...IN THE NAME OF THE LAW.

The law enforcement problem is now a critical one. And very complicated.

In order to effectively reveal and examine its causal parts, KPRC-TV in Houston conducted a deliberate, systematic probe into the crisis ... with all inquiries coming from one directing source ... our News Editor, Ray Miller.

In a series of three prime-time programs on consecutive nights, titled "The Crisis in Law Enforcement," Ray talked with the people who really know ... the people who enforce the law.

First was "Police Manpower," with the Houston Chief of Police discussing problems of police recruiting, manpower shortage and usage, and police procedure ... among other topics.

The next evening, "Criminal Procedures": again relying on the people with the first-hand knowledge ... like the District Attorney, a leading defense lawyer and a Criminal Courts judge.

Finally, on the last night, Ray talked with the director of the Texas Department of Corrections about "Imprisonment and Rehabilitation," and explored the shortcomings of our antiquated penal system.

In our opinion, the most logical place to begin to solve vital public issues ... is with the public.

So KPRC-TV took the initiative and devoted prime time to a critical problem ... in the name of the law.

KPRC-TV

NBC in Houston
Edward Petry & Co., National Representatives
WLS radio 89 is the only Chicago radio station that has reached more than 3 million people a week...

And still does!

Audience estimates based on January-February 1970 ARB Chicago reports for the Total Survey Area, Cumulative Total Persons 12+, 6AM/12MD, Monday-Sunday; subject to qualifications available upon request.

© AMERICAN CONTEMPORARY RADIO NETWORK/REPRESENTED NATIONALLY BY BLAIR RADIO
Merlin, where are you now that we need you?

We've tried everything to eliminate the Sun. And everything we've tried flopped.
But we've got another idea brewing. Sorcery!
You see, for years we were the undisputed leader in South Florida.
With a 76% daily penetration of the Florida Gold Coast, we thought we had the best coverage.
We thought we had all competition beaten cold.
But media buyers knew better. The word was out, "Only the Sunshine covers South Florida better than WTVJ."
The Sun! The Hotshot!
Well, we haven't given up the fight. But America, we need your help.
Try a little magic. Conjure up a moon spirit. Eat green cheese.
Make sun dolls and push pins for progress. Voodoo for Victory!
And if you hear a loud groan in the sky, you'll know why.

WTVJ Miami

Only the Sunshine covers South Florida better than WTVJ.
But we'll get by with a little hex from our friends.
To herald the dramatic physical and psychological rehabilitative work of the world-renowned Lancaster Cleft Palate Clinic, WGAL-TV writers and cameramen covered the entire treatment process for a typical patient. Their work produced a sensitive, informative and encouraging documentary for showing in prime time. This is just one in a continuing series of special programs prepared by WGAL-TV as part of its good citizenship commitments to the communities it serves.
Popular subject

Revolutionary subject proposal to open door to major CATV expansion (see page 21) wasn't only CATV item under consideration at FCC last week. Proposed rule banning crosstowning of CATV with television, radio or newspaper in same localities and prohibiting networks from owning CATV systems anywhere was on agenda. So was proposed notice of rulemaking aimed at limiting number of systems one party could own (figure of 50 is talked about). Commission did not act on either item, and may not until major rulemaking that would shift commission's position on CATV is ready for consideration, probably early next month.

Meanwhile, FCC officials late last week were still expressing wonder over one aspect of May 15 meeting at which commission tentatively decided to make that shift. General Counsel Henry Geller and Cable Television Bureau Chief Sol Schildhause, who are usually on opposite sides of CATV issues, were in rare harmony in urging commission to take course that it did.

Sky pilot

Insiders are guessing that Joseph H. McConnell, president of Reynolds Metals Co., Richmond, Va., who has been named interim chairman of Communications Satellite Corp. (Broadcasting, May 4), will become Comsat's permanent chairman year from now. He reaches Reynolds mandatory retirement age of 65 on May 13, 1971, and might want to move to Washington to head $200-million quasi-public corporation which is pioneering world of satellite communications. Outgoing chairman, James McCormack, who asked to be relieved because of health, drew salary of $130,000.

Teaming up

Strategy for battle against FCC's proposed divestiture of multimedia holdings in individual markets was explored by station executives just before NBC-TV affiliates' convention in New York last week. Meeting was called by Douglas L. Manship, WBZ (TV) Boston, Maine, and was attended by NBC-TV affiliates primarily—about 60 in all. Vincent T. Wasilewski, president of National Association of Broadcasters and Stanford Smith, manager of American Newspaper Publishers Association, who had met earlier on same issue ("Closed Circuit," May 11), also participated. Stress was said to have been put on need to find outstanding "chief of staff" to lead fight. NAB reportedly is prepared to commit up to $100,000 to project but feels anything beyond that will require special assessments.

Whether NAB and ANPA join forces or work in liaison remains to be decided, but ANPA has already begun setting up special task force—headed by Grover Cobb of Gannett stations, immediate past chairman of NAB—which will meet June 12 in Washington to discuss strategy, funding and question of hiring special counsel. Presumably there will be another, but more broadly based, meeting of broadcasters and selection of committee counterpart to ANPA's to pursue plans.

Slight clue

Record of 91st Congress will apparently contain one, and only one, judgment on question of media ownership—and it will give no comfort to foes of media combinations. Senate-passed Newspaper Preservation Bill, which would exempt joint operating agreements in 22 cities from antitrust laws, is on agenda of House Judiciary Committee this week and passage is expected there and in House. Bill came out of subcommittee last week.

One argument used against bill has been that newspapers with broadcast properties use radio-TV profits to further anticompetitive practices while claiming "failing newspaper" status, but most legislators have not found this persuasive. Other bills to break up media holdings have been introduced but have gone nowhere and will not get through this Congress.

Specialist

Growing trend of advertiser purchase of syndicated series for placement on station in return for free commercial time has spurred establishment of new company called Media Syndication Services, New York, which has been operating quietly for some time and is set to announce its service officially soon. Company is headed by Larry O'Dalys, former advertising manager of Ideal Toy Corp. It chooses and clears markets for advertisers and serves as liaison with producers on syndicated program development. It already has had assignments from American Dairy Association and Quaker Oats.

Clean-up notice

NBC-TV is said to be getting into effect policy of supering "edited for television" on TV screens to identify network-censored movies. Phrase will appear on lower third of screen for five seconds as early as telecast as possible. Broadcast standards executives in New York are currently making trial runs by closed circuit from Burbank, Calif., where network's features are physically prepared for origination. "Edited" label will be used for all movies that "have additions or deletions for standards or program reasons." First network use is set for June 1 in rerun of "The Smugglers"—ironically produced especially for TV and shown originally as "world premier" movie. Subsequent tightening of standards made editing necessary.

Separatist talk

Agitation for separate association for radio broadcasters, periodic plague of National Association of Broadcasters, is being heard again in advance of June 23-26 NAB board meeting in Washington. Suggestions have been made to Victor C. Diehm, president of Mutual Broadcasting System, that he head such a group, but he declined as he had last December (Broadcasting, Jan. 19). Mr. Diehm was approached at Mutual Affiliates Advisory Council meeting in Las Vegas May 13-15.

NAB board at last January meeting in Hawaii thought issue was laid to rest after unanimously passing resolutions praising present NAB structure. Mr. Diehm observed last week, however, that many small-market radio broadcasters feel NAB is dominated by large-market TV.

