radio. Send resume and photograph to: Box E-187, BROADCASTING.

**Technical**

Immediate opening for several experienced TV studio maintenance personnel with experience in烘干机eastern UHF station. Excellent benefits. Box E-128, BROADCASTING.

Overseas opportunity—Desire for late 1970 employment TV television engineers as advisors to a foreign government. Work is directly for Middle Eastern government. Participants will have supervising activities of operations contractor and facility planning. Successful candidate will be employed in each of the following categories: studio, microwave, transmitter, and antenna, maintenance and parts, and supply procurement. Highest salary paid for qualifications, experience, and other benefits. One year minimum contract with renewal option. Send complete resume to Chief Operations Division, US Army Engineer Division, Mediterranean, APQ New York 09019.
INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by catalog. Glenn Schools, 1505 N. Western, Hollywood, Cali-
ifornia 90028.

First Class FCC License theory and laboratory training in six weeks. Be prepared...let the Masters in the nation's largest network of 1st class
students trained...Elkins Institute...at the location most convenient to you. Elkins Institute...737 Business Center Drive, Dallas, Texas
75235. Phone 214-350-0147.

Elkins*** in California...160 South Van Ness, San Francisco, California 94102. Phone 415-622-0737.

Elkins in Colorado...420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida...1920 Purdy Avenue, Miami, Flori-
da 33139. Phone 305-356-7406.

Elkins*** in Georgia...51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-3884.

Elkins in Illinois...3443 N. Central Avenue, Chicago, Illinois 60614. Phone 312-286-0210.

Elkins*** in Louisiana...333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins in Minnesota...4190 East Lake Street, Minne-
apolis, Minnesota 55416. Phone 612-272-2126.

Elkins** in Nebraska...5233 College Avenue, Lincoln, Nebraska 68502. Phone 402-934-7120.

Elkins in Tennessee...2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins** in Texas...503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington...500 Eastlake Avenue, Seattle, Washing-
ton 98109. Phone 206-822-2021.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and
newswriting. All phases of radio are taught by highly qualified professional teachers. One of the
finest equipment. and one of the largest training
facilities including our own broadcast station. Approved for veterans and accredited member of NACTT. Write or call Mr. W.B. Lampley, Portland, Oregon 801/526-7637.

Elkins in Tennessee...2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins** in Texas...503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington...500 Eastlake Avenue, Seattle, Washing-
nton 98109. Phone 206-822-2021.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and
newswriting. All phases of radio are taught by highly qualified professional teachers. One of the
finest equipment. and one of the largest training
facilities including our own broadcast station. Approved for veterans and accredited member of NACTT. Write or call Mr. W.B. Lampley, Portland, Oregon 801/526-7637.

Since 1946. Original course for FCC First Class License.
Approved for veterans. Low-cost dormitory facilities
at school. Locations in Chicago, Los Angeles, New York, Atlanta, Nashville (Tennessee), Pittsburgh, Philadelphia, Miami and
Minneapolis. Open to all veterans, ages 18-45. For
information, contacts and reservations, write William B. Lampley, School of Broadcasting, 5075 Waverer Avenue, Huntington
Beach, California 92647. For information, contacts and reservations, write William B. Lampley, School of Broadcasting, 5075 Waverer Avenue, Huntington
Beach, California 92647. For information, contacts and reservations, write William B. Lampley, School of Broadcasting, 5075 Waverer Avenue, Huntington
Beach, California 92647. For information, contacts and reservations, write William B. Lampley, School of Broadcasting, 5075 Waverer Avenue, Huntington
Beach, California 92647.

30 hours of actual broadcast training at KSPV-AM and KSPV-FM stereo radio stations in Artesia, New Mexico. Most modern studios and finest equipment. School of broadcast training is approved by the New Mexico state board of education, and is New Mexico's only broadcast school. Room and board available and placement assistance after graduation can be particularly important to KSPV-AM and FM stereo. Get the facts today. Write for information: Ron Funk, Manager, 317 West Quay, Artesia, New Mexico 88210.

Are you interested in a professional announcing or...Third class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
First class FCC license for broadcasting and production.
ONE IN A MILLION

ONE IN A MILLION

General Sales Mgr.
Top 50 Market
Midwest
$35,000.

Send resume to:
Box E-234, Broadcasting.

IDEAL LOCATION

Major VHF casting an eye toward all potential candidates for possible future news department expansion. The person we want to know about would have to be mature, seasoned veteran, with solid broadcast experience and proven on-camera ability. A top heavyweight in other words, and probably at least 30, with five or more years experience. It would pay you to let us know about you. All replies will be held in strictest confidence, and we're an equal opportunity employer.

Write or wire: Send VTR or B.O. F., if possible: we'll return it. Call if you'd like more facts.

Bill Ellison, WHNC-TV
135 College Street, New Haven, Conn.
(Continued from page 75)
Sallisaw 74965. Estimated construction cost $18,317: first-year operating cost $1,500; revenue $1,500. Principal: Wheeler Mayo, president (51%). W. R. McDaniel, executive vice president (26%); and Doyle McDaniel, secretary-treasurer. Mayo owns Sequoyah County (Sallisaw, Okla.) Times and Farm. Principal's own respective interests in TCRB(TAM) is 9% less. By April 27
• Georgetown, Tex.—Georgetown Broadcasting Co. Seek $6,757 in 2.9 kw. Ant. height above average terrain of 297 ft. P.O. address: Box 100, Georgetown 78626. Estimated construction cost $25,800. First-year operating cost $12,000. Revenue $12,000. Principal: Don Stover, manager. Scarbrough owns KGTN(TAM) Georgetown. Building on Willowgrove County Road and 50% of Cameron (both Texas) Harrison, Stovall, etc. May 4.
• Orange, Va.—WJMA Inc. Broadcast Bureau granted 96.7 mc, 3 kw. Ant. height above average terrain of 470 ft. P.O. address: Box 271, Orange 22960. Estimated construction cost $45,000. First-year operating cost $50,000; revenue none. Principal: Archibald C. Harrison Jr., president-secretary (22.5%); and Henry Bower, vice-president-treasurer (77.5%). Principals hold respective interests in WMJMA-M. (Gains John). May 30.
• Sun Prairie, Wis.—Sun Broadcasting Inc. Seek 921 mc. 3 kw. Ant. height above average terrain of 210 ft. P.O. address: Route 1, Sun Prairie 53590. Estimated construction cost $26,012. First-year operating cost $4,790; revenue $4,790. Principal: Mr. McInerney, president, Mr. Andrel, vice president, and Mr. Carlin, secretary-treasurer (each 13.3%). Mr. McInerney is controlling stockholder and Andrel-tutera owned 35% and 35%, respect., respectively. Principal from New York. Mr. Tutera owns 20% of WBOO(AM) Baraboo. Wis. Ann. April 30.

Final actions
• Pueblo, Colo.—Southern Colorado State College. Broadcast Bureau granted 90.5 mc, 1 kw. Ant. height above average terrain of 113 ft. P.O. address: 900 West Orman, Pueblo 81005. Construction cost $800. First-year operating cost $500; revenue none. Principals: J. J. Rooser, president, and Mr. B. (action April 27)
• Roseburg, Ore.—WRR Inc. Broadcast Bureau granted 15.9 mc, 1 kw. Ant. height above average terrain of 218 ft. P.O. address: 437 Southeast Watson Street, Roseburg 97470. Estimated construction cost $2,367. First-year operating cost $24,288; revenue $24,288. Principal: Mr. McInerney, president, Mr. Smith, vice president, and Mr. Waddell, secretary-treasurer (31.25%). Messrs. Charles and Allen Ricketts and Reece own 67.12%. 12.76% and 10%, respectively, of Principal. Mr. Waddell is employed of Ricketts. Mr. McInerney is employer of Roseburg Theatres Inc. Action May 5.

Actions on motions
• Chief, Broadcast Bureau, on request of James C. Ravenhurst extended to May 25 time of hearing of all PTB Inc. requests to file hearing for assignment of WIBO-AM Ulysses, N.Y. In matter of amendment of FM table of assignment (Jamaica, N.Y.) Action May 4
• Hearing Examiners Thomas H. Donohue in Las Vegas (James Bros. Broadcasting and Quality Broadcasting Inc.) for FM proceeding, continued hearing to July 1, 1970 (Docs. 18437-8). Action May 5
• Hearing Examiners Thomas H. Donohue in Athens, Tenn. (Athens Broadcasting Inc. and 3-F's Broadcast Inc.) for FM proceeding, scheduled hearing for May 18 (Docs. 17617-8). Action May 5
• Hearing Examiners Charles J. Frederick in Raytown, Mo. (Brisfield Broadcasting Co.,) FM proceeding, cancelled present procedural dates; scheduled July 5 for exchange exhibits. July 16 for notification of witnesses and July 21 for hearing (Doc. 18529). Action May 1
• Hearing Examiners Jay A. Kyle in Tahana (Jim and Dean Broadcasting Co.) for FM proceeding, scheduled hearing for June 22 (Docs. 18308 and 18788). Action May 5
• Hearing Examiners Herbert Shafman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.) FM proceeding, extended to July 7 time for furnishing of proposed direct case exhibits and lists of witnesses to July 14 time for receipt of notification of witnesses for cross-examination and to July 27 hearing (Docs. 18735-39). Action May 6.