Long, long form

Success this season of "World Premiere" movies made for TV on NBC-TV and of Movie of the Week on ABC-TV is tempting two major studios to consider making even longer pictures for 1970-71 play. Universal, source of "World Premiere" films, and Screen Gems, which produced several ABC-TV pictures, are both investigating properties for four-hour presentation. Pictures could be divided and played on two nights or presented intact as special specials (before FCC rules limiting networks to three hours of prime time take effect in 1971-72 season, as now projected).

Campaign seen

Bill to provide cut rates in political broadcasting began to shake loose in House last week after House Democratic caucus decided to recommend go-ahead in Communications Subcommittee. Democrats have yet to adopt detailed position on bill.
When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.
Opposition is lining up against FCC's radical, but tentative policy unshackling CATV. Plan is drawing ire of broadcasters, including representatives of UHF's. Some copyright owners see it as '100% pro-CATV.' See...

In sight: stiffest fight yet over cable... 21

FCC considers request for declaratory ruling by Democratic National Committee that broadcasters violate First Amendment, Communications Act when they 'refuse to sell time to responsible entities...' See...

Freer public access to medium sought... 28

At 11th annual American Television and Radio Commercials Festival last week, Alka-Seltzer and Talon Zippers cop top honors for 'best over-all campaign.' Special award is bestowed on NET's 'Sesame Street.' See...

TV Clos presented in New York... 30

At opening session of NBC-TV affiliates convention in New York, affiliates turn thumbs down on FCC's curtailing prime-time network TV programming. Strategy is to oppose it in letters and petitions to commission. See...

United front forged against FCC rule... 38

NBC, CBS garner most Emmys last week for news and documentary programs with National Educational Television and Metromedia Producers Corp. only other TV groups cited by academy. See...

NBC, CBS dominate Emmys... 42

CBS News accuses White House of 'underground attempt to discredit its news coverage' following columnists' reports of memo citing 'highly questionable activities,' including faked Vietnam atrocity stories. See...

White House memo draws CBS retort... 44

Frosty minority report on pay television emerges from House Commerce Committee, charging that committee's pay-TV bill is 'mischievous legislation dictated by powerful interest groups...' See...

Minority calls it a kill pay-TV bill... 48

Stockholders of both Teleprompter Corp. and H&B American Corp. approve merger of CATV operators. Hurdles remaining are FCC, Securities and Exchange Commission and Justice Department. See...

Teleprompter, H&B merger nearer... 60

FCC unveils plans to provide spectrum relief for land-mobile radio—allocation of space in lower seven UHF channels and in 900 mc band. Commission will review developments and make 'appropriate' adjustments. See...

Land mobile moves into the UHF band... 62

CBS Television Network Affiliates Association and Association of Maximum Service Telecasters voice opposition to FCC on proposal to use UHF television band for satellite-to-home reception of TV. See...

Bird-to-home TV scored... 63
Sunday strolling, baby kissing, and hand shaking are slowly becoming the politics of the past. Because today more and more people are concerned with voting for a man instead of a party. And because they are, there's a new breed of politician. He's independent of the political organization. But not independent from political problems.

Our new special, "New Politics or the Same Old...?" concentrates on one of the new breed politicians. Mayor Peter Flaherty of Pittsburgh. You'll see everything he has to face. You'll find out how he feels about the new politics and how the old politicians feel about him.

"New Politics or the Same Old...?" was produced by Group W's Urban America Unit. And it's just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

We produced it because the new politics just doesn't affect the people running for office. It affects the country.
Hiring rules adopted

FCC has adopted rules aimed at strengthening its policy of promoting equal-employment opportunities in broadcasting industry.

New rules require broadcasters to adopt and report to commission on detailed equal-employment opportunity programs. They also require nonbroadcasters to file annual statistical reports on their employment, which would provide commission with industry-wide picture of minority-group participation in broadcasting.

Forms will not be issued until they have received necessary Budget Bureau clearance.

Action, announced Friday (May 22), is followup to commission order adopted in June 1969 barring discrimination in employment on grounds of race and requiring broadcasters to establish equal-employment opportunity program (BROADCASTING, June 9, 1969).

Commission said every application for construction permit, assignment, transfer or renewal of license is to contain equal-employment opportunity program on commission-supplied form.

Once initial report is filed, broadcasters are to file annual employment report by April 1 for period ending preceding Dec. 31.

Commission originally proposed adoption of nondiscrimination program aimed at Negroes, Orientals, American Indians and Americans with Spanish surnames. Commission last week said new rules also bar discrimination against women. But it said its major efforts will be directed to development of programs relating to problems of racial harmony.

New rules were adopted by vote of 4-to-1, with Chairman Dean Burch and Commissioners Kenneth A. Cox, Nicholas Johnson and H. Rex Lee in majority, and Commissioner Robert T. Bartley concurring in part and dissenting in part. Commissioner Robert Wells was lone dissenter.

Maximum fines proposed

FCC has levied heavy fines against two stations for technical violations.

As announced Friday (May 22), commission issued notice of apparent liability for $10,000 fine—maximum penalty it can impose—to WWOM(AM) New Orleans and KIKK(AM) Nashville.

WWOM was cited for numerous technical violations and unauthorized pre-sunrise operation. KIKK was cited for operating prior to sunrise for over 21 years without commission authorization, causing interference with WSAM(AM) Nashville.

Voter on KIKK and WWOM actions was unanimous.

Accord is reached

NBC and National Association of Broadcast Employees and Technicians reached agreement early Friday (May 22) on new three-year contract, subject to ratification by NABET membership.

Negotiators met in Washington from 11 a.m. Thursday (May 21) until 3:30 a.m. Friday and after marathon session. NABET said NBC had offered "real improvements" in pension and medical insurance plans, which were two critical items.

Though terms were not disclosed, it was understood that union had agreed to wage formula offered by NBC several weeks ago, granting $55 per week wage increase spread over three years. In addition, NBC is said to have granted improvements in work scheduling and overtime compensation. Old pact expired last March 31 and on two occasions NABET threatened to strike. Contract covers about 1,350 workers throughout country. Union said agreement does not include air conditioning employees in New York and Los Angeles, whose pact will be worked out later.

315 applies to advocates

Program produced by educational stations WBGH-TV Boston and KCET(TV) Los Angeles, is not exempt from equal opportunities provision of Section 315 of Communications Act, FCC ruled Friday (May 22).

Program, The Advocates, has trial-type format with participants including "advocates," "witnesses" and "men faced with choice" who makes decisions based on presentations.

Counsel for program—which is aired by some 180 educational stations—contended in request for ruling it was news-type show designed to promote free flow of ideas on public issues and should be exempt from 315 requirements when political candidates participated.

However, commission found program did not fall under categories of bona fide news programs which Congress exempted from 315 provisions in 1959. Commission added it felt program was closer to debate-type show with each side presenting viewpoint.

Returns to attack

Vice President Spiro T. Agnew renewed attacks on news media in speech prepared for delivery at Houston fund-raising dinner Friday (May 22). He took aim at Washington Post and New York Times ("the Washington-New York axis") and several of the columnists, Atlanta Constitution, New Republic, Life's White House reporter, Hugh Sidey, and other print journals and journalists, and he quoted from published criticisms of him and President Nixon.

He called it "wild, hot rhetoric" that "goes on daily in the editorial pages of some very large, very reputable newspapers in this country—not all of them in the East by a long shot. And it pours out of the television set and the radio in a daily torrent."

He said he knew he had "left out many who are in the business of second-guessing the President" but hoped to "get around to them later." Included in this omitted group, he said, were "electronic news media."

First Amendment, said Mr. Agnew, guarantees his freedom of speech as it guarantees journalist's freedom of press. He said he had no intention to "cool it" until news media cooled it too.

Riding the upbeat

NBC-TV was portrayed Friday (May 22) as preparing for fall season on momentum of current leadership in programming and in demographics.

Business and broadcast policy problems were set aside for extensive presentation by NBC-TV network president, Don Durgin, at closing day of NBC-TV affiliates convention in New York (see page 38).

Mr. Durgin told delegates and representative group of advertising executives during his two-hour color-slide and film presentation that NBC was in forefront in nighttime periods, gaining rapidly on CBS-TV in daytime (now 4% behind CBS in average ratings compared to 2% behind last fall) and maintaining its position as leader in sports and in specials. Mr. Durgin also said that Huntley-Brinkley Evening News, whose average audience he acknowledged had slipped behind Walter Cronkite's on CBS earlier this year, has regained its lead in average audience.

In addition to describing particular appeal of NBC prime-time programs to urban centers (70 markets covered by Nielsen's Multi-Network Area reports) and to young adults, ages 18-to-49, Mr. Durgin emphasized NBC's station clear-
Howard Marsh, president of Television Advertising Representatives, New York, named VP-sales, Westinghouse Broadcasting Co., New York, newly-created position entailing responsibility for policy and direction in sales for group's 12 radio and TV stations. Kenneth T. MacDonald, WBC VP and general manager, KYW-TV Philadelphia, succeeds Mr. Marsh as TVAR president. John M. Rohrbach Jr., general manager of WJZ-TV Baltimore, succeeds Mr. MacDonald in Philadelphia. Herbert G. Cahan, WBC's area VP for Baltimore and Washington, assumes additional duties as WJZ-TV general manager until successor is appointed.

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

Changes in nighttime this past season—highest, he said, in network history (11 top-rated shows with clearances ranging from 201 upward to 221 stations).

Scenes from NBC's six new shows being prepared for fall season highlighted film presentation, which stressed also NBC's plans for continuing wide range of specials and sports events in 1970-71.

Media buying for all

Ogilvy & Mather plans to offer to non-clients media planning and buying services for fee, placing agency into direct competition with independent media organizations.

Spokesman said Friday (May 22) that agency is discussing its offer with several prospective clients. He added that O&M will handle either advertisers or other agencies that may require its expertise.

It will not assume assignments for products that are competitive with those of O&M's current clients. Ogilvy's domestic billing is more than $150 million.

Claims charges false

"Totally false." That was reaction of CBS News President Richard S. Salant late last week to charges—reportedly contained in White House memo—that CBS has faked Vietnam atrocities and other stories (see page 44).

Mr. Salant said he did not question existence of document. However, he added, fact that it was leaked to newspaper columnists "tells a lot more about the government's media practices than it does about ours."

Meanwhile, Pentagon said it is conducting investigation into atrocity aired by CBS. CBS News, through anchor-man Walter Cronkite, said last week that government is conducting "undercover campaign to discredit" network's coverage by alleging that story was faked, but Pentagon spokesman insisted there was no attempt to "challenge in any way the integrity of CBS News."

Spokesman said Pentagon had asked CBS News for help in investigation, but network refused to release out-takes and other information. Mr. Cronkite said same thing on broadcast last week.

Ex-chairman at NCTA

Two former FCC chairman are on panel on CATV regulation at next month's convention of National Cable TV Association in Chicago.

Announced Friday (May 22) were participation of Newton N. Minow, now Chicago lawyer, and Frederick W. Ford, now Washington lawyer and more recently president of NCTA. Others on program with them are Bruce E. Lovett, past NCTA general counsel now with multiple CATV owner American Television & Communications Corp., and Sol Schildhause, chief of FCC's CATV Bureau.

Scheduled also is session on broadcasters' viewpoint, including John B. Summers, chief counsel of National Association of Broadcasters; Martin E. Firestone, general counsel, All Channel TV Society; E. Stratford Smith and Harry M. Plotkin, Washington lawyers. Mr. Smith is former NCTA general counsel.

Other panels will cover labor unions, utilities and cablecasting.

Rehearing to be asked

South Dakota Supreme Court, which held earlier this month that CATV is public utility, will be asked for rehearing, it was reported Friday (May 22). Plan for reconsideration will be filed by Aberdeen (S.D.) Cable TV Service Inc., principally owned by Mid-Continent Broadcasting Co., group broadcaster that owns CATV systems in North central states.

State court also found that city ordinance, granting franchise to cable company, was not in force, since it had not been approved by vote of citizens as required by South Dakota law. Actually, 1968 franchise had been defeated in city referendum but lower state court had ruled ordinance did not require approval of voters.

Aberdeen system is in partial operation, with less than 100 subscribers.

Cable monopoly study

Period of experimentation on CATV regulation has been recommended by former antitrust lawyer with Department of Justice, now law professor at University of Chicago.


After exposition of various alternatives of regulation (including none at all), Mr. Posner suggests that FCC, other government agencies, plus state and local authorities explore and experiment to learn "the magnitude of the local monopoly problem and the effects of various methods of coping with it." He warns, however, that attempting to find national solution would be premature at this stage of CATV development.

First Rand Corp. CATV report was by Leland Johnson and recommended that FCC restrictions on CATV be liberalized and that all cable firms pay royalties (BROADCASTING, Feb. 2).

TVC files for Chicago

Experience and leadership count, Television Communications Corp., New York, group cable TV system operator, said in franchise application filed for all or part of Chicago. Bid is fourteenth now on file there. TVC proposed 20-channel system for Chicago.
KOVR STOCKTON/SACRAMENTO...
highest color TV penetration of the nation's top 25 TV markets

Leading the way with 51% color TV penetration.

Stockton/Sacramento is a big colorful market. Over 262,900 estimated color TV households makes it the nation's 15th color TV market. And over 1.7 million total TV homes, over $5.4 billion in effective buying income, and $3.2 billion in retail sales makes it a TV market you can't afford to miss. Stockton/Sacramento — very big on color — very big on McClatchy Broadcasting's KOVR.


McCLATCHY BROADCASTING
REPRESENTED NATIONALLY BY KATZ TELEVISION

BROADCASTING, May 25, 1970
The Innovators Introduce:

"Son of PC-70"

The Norelco PC-70S-2
Now Philips Broadcast re-invents the PC-70 color camera to set a new broadcast standard for color control and color fidelity.

Over 1,000 3-Plumbicon® cameras have been delivered throughout the world, with more than 600 serving broadcasters and production companies in the United States. It is the standard other cameras try to match. That was tough before. Now it's tougher. Because today the Innovators are introducing the PC-70S-2, with an important list of new features. (And to prove you are always state-of-the-art with Norelco, they're available as field update kits for older PC-70 models.)

**Sharpest picture yet.** Our key innovation is the sharpest picture detail you have seen from a broadcast camera. A new technique introduces the most basic attack yet on picture-degrading “noise”... level-dependent comb-filtered contour enhancement.