Other actions
• Anderson, Ind.—FCC denied request by WHIT Inc. for waiver of minimum mileage separations between co-channel and co-channel commercial channels and power and antenna height requirements. Action to change trans. and facilities for proposed FM returned. Action May 6.
• Review board in Hendersonville, Tenn.—FCC notified that initial hearing released March 17 proposing grant of application of Hendersonville Broadcasting Corp. for new station at Hendersonville, ERF 5, and ant. height of 300 ft., became effective May 6. Form 301, April 30.

Rulemaking petitions
• WTVY Modesto, Calif.—Requests rulemaking to allocate ch. 27A to Modesto, Calif. Ann. May 8.
• KPAR Albuquerque, N.M.—Requests rulemaking to amend FM assignments to assign Class B ch. 27B to Albuquerque. Ann. May 8.

Call letter petitions
• Miami Bible College Inc., Miami, Fla.—Requests WMBL(AM) for WMBL(AM) calls.
• Helen Vocational Tech. Center, Helena, Mont. Requests WHTC(AM) for WHTC(AM) calls.
• University of Oklahoma, Norman, Okla. Requests KGOU(AM) for KGOU(AM) calls.

Call letter actions
• Glendale Broadcasting Corp., Glendale, Ariz. Granted KXTC(AM) for KXTC(AM) calls.
• Yuma Union High School District, Yuma, Ariz. Granted KOFK(AM) for KOFK(AM) calls.
• Assurance Union Foundation, Cupertino, Calif. Granted KKUP(AM) for KKUP(AM) calls.
• Morrisstown Board of Education, Morris- town, N.J. Granted WKG(AM) for WKG(AM) calls.
• Northern State College, Aberdeen, S. D. Granted KASD(AM) for KASD(AM) calls.
• Humphrey's County Broadcasting Co., Waverly, Tenn. Granted WRVY(AM) for WRVY(AM) calls.
• Koinonia Broadcasting Co., Mineral Wells, Tex. Granted KMWT(AM) for KMWT(AM) calls.

Existing FM stations
Applications
• WBET-FM Brockton, Mass.—Seeks CP to operate trans. by remote control from studio location 50 Main St. in second floor, Brockton, Mass. Ann. May 8.

Final actions
• WDJC(AM) Birmingham, Ala.—Broadcast Bureau granted CP to change trans. location on Red Mountain, 1 mile south of Birmingham, to station's location, Birmingham; operate by remote control from studios, change type of trans. and ant.; make changes in ant. sys-


- KFIG/FM Fresno, Calif.—Broadcast Bureau granted license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.


- KVFM San Fernando, Calif.—Broadcast Bureau granted license to operate as KVFM, with Bruce L. Miller as owner. ERP 50 kw.; ant. height 310 ft. Action May 6.


- WFTG/WM/FM London, Kent.—Broadcast Bureau granted license to operate as WFTG, with George T. Bickford as owner. ERP 2,000 kw.; ant. height 3,000 ft. Action May 6.


- FCC informed Island Telerecord Service Inc. that The Bay Area Telecommunications Co., a firm with a single television license in San Francisco, will not be granted a new license to operate simultaneous broadcast service of unlimited AM and FM stations. Action May 6.


- FCC granted petitions for the issuance of a license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- *Manatee county, Fla.—FCC granted petition for the issuance of a license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- *Galesburg, Ill.—FCC granted license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- *Massachusetts.—FCC directed Berkley Telecable, Inc., to cease and desist from operating after receipt of a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- Madison, S.D.—FCC granted license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- Milwaukee and KGW-TV-Denver, Colo.—FCC granted license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- Ownership changes

- WDIG/AM Dothan, Ala.—Seeks assignment of license from Alabama Broadcasting Co. to WDIG Inc. for a price of $40,000, subject to final FCC approval. Owner, Edgar R. Rooke. Action May 6.

- KPST/AM Preston, Idaho.—Seeks assignment of license from Community Broadcasting Co. to KPST Inc. for the sum of $25,000. Owner, John Clark Sr. Action May 6.

- WTOW/AM-FM Towson, Md.—Seeks assignment of license to WTOW Inc. from WJAZ-FM. Owner, Mark J. Della Ratta. Action May 6.