**Sharp in wider light range.** In low-light situations, too, the PC-70S-2 gives you a quieter picture. We've added 48-db signal-to-noise FET preamps. And at all light levels, separate-mesh Plumbicon® tubes increase picture resolution and dynamic range. It all adds up to a snappier picture in every area from light to dark.

**More color control, convenience.** Now the PC-70S-2 is also available with non-linear matrixing to achieve an infinite range of tints and hues. You can color-match to any camera you own. Even those problem colors in packages and costumes snap into true-to-life color. But superb picture quality isn't the whole story. There are many convenience features to make your cameraman more expert, more productive. For instance, a built-in test signal generator that takes the guesswork out of set-up. An external filter wheel control at the cameraman's fingertips. The PC-70S-2 ranges far and free from the camera control unit... up to 3,000 feet with standard cable, or 1,000 feet with mini-cable.

**And with over 1,000 cameras delivered,** you are assured of broadcaster-proved dependability. You know a Norelco camera will deliver performance, not headaches. You know Norelco delivers service ... and updates to keep you abreast of innovations. Ask us about details and prices now.

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We’ll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here’s how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.


Datebook

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

- Indicates first or revised listing.

May

- May 25–12th annual local awards, Chicago chapter, National Academy of Television Arts and Sciences, Drury Lane Theatre, Evergreen Park, Ill.
- May 26—Annual stockholders meeting. Jannett Co., Rochester, N. Y.

June

- June 1–26—Second annual National Institute for Religious Communication conducted by the United States Catholic Conference and Loyola University, Loyola University, New Orleans.
- June 2—Annual stockholders meeting. MCA Inc. Sheraton-Blackstone hotel, Chicago.
- June 4–9—Armed Forces Communications and Electronics Association, Sheraton-Park hotel, Washington.
- June 7—Telecast of 22d annual Emmy awards presentation of National Academy of Arts and Sciences.
- June 7–9—Florida Broadcasters Association convention, Key Biscayne hotel, Miami.
- June 8–19—Communications workshop sponsored by National Religious Broadcasters, Campus center of Nyack Mercy Catholic college, Nyack, N. Y.
- June 8–11—Convention of Electronic Industries Association, Ambassador hotels, Chicago.
- June 9—Annual stockholders meeting. National General Corp. Fox Wilshire Theatre, Beverly Hills, Calif.

Regional seminars of Radio-TV News Directors Association:
- June 6—AP, New York.
- June 8—KXLL-AM-FM Portland, Ore.
- June 13—WFBAM-FM Topeka, Kan.
- June 13—WFBA-FM-TV Dallas.

Television Bureau of Advertising regional sales clinics:
- May 25—Merchants & Manufacturers club, Chicago.

- June 22–3—Montana Broadcasters Association meeting. Many Glacier National Park, Many Glacier hotel.
- June 13–16—TV programming conference. Hilton Inn, Oklahoma City.
- July 15–19—PCC hearing on competing CP applications for ch. 11 Jackson, Miss. facilities now operated by WLBTV(TV).
- June 15–20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Picadilly, London WIV 9PB, England or cabling Festival London W1. Deadlines: Film entries must be received in Venice by May 11 and delegation registrations must be made by May 15.
- June 17–19—Meeting of Virginia Association of Broadcasters. The Mariner, Virginia Beach.
- June 21–24—Convention of Rocky Mountain Association of Broadcasters. Featured speakers include FCC Chairman Dean Burch and NAB President Vincent T. Wasklewski. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake Lodge, Wyoming.

Graham Jr. College

RADIO AND TELEVISION BROADCASTING


Graham Junior College (Founded as Cambridge School) 632 Beacon St., Boston, Mass. 02215
He tackled the Northwest Passage and spent 30 Seconds Over Tokyo. He was Father Flanagan and a Guy Named Joe. A real Jekyll and Hyde.

Twenty-four Tracys are again available for imaginative programming. Your MGM-TV representative has the best combination of titles from MGM's library of film greats—710 in all.
Stirred some old friends

EDITOR: I appreciated the opportunity to contribute to "Monday Memo" (BROADCASTING, May 4), which has brought many responses from people I hadn't heard from in a long time.


Closing an information gap

EDITOR: One of the federal government's top enforcement agencies, the Wage and Hour Division of the Department of Labor, has increased its effectiveness through the use of public-service spot announcements. Last year a sizable communications gap existed between our division and the public. Although Congress enacted a number of wage-and-hour laws to protect the paychecks and job rights of 46-million American workers, hundreds of thousands of them were unaware of these rights and, as a result, were being deprived of their appropriate wages as well as other employment benefits. We found that most of the violations committed were due to the employer's lack of understanding or unawareness of the laws.

In an effort to close the information gap, the Wage and Hour Division embarked on a national public-information campaign which was directed to all news media. Much of the success of this program to date can be attributed to radio and television public-service spots—a method rarely used by us in the past.

Wage and Hour's radio publicity consisted of four 30-second spots produced last spring. These spots were hand-delivered by field personnel to approximately 1,500 stations. Later, five-minute scripts were provided. In February 1970 a new set of spots was distributed.

We have had equal success if not more with our television spots. Four 30-second color spots were produced last fall and distributed to the networks and to major stations throughout the country by our field people. The networks ran them on many of their largest audience programs.

Now, a year later, after reviewing our enforcement program, I can say that the radio and television spots have shown remarkable results. Numerous inquiries have been received about the laws. Many have led to investigations and employees back-wage discoveries which have enabled thousands of working people to receive wage and employment benefits previously denied them. Others have resulted in employers changing their past practices which were not in compliance with the laws. This has helped their employees as well as avoiding possible future penalties for themselves.

This is one instance where the public interest has truly been served through the excellent cooperation of radio and television. —Robert D. Moran, administrator, Wage and Hour Division, U.S. Department of Labor, Washington.

UHF gains in Philadelphia

EDITOR: I think you have performed a real service in providing the rundown on UHF penetration in active UHF markets (BROADCASTING, May 4). The penetration factor, of course, has been steadily increasing in all of the U.S. Communications' markets, and I believe that all of our stations have been demonstrating the ability to build steadily increasing audiences from this expanding area of circulation.

However, I would like to point out to you that the penetration figure given for Philadelphia, which is generally considered the most advanced UHF market in the country, as shown in the November 1969 column, is woefully lacking. The American Research Bureau did not include a set penetration in the November book and the 48 shown is actually the percentage of multisat TV homes in the Philadelphia area of Dominant Influence. The most recent figure available, the February/March 1970 report, shows the penetration to be 86%, an increase of eight percentage points over the same report in 1969.—Robert McGrady, president, U.S. Communications Corp., Philadelphia.

[Mr. McGrady is entirely right; the 86% figure is correctly reported in the May 15 issue. The mistake in the May 4 issue was made by Broadcasting's analysts.]
Mr. Robert Eunson
ASSOCIATED PRESS
50 Rockefeller Plaza
New York, N.Y. 10020

Dear Bob:

I am very pleased to report to you that we have sold out Morgan Beatty on a basis of 10 broadcasts per week and at our top, "AA" ratecard price of $15 per spot. Each contract is on a 13-week basis, one sponsor took 5 shows per week, another took 3, and another took 2.

We have spotted the program at 7:35 A.M. and at 5:35 P.M. on a rotation basis that assures a different Beatty program in the morning and afternoon each day.