- KNWA/FM Fayetteville, Ark.—Seeks grant transfer of license from Kessler Broadcasting Co. to Maupin Cummins for the sum of $100,000. Owner, Robert W. Kessler. Action May 6.

- KLOV-AM-FM Loveland, Colo.—Broadcast Bureau granted license to operate in response to a petition for a waiver of the FCC’s rule against horizontal polarized radiation from vertical antenna elements. ERP 100 kw.; ant. height 310 ft. Action May 6.

- WJLN/WM/FM Birmingham, Ala.—Broadcast Bureau granted license to operate as WJLN-FM, with Byron W. Jones as owner. ERP 500 kw.; ant. height 310 ft. Action May 6.

- WJLN/WM/FM Birmingham, Ala.—Broadcast Bureau granted license to operate as WJLN-FM, with Byron W. Jones as owner. ERP 500 kw.; ant. height 310 ft. Action May 6.

- WJLN/WM/FM Birmingham, Ala.—Broadcast Bureau granted license to operate as WJLN-FM, with Byron W. Jones as owner. ERP 500 kw.; ant. height 310 ft. Action May 6.
The name of his game is news with guts

shares and cume, particularly in afternoon drive time.

Jim Snyder's first exposure in broadcast news was as a "news editor" at KDKA(AM) Pittsburgh, where in the newsroom he was "just a guy they stuck matches on." The station, then a long-time NBC affiliate, exemplified the "last of the golden days of network radio," he recalls, "with an old-fashioned news service of rip-and-read; they just didn't send guys out to cover the news."

Mr. Snyder returned to the station five years later, in 1954, as news director, after a "fund-raising" hiatus with Duquesne University. The news-gathering atmosphere had changed. With the urging of Dick Pack (now Westinghouse Broadcasting Co. senior vice-president-programming), whom Mr. Snyder says "encouraged a strong, liberal news organization at Westinghouse," KDKA and other WBC properties experienced a newly-found interest in news as a viable, integral element in radio formats. Mobile units and tape recorders for actualities were employed; news on the hour became a fixture.

Jim Snyder spent little time behind a desk because he was also a reporter during those years, covering such events as the investiture of Pope John XXIII and the return to presidential power of Charles deGaulle. He organized WBC coverage of the 1956 political campaigns and in 1957, during an interview show, he drew publicly, for the first time, from Massachusetts Senator John F. Kennedy the belief that a Catholic could become President.

By 1959 expanded news coverage among independent broadcasters was still comparatively rare. Mr. Snyder recalls that sales executives met with stony silence "terribly revolutionary talk about beefing up" 11 p.m. newscasts to half an hour. For that matter, the WBC Washington bureau was still a one-man "paper clip and gum operation."

When Mr. Snyder was named Washington bureau chief in 1959, he immediately set up direct feed lines with the WBC outlets, providing regular twice-a-day news feeds, and expanded bureau personnel by five. He also functioned as a reporter, covering the White House, President Eisenhower's 11-nation Asian tour and the 1960 presidential campaign. Mr. Snyder was WBC's anchorman for coverage of the 1960 and 1964 political conventions. And he anchored coverage of the 1963 Kennedy assassination with reports fed by WBC's Sid Davis, for several hours that day the sole broadcast pool reporter aboard Air Force One. Over a seven-year span, Mr. Snyder's positions included national news director, supervisor of overseas bureaus and news consultant to WBC radio-TV outlets.

Jim Snyder left Westinghouse in 1965 "to get more television experience at the network level." He joined CBS as Washington producer of the CBS Morning News with Joseph Benit and a year later became Washington producer of the Walter Cronkite evening counterpart. Much of his time was spent lobbying New York for precious air time for film footage of White House or Hill events. A "welcomed opportunity to get back into local news" led him to leave the security of CBS "despite a large mortgage and six kids."

The 70-man staff, 19½-hour-all-news format of WTOP is a far cry from the rip-and-read KDKA days. But Jim Snyder notes other differences.

"There's a lot more guts now than there used to be in news," he says, "but we didn't need Spiro's reminder. Second guessing and agonizing over news coverage have always been going on at network and local levels. As far as I am concerned, we're always fair."
Pressure point

There has been much talk, and no doubt there will be more, about breaking rate cards, not only in television and radio but in all media. It is the sort of thing—both the talk and the deed—that a tight economy promotes. What too many blindly fail to realize is that in no other kind of economy is rate-cutting more dangerous for sellers or, for that matter, apt to create more chaos for buyers.

Even in the best of times, some station, some newspaper somewhere fails to get its share of the boom. The beset owner responds by offering deals and, if he sweetens them enough, his competitors feel compelled to counter-offer, and then a local price war is underway.