I can't tell you how pleased and, quite frankly, slightly amazed we were with sponsor reaction to the program. After only two days in the hands of our salesmen we had nearly a dozen sponsors actively interested and literally racing for a share of the sponsorship. However, as you know some sponsors need to clear with their national offices, advertising agencies, high officials in the company, etc. Those who had this problem were shut out at the wire by the ones who got their contracts in first. By spotting Beatty in the morning between Paul Harvey news commentary and Howard Cosell sports commentary we have put together a solid 15-minutes of diversified comment and several of those sponsors who were unable to get into the Beatty show itself are considering buying adjacency announcements between Harvey and Beatty or between Beatty and Cosell. So, in all truth, the value of Morgan Beatty on KBON could become considerably more to us than the current $150 now under contract. Especially when you consider that we are also selling the adjacency spots at our top "AA" rate.

So thanks to you and the AP for providing us with a great program which is enhancing KBON's news and information image in the Omaha market.

Sincerely,

FRANK SCOTT
General Manager

FS/dlb

FS: By the way, Bob, we are so sold on Morgan Beatty that we have purchased newspaper ads which include his picture to advertise his return to radio on KBON!

KBON PEOPLE KNOW WHAT’S GOING ON!
Long-term sponsorship can be the best buy

Two cars, headed homeward on Carnegie Avenue, one of Cleveland's arteries leading to the suburbs, stopped at a traffic light. Said the occupant of the Volkswagen to the driver of the Pontiac: "How do you think it will come out?"

The man in the Pontiac shook his head. "I say the plaintiff will have to pay."

By the time the two cars reached the next stop light, the men had their answer. The plaintiff did have to pay.

And what was it that occupied these men as they picked their way home, through the red and green lights? Were they two attorneys in the same courtroom? Two friends reading the same mystery?

Neither. They were two strangers tuned to the same station, Cleveland's WQAR(AM), and the program they were hearing was the program that the city has been listening to in record numbers for 15 years—Point of Law.

It's kind of interesting that in this day of changing formats, formula radio, and listener call-ins, the one program in Cleveland that has been able to cut across transitory tastes is a five-minute show in which facts involved in a legal case are presented. Then, while the program is interrupted for a commercial, listeners are invited to guess the outcome. Following the commercial comes the result.

Sound simple?

It is. It is such a simple idea that it has worked well for the program's sole sponsor, Cleveland's Land Title & Guarantee Trust Co., since Law's inception.

Dan Crane, president of Land Title, says: "When we first decided to sponsor the program, I didn't expect to stay with it year after year; but I believe that when you have something good, you don't change. Point of Law is something good. In the first place, it gives us a really strong identification with the legal community. All the attorneys in town listen to the program. We broadcast the programs at drive-time, and we know we get the audience we want. WGAR has been our station all these years. It's been a perfect blending of audience, message, programing, and sponsor."

As the agency that put all this together, we of Wyse Advertising are equally pleased about this 15-year-old decision. It isn't often that an agency does not change its media recommendation in 15 years, but let's face it . . . Land Title is not a big-spending client. However, by concentrating Land Title's ad dollars and recommending a program with which it can be identified, the agency feels Land Title is making more impact than it would buying radio spots and playing the numbers game. We are buying an audience of intelligent, interested businessmen who are able to understand the commercials, who appreciate the programing. That is more important than reaching X-number of people who will never specify a title company.

Point of Law, syndicated by Signal Productions Inc., Hollywood, is broadcast Monday through Friday at 5:55 p.m. The producer has made enough tapes to play two years without repetition.

Land Title has now repeated each show seven times. But Point of Law, like I Love Lucy, seems to get more flavorful with each rerun.

By sponsoring Point of Law, Land Title believed it could fulfill its own advertising purposes in addition to helping its relations among members of the legal profession and the general public.

Land Title had a second reason in mind too, when we signed the contract for the radio show.

In addition to selling Land Title services specifically, it was felt that the program could support the legal profession indirectly by encouraging listeners to consult their lawyers on all legal problems. And this has happened. Listeners have recognized their problems in the various programs and have sought counsel as a result.

Officers of Land Title are now accustomed to hearing people say, "Land Title? Oh, you're the company that sponsors Point of Law?" The show has made the title company's name a generic term for title insurance. Land Title is the Kleenex of the title business in Cleveland.

Almost every week Land Title or WGAR receive favorable comments on the program from attorneys, teachers, and the general audience.

When we first recommended Point of Law, program sponsorship was commonplace in radio. Over the years we have found it far more practical to buy spots for such clients as Smucker's, Lawson's, The Higbee Co., and other retail and manufacturing clients. The service business, however, seems to weather all trends in time-buying, for a service-oriented program weds well with a service-oriented business.

I have thought about this often. And this is the conclusion that I have reached:

When an audience to be reached is a fairly limited one, when the budget is equally limited, it is far better to concentrate budget and beam steadily at the small audience. I honestly believe that we have better cost-per-year-per-thousand by this program buy than we ever would have achieved in the typical CPM buy.

The Land Title-Point of Law marriage proved to me a long time ago that the numbers game in media buying is for people who don't have the imagination to buy audiences. The real advertising buying is made selectively, not numerically.

That's kind of nice to remember in this age when people still work better than computers.
And now from Gates a new kind of 55 kW UHF TV transmitter

Featuring IF MODULATION for better hue and saturation.

- 55 kW Model ECC Type Accepted!
- Solid-State visual and aural exciters!
- Five-cavity internal klystron vapor cooled!
- Remote control provisions built-in!
- Modulation capability to 3% with precise linearity!
- Power range up to 110 kW!
- Equalization of envelope delay is continuously variable!
- Less floor space, yet easy to maintain!

Find out for yourself why the BI-55U is way ahead of all others. Write Gates, Quincy, Illinois, 62301
WKJG, Indiana. A nice place for your commercial to visit.
In sight: stiffest fight yet over cable

FCC’s sudden lurch toward liberation of CATV draws swift protests from threatened broadcasters

For almost 18 months, the FCC was bogged down in indecision over basic CATV policy. Now, temporarily at least, it has shaken loose with a tentative decision to move away from past policies and toward radical new solutions.

But with the plan still just that—a plan not yet prepared in the form of a rulemaking—it is already stirring controversy, as details have poured instead of leaking from the special commission meeting May 15, at which it was tentatively approved.

The plan as drafted would open major markets to CATV systems, permit UHF stations to sell time in imported programs, limit the fees that local communities could extract for CATV franchises and, in a pot sweetener, provide for a permanent subsidy to educational television. (For details see page 22.)

Chairman Dean Burch conceived the plan as one that would turn CATV loose without hurting VHF television. It has won the warm endorsement of some CATV operators, generally the larger ones. Broadcasters, including representatives of UHF stations, are beginning to line up in opposition. Copyright owners—a relatively recent entry into the CATV-broadcaster feud—are grumbling also.

On Capitol Hill, the plan was received with some warmth. It was regarded as eliminating the need for most of a CATV section of a copyright bill now mired in the Senate. Because the commission plan provides for copyright payments by CATV systems, congressional action is essential.

However, the 4-to-3 majority by which the commission tentatively approved the plan may fall apart before Congress can act. Commissioner Robert E. Lee, the commission’s staunchest supporter of UHF, was in the majority, partly because Chairman Burch actively solicited his vote, partly because of the plan’s promise to benefit UHF. If the negative reaction of UHF forces solidifies, Mr. Lee might change his mind.

On the other hand, Commissioner Kenneth A. Cox, an implacable opponent of any action that would permit free expansion of CATV, is scheduled to leave the commission at the end of his term on June 30. The Republican named to succeed him might be persuaded to follow Chairman Burch’s lead in the controversial matter.

Joining Chairman Burch and Commissioner Robert E. Lee in the majority were Commissioners Nicholas Johnson, who sees the plan as permitting CATV to realize more of its technological potential, and H. Rex Lee, who is intrigued by the special benefits the plan promises educational television.

Commissioner Cox was joined in opposition by Commissioners Robert T. Bartley, who normally supports measures easing restrictions on CATV but who presumably feels CATV would do better under the pending copyright bill, and Robert Wells, a former broadcast company executive.

The first test of strength on the proposal came on a vote to instruct the staff to convert the plan into a further notice of proposed rulemaking. The next test will come on the vote to issue the notice for comment. That could come early next month; the staff was directed to complete the proposed notice within three weeks.

The commission acted, on May 15, under the urging of Chairman Burch, on the basis of an exceedingly informal memorandum (“a think piece in brief outline form,” as one official described it) prepared by General Counsel Henry Geller and distributed to the commissioners only two days previously.

The chairman has long been eager to get the commission CATV policy off dead center, where it has rested most of the time since Dec. 13, 1968, when the commission issued a notice of proposed rulemaking aimed at overhauling its CATV rules. The only major development in that period was the rule adopted in October requiring CATV systems with more than 3,500 subscribers to originate programming.

Providing an additional spur to the chairman was the existence of the copyright bill which was approved by the Senate Subcommittee on Patents, Trademarks and Copyrights. The commission does not like the bill, and has said so, because it believes it is too detailed in prescribing commission authority in regulating CATV.

The commission has suggested legislation, which Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has introduced, that would provide the commission with broad guidelines under which it would be free to develop policy as it saw fit. The notice of rulemaking now
How FCC proposes to unleash CATV

Keys to fast build-up: distant signals, pay TV, low fees for franchises

The so-called "CATV Public Dividend Plan," which is the FCC's latest, if still tentative, approach to the establishment of basic CATV policy, was presented to the commission in the form of a loosely drawn memorandum. A more precise picture of the commission's intentions will be available when the staff completes its assignment of translating the memorandum into a notice of proposed rulemaking. But enough is known of the memorandum's contents to indicate the direction of the commission majority's aims, and the rationale behind them.

The major provisions follow:

All CATV's: Systems would be required to carry all local stations and accord same-day protection against the duplication of programs, as now. But no other form of exclusivity would be required. Protection of stations against the importation of signals from overlapping markets (Washington against Baltimore, for example) would be abandoned.

Major-market CATV's: Systems in the 100 biggest markets would be permitted to import at least four nonnetwork-station signals (more, if experience warranted a loosening of the rule) and whatever affiliated-station signals were needed to provide full network service.

However, the CATV's would be required to delete all commercials from the imported signals and to permit the vacated positions to be sold to advertisers by local UHF stations (or in some cases VHF), according to a system of rotation (see details below).

The CATV's would also be required to make copyright payments of seven-tenths of one percent of their gross revenue for each commercial signal they imported. Additionally they would pay a total of seventh-tenths of one percent of gross for any number of educational-television signals imported. Presumably these payments would be made to a copyright-owners' pool, although that is not mentioned in the memorandum.

Existing systems would be grandfathered to continue present operations, although they would be required to make copyright payments if applicable. If they extended their trunk lines, they would have to meet all of the new regulatory conditions.

Smaller-market CATV's: Existing systems in markets below the top 100 would be grandfathered to continue present operations and to expand with present signals, subject to the payment of copyright fees to be determined by Congress. The memorandum suggests that a flat payment of perhaps one percent of a CATV's gross for all local signals might be imposed. Individually owned systems with 2,000 subscribers or fewer would be exempt from copyright payments.

New cable systems or old systems wishing to add signals could import any missing network service and four other signals. In such cases of new importation, the substitution of commercials would be in effect.

Leapfrogging: All cable systems would be required to take network signals and at least two independent signals from stations within their state (if such stations existed) before going out of state for importation. In-state signals, it is argued, will contain political broadcasting and public-affairs programming of local interest.

Commercial substitution: It is a complicated formula that the FCC is considering to insert locally sold commercials in the schedules of imported stations.

In intermixed UHF-VHF markets containing one or more independent U's on the air the commercial time CATV carries. The subcommittee bill would provide a sliding scale of quarterly payments on gross revenues from subscriptions—one percent of gross revenues up to $40,000; two percent of revenues between $40,000 and $80,000; three percent of revenues between $80,000 and $120,000; four percent of revenues between $120,000 and $160,000, and five percent of revenues in excess of $160,000.

However, a footnote in the Geller paper indicates a readiness to modify the FCC's proposed copyright payment in accord with congressional wishes.
the "benefiting" local station was substituting its commercials for those on the distant station:

A computer-switcher, which the FCC memorandum estimates would cost $50,000, and at least three helical-scan video-tape recorders, which the memorandum says would cost $20,000 each. The computer-switcher would read the "key" and turn on the appropriate record or combination of recorders (each loaded with commercials of different lengths).

The expenses of equipment, maintenance and selling of commercial substitutions would be borne by the local station.

Carriage of educational stations: CATV's anywhere could carry any number of distant signals of noncommercial, educational stations, provided local ETV stations did not object. The memorandum suggests that even if local stations objected, the importation of at least one distant ETV might be considered to provide viewers with a choice.

If local ETV's requested it, a CATV carrying distant ETV signals would be required to delete, at its own expense, any appeals for funds by the distant station and substitute appeals provided by a local station that was operating or a local holder of an ETV construction permit.

Tithing to ETV: The FCC proposes to require all cable systems to pay five percent of their gross subscription charges to the Corp. for Public Broadcasting, whether the CATV carries any ETV signals or not.

The payments to CPB would be made quarterly. Figuring an average gross of $60 a year ($5 a month) per subscriber, the FCC staff estimates that CPB would collect $30 million for every 10 million CATV connections and thus escape at least some of its current dependence on government funding. (There are now an estimated four million CATV subscribers.)

As an alternative, the FCC staff has suggested that the CATV payments to noncommercial television might be divided half to the national Corp. for Public Broadcasting and half to local noncommercial stations.

Compulsory copyright license: The memorandum notes that the scale of CATV copyright payments, as presumably to be provided by law, would override all exclusive agreements held by copyright owners. The cable systems would, however, be required to observe sports blackouts invoked by teams under the federal law permitting such denials of local broadcast exposure.

The memorandum says that the owners of syndicated television programs, music and other copyrighted material purchased by television stations are now taking total annual revenues of $2.46 per television home in the markets ranked between 31 and 100, where, according to the staff, most cable expansion is expected. These calculations reportedly were made from the confidential financial reports of stations in those 31-100 markets.

If under the proposed plan CATV's were to carry the maximum of distant signals (four commercials at seven-tenths of one percent of CATV gross each and any number of ETV's at a total of seven-tenths of one percent), they would be contributing 3.5% of subscriber revenue to the copyright pool. According to the FCC staff calculations, that would deliver an additional $2.10 per subscriber home to copyright owners. The net gain to the copyright owners might be reduced by a probable reduction in prices paid by broadcast stations once CATV's were established, the staff admits, but a total yield of $4 per CATV home is forecast.

The staff memorandum proposes that CATV copyright payments be made quarterly.

Pay television: CATV's would be permitted to use an unspecified number of channels for subscription programming, whether extra charges were made per program or for an entire service. The same programming restrictions as those pertaining to on-the-air pay TV would apply. For example, sports events recently carried on free television and movies more than two years old would be barred from the pay channels.

On the CATV pay-TV channels no commercials would be permitted. The FCC staff reasons that pay-TV operations could be self sustaining because of the basic audience created by the conventional CATV service, especially with the attraction of distant TV signals.

Federal pre-emption: The FCC would limit payments by CATV to local franchising authorities to two percent of gross revenues, including all fees paid in advance of system installations.

The memorandum says that local franchising authorities are charging an average of seven to nine percent of gross subscription revenues, and in some cases are requiring large cash payments in advance of installations. Some larger cable systems, it is said, are being charged as much as 11% of their revenues.

Channels of origination: New cable systems would be required to deliver a minimum capacity of 20 channels. The staff recommends that the rulemaking explore ways of establishing two-way communication in the future.

One channel would be used for news, public affairs, local-live originations and free political broadcasts during election campaigns. On cable systems with more than 10,000 subscribers this channel would be programmed at least 21 hours per week in prime time, by FCC rule. Additionally it is suggested that one or more channels might be dedicated to civic purposes such as schools, reports of municipal officials, or poverty programs. (Cable systems would be required to make connections, at nominal or no charge, to schools or other public institutions that requested service.)

In a common-carrier function, CATV operators could lease vacant channels for such services as burglary or fire alarms, library services, shopping services or computer terminals.

notes that an across-the-board payment patterned after the provisions in the subcommittee bill could be imposed on local signals and whatever distant signals are needed to provide the programing of the three networks, one independent station and one educational outlet; the seven-tenths-of-one-percent charge could be imposed for every additional signal.

Mr. Geller is understood to have drafted the proposal on the basis of policy aims laid down by the commission chairman. And the plan does reflect Mr. Burch's frequently expressed view that CATV represents the prospect of program diversification.

But the plan, if adopted, would eliminate an earlier Geller suggestion—the retransmission-consent rule proposed in the Dec. 13, 1968, notice of rulemaking. That would require major-market CATV systems to obtain consent of distant stations before importing their signals.

The plan was originally offered as a way of equalizing competition among CATV systems and stations for programing. However, it is now being denounced by officials not always friendly to CATV as "a phony." They point out that stations do not have the right to grant retransmission permission for programs they do not own and that the systems would be obliged to seek out the copyright owners. And copyright owners, the officials say, would not deal with cable systems at the expense of stations with which they normally do business.

Thus, according to this analysis, while the retransmission rule was to be substituted for the present rule which bars the importation of distant signals into major markets, it was not designed

BROADCASTING, May 25, 1970
Cable network to cover 300-square-mile area

The image of cable TV as an individual, small-town service, as most CATV's still are, is on the verge of being erased completely. A new cable-TV concept was introduced last week to 200 officials of 18 central Florida communities.

The plan, presented Friday (May 22) by American Television & Communications Corp., envisages linking 18 communities in Orange, Seminole and Osceola counties into a single, 1,000-mile, two-way, 32-channel CATV complex at an estimated cost of from $7 to $10 million.

The bi-directional system, ATC said, would permit the televising of local or regional special events into selected communities or throughout the entire system.

ATC holds CATV franchises for three of the 18 municipalities: Orlando, Kissimmee and Belle Isle. Other communities in the chain are Winter Park, Winter Garden, Maitland, Apopka, Ocoee, Eatonville, Oakland, Windermere, Edgewood, Casselberry, Altamonte Springs, Oviedo, Longwood, North Orlando and Seaford.

This 300-square-mile area currently has a population of 500,000 and about 150,000 homes. It is also the site of the new Disneyworld, under construction near Orlando.

The network, as ATC calls it, would provide subscribers not only with the three local commercial and one non-commercial, educational stations, but also independent commercial stations as well as additional educational stations from Tampa, Miami and Jacksonville, all in Florida, and Atlanta if the FCC permits. The local stations are WDWO-TV (ch. 6), WESH-TV (ch. 2), WFTY-TV (ch. 9) and WMFE-TV (ch. 24).

From a commercial standpoint, Monroe M. Rifkin, ATC president, said: "Our 'total television' plan will provide local businesses an economic means to advertise locally and regionally."

ATC was incorporated in 1968 as a public firm. It owns more than 40 cable-TV systems, serving 120,000 subscribers in 17 states. Through partially-owned systems, it serves another 39,000 customers. It has its headquarters in Denver.

— and often are in addition to substantial cash payments. Such costs, the paper indicates, would interfere with federal policy to promote a viable CATV industry, healthy UHF television stations, and a prosperous ETV system.

Thus, a typical CATV system carrying four independent commercial signals and at least one distant ETV signal would pay ten and a half percent of its gross to do business — two percent for its franchise, five percent for CPB and three and a half percent in copyright payments.

Given the benefits for CATV, ETV and copyright owners described by Mr. Rifkin, as well as those of diversified programming and better color and UHF pictures that CATV would presumably provide for subscribers, Mr. Rifkin told the commission the plan merits the tag, "CATV Public Dividend Plan," which has been given it.

But not everyone benefits. The Geller paper notes that networks will lose audience as CATV extends the signals of independent stations into more markets. Independent VHF stations will lose audience too— 6.3% reduction, if a CATV system achieves 25% saturation; a 12.5% reduction, if it reaches 50%. In addition, the VHF stations will not be protected against the importation of programs for which they have the "exclusive" rights in their markets. Nor will they receive the off-setting benefits of selling commercials in the imported programs.

But the view expressed in the Geller paper is that the networks and the VHF stations are in sufficiently good financial condition to absorb the adverse impact. Indeed, some commission officials and members reportedly discussed losses the VHF stations would incur as a kind of indirect support of educational television — for it will be the CATV systems that cut into their audiences that will provide the CPB subsidy.

In the battle lines forming over the new plan, CATV industry reaction ranged from cautious through exuberant to negative. Donald V. Taverner, president of the National Community Television Association was cautious. He expressed pleasure that the commission "intends to reverse its traditional, restrictive CATV policy," while at the same time stating he continued to support the copyright legislation pending in the Senate.

Irving G. Kahn, president-chairman of Teleprompter Corp., was exuberant. Mr. Kahn hailed word of the commission's action as presaging "an historic move forward . . . thrusting CATV into the broader role of a broadband communications system."

The implications for the future were cited also by Monroe M. Rifkin, presi-

24 (LEAD STORY)
Reflecting a spectacular baseball triple play: from Tokyo Stadium to Satellite to Bay Area Screens

KTVU, the nation's most independent station, made television history on the evening of Friday, March 20th, while, at the same time making a vast audience of sports-minded U.S. viewers witness to an international event never before seen live here. Via satellite, KTVU telecast the opening exhibition baseball game between the San Francisco Giants and the Tokyo Giants, direct from Japan, live and in color.

"The Battle of the Giants" set many precedents. It initiated the beginning of a 9 game series that marked the first time a major league team has ever toured Japan in the spring. It was the first time a live telecast was received directly on the west coast by satellite. And it was also the first time an independent station ever contracted to use a satellite to serve its own market.

A spectacular achievement, but not entirely surprising to Bay Area audiences. They have come to know that KTVU serves the San Francisco-Oakland community with spectacular achievement and performance.

A reflection of San Francisco-Oakland
KTVU Television

2


Broadcasting, May 25, 1970
dent of American Television & Communications Corp. He said the plan, if adopted, could "pave the way for completely revolutionizing and modernizing the country's communications system."

But not all CATV industry members were ecstatic. M. William Adler, of Weston, W. Va., chairman of NCTA, said he was "encouraged" by the commission's action but expressed doubt that every CATV system could afford to pay over 10% of its revenues as envisioned in the plan.

George Barco, who operates a cable system in Meadville, Pa., and is a member of the NCTA board, was negative. He too was concerned over the costs CATV would be required to bear, particularly in view of the costs they now face in beginning program origination in January, as required by the commission. As for proposed requirements that cable systems make channels available to local government, he said, "Why, that's socialism in its rawest form."

None of the broadcasters commenting were that married. However, one high-level broadcast executive said the commission plan "is so ridiculous it will unite the entire industry against it." Another executive said he could not take the plan seriously because "it's so fundamentally impractical."

The National Association of Broadcasters issued a mildly worded statement asserting that the proposed rules "would seriously damage local television service" and result in the conversion of free over-the-air television into "a wired pay-television system." The NAB said it would "actively oppose" the plan if it were put forward in the form of a rulemaking. But it expects the commission members to see its "serious deficiencies" and abandon the plan.

The Association of Maximum Service Telecasters, long a foe of what it calls "CATV unlimited," appeared to be cranking up for a new battle. Lester Lindow, executive director of AMST, said in a statement that "even if the scheme were feasible, the station inserting the commercials on the cable would have a strong incentive not to provide costly high-quality programing on its own broadcasting channel." The public, he added, would be the loser.

He also felt the plan is not feasible. The technical difficulties involved in implementing the plan, he said "are insurmountable." Feasibility aside, a number of those commenting questioned the legality of providing for substitutions of commercials in imported programs.

Strong criticism was voiced also by a representative of UHF stations. Martin Firestone, counsel for the All Channel Television Society, comprising UHF stations, deplored any action opening markets to CATV activity.

He sees no help in UHF stations selling time on the imported signals; the costs would outweigh the gain, he feels; advertisers could not reach enough viewers on the cable to make the costs worthwhile, he said, "I can't agree that this would be helpful to UHF."

And he feels the plan is doomed if its aim is to provide diversification of programming. Studies made by ACTS, he said, show that most of the syndicated programs of the New York independents duplicate the programs of Philadelphia independents. "The movie libraries of the stations involved are the same also," he said.

Some copyright owners sourly described the plan, as they understood it, as "100% pro-CATV."

And some claim that the money that would be diverted to CPB is really "our money." They also feel that the proposed copyright fee is "very, very low."

Presumably, opposition to the plan would emerge first in connection with congressional action to enact copyright legislation. But a successful effort to block enactment of the bill would not leave the commission stripped of ideas. Mr. Geller told the commission in his paper that the staff "has a fall-back plan" aimed, like the one tentatively approved, at helping CATV, UHF and ETV. It's understood the staff is preparing alternative ideas which will be submitted to the commission along with the notice of proposed rulemaking.

### A different version of CATV-UHF plan

**Rand Corp. consultants claim their approach would help both services**

A plan to substitute local advertising for commercials in distant TV programs imported by CATV systems—with the proceeds going to copyright owners—is one of the suggestions made by two former Rand Corp. CATV consultants in an article due to be published in the June issue of the *Howard Law Review*.

The idea of substitution, similar in form but not precisely the same as the concept under consideration by the FCC (see page 21), is one of several proposals propounded by Leonard Chazen, a lawyer and Ph.D. candidate in economics at Yale University, and Leonard Ross, research associate at Harvard Law School, also a lawyer.

Both were employed in the Rand Corp.'s cable-TV project (*Broadcasting*, Feb. 2). The authors note, however, that although some of their research took place while they were employed at Rand, funds for the current report were provided by Yale University.

In the belief that the FCC's current approach, which in order to protect UHF television is erroneous, the authors suggest new regulatory proposals that, they say, will aid in the development of CATV and UHF. They principally recommend that the FCC ban exclusivity for TV programs, entirely or after one or two runs. In this way, they say, the program would be sold to all who offered a given price per thousand audience obtained. In this way, they say, good programs would become available to CATV systems or UHF TV stations at reasonable prices. They agree, however, that a more detailed, and costly, ratings system would have to be provided.

Variations on exclusivity regulation are also mentioned, from forbidding copyright owners to keep their product off the market for more than a few months at a time to limiting exclusives to specific time periods in the day.

As an alternative to action on exclusivity, the authors suggest a subsidy to UHF stations to be paid by CATV systems. They estimate this might come to about $4 per subscriber per year, although the specific amount for each UHF would have to be calculated to determine how many CATV viewers are lost to each UHF station. Another plan would be to estimate the number of viewers lost to a copyright owner because his program is imported into a market (thus lessening the price he might realize from selling his program in that market), and have the CATV system indemnify the copyright licensee. Again, they agree, this would require some method of computing the number of lost viewers. Or, the authors say, the CATV system could delete the commercials of the distant signals that are imported, and sell that time to local advertisers. The net revenues from this move, they say, could be turned over to a copyright organization for distribution to program owners.

Much of the advertising carried on TV signals that are imported into a CATV market is wasted, the authors say, since the messages are generally local.

Taking the San Diego cable TV with its 35,000 subscribers as an example, the authors calculate that such local advertising might yield $441,000 in revenues, with expenses of only $40,000 plus a loss in broadcaster payments to copyright owners of $283,500, leaving program owners with a net gain of $77,500.
Avco Broadcasting is corporate and individual involvement.

Dear Fellow Employee,

Within the next few days you will attend a station meeting. The agenda: Involvement. Ghettos. Minority. Frustrations. Environment. Commitment. Violence. Pollution. Poverty. Familiar words? Yes! And most of them represent problems which will continue to fester in the '70's. Unless concerned people and companies do something about them. Avco Broadcasting recognizes the urgency of the problems. That is why we are launching a greatly intensified program of community involvement. We need your help. Our entire staff must be concerned with recognizing a community problem or potential program the station can undertake. We have no confining blueprint for specific programs. The ways we can act effectively will vary. But I want to be explicit about our goal...to bring about action on community problems.

Sometimes we may use our air facilities to help solve a community frustration. But, if that doesn't get the job done, we'll go further to seek a solution. We won't stop until we "make something happen."

We recognize that even with the best of intentions, problems will still be with us. But with your help, we can whittle some of them down to a workable size, and perhaps even solve them. It's a worthy goal, but its success depends on your help.

Sincerely,

[Signature]

President
Freer public access to medium sought
Democrats can’t buy time for fund appeals so they want new FCC rules on political advertising

The FCC is considering a request for a declaratory ruling that would limit the broadcasters’ right to deny use of their facilities to those seeking access to them, whether by purchases or by requests for free time.

The request was made by the debt-ridden Democratic National Committee last week, after CBS rejected its request to buy a half hour of time to take issue with the Nixon administration and to make an appeal for funds. CBS said it had a general policy against selling time for political purposes except during an election.

The committee, noting that other networks and stations have policies