That is bad enough. But in tighter times, when all elements of all media are under pressure, the rate-cutting, once started, will tend to spread beyond the local market. A rate-cutting psychology can quickly sweep across the business and wheeling and dealing become rampant, cheapening the medium in quality as well as in price. Everybody loses. Even the user, though always glad to get a bargain, does not know whether he is getting the best one and therefore negotiates harder, driving prices lower and lower while confusion goes higher and higher.

There is, of course, a way to prevent all this: stop it before it starts or gets out of hand. This is a prescription that must be administered by broadcasters individually, but it loses effectiveness to the extent that it is not administered by all. Each broadcaster therefore should re-examine the value of his product and make sure his prices are right—adjusting them up or down if he finds them out of line—and then stick to the prices thus established. This is no substitute for aggressive salesmanship and promotion, but it is an essential part of both. There is no other way.

Hold your hats—again

Lingering doubts about what’s ahead for the news media—particularly broadcasting—are being dispelled as the tempo of campaigning for the November off-year elections heats up.

Months ago there was the not so fuzzy notion that the Nixon administration, spearheaded by the Vice President, Spiro Agnew, was engaged in a campaign of intimidation. It now becomes increasingly clear that the attack against media is not purely partisan.

Last week prime time to the tune of about $80,000 was preempted on NBC-TV by five Senators—three Democrats and two Republicans (albeit liberal ones)—as the “Amendment to End the War Committee,” lobbying their audience to petition their elected representatives in Congress to end the Indo-Chinese conflict. Incidentally, they solicited funds to support their effort.

This constituted a departure in political action, but one based on the ancient formula of “free will” offerings. It is the kind of business that broadcasters could do without (and would if there were no inhibiting Section 315).

Last week also the news media reported that Vice President Agnew had taken another poke at the networks, charging they “manufactured news,” playing up violence and confrontation to hold their audiences (see story this issue).

The dispatches read as if Mr. Agnew was making off-the-cuff observations about the unrest on the college campuses and coverage of other spot anti-war activities. Actually his views appeared in a signed article in TV Guide’s issue of May 16. That magazine operates on an article deadline of about five weeks, so the piece had been fabricated a considerable time before TV’s coverage of the campus activities of last week or the week before.

It seems evident name-calling, with TV in the middle, is going to worsen as the November elections come closer.

Easy mark

Readers of this businessweekly learned last week that the House Appropriations Committee had completed its annual chore of reporting to the House its recommendations for funds for the independent offices and commissions. They learned that the committee magnanimously had recommended for the FCC a budget of nearly $25 million—practically all it had asked for, while other agencies were cut in varying degrees.

And they learned that the committee commended the FCC alone for steps it had taken “to increase its filing fees and service charges to recover operating costs.” This is the proposed rulemaking that would conform licensees—minutely broadcasters—to pay inordinately high fees for everything the FCC does for them and to them.

There are 23 separate agencies and commissions covered in the report. Not one other is cited for even a hint step toward recouping its budget from users or licensees—not the power companies regulated by the Federal Power Commission, businesses under scrutiny of the Federal Trade Commission, or the stock exchanges or brokerage houses regulated by the Securities and Exchange Commission.

Then the committee staff adds insult to the injury that would result from discriminatory and even confiscatory taxation by mouthing such nonsequitors as development of policies regarding violence and obscenity on television and the potential of TV to enhance the quality of American life which are not within its purview.

Vincent Wasilewski, president of the National Association of Broadcasters, last week called upon broadcasters to alert their elected representatives in Congress to the dangers inherent in the FCC’s quest to squeeze from licensees fees arbitrarily fixed to pay its operating overhead on the fallacious notion that broadcasters are getting something for nothing, blithely ignoring the taxes they pay like all others who derive service, such as it is, from the government they underwrite.

“He took a speed-reading course just so he could read all the gags on those Laugh-In dancers!”

Drawn for Broadcasting by Sid Hisd

BROADCASTING, May 18, 1970
In the Dallas-Fort Worth Market

Everything's not bigger in Texas. Some mighty low scores are turned in at Texas golf courses. Especially during the Byron Nelson Golf Classic at Dallas’ Preston Trail Golf Club, and Fort Worth's Colonial National Invitation Tournament.

Whether playing or watching, Texans take golf seriously. They purchase seriously, too, when they find something they fancy.

If you have a product or service that should score well in this over-a-million-household market, call on WBAP-TV to spread the word. A tremendous gallery will be watching.
General Marshall arrived at the conference tall, dignified and uninformed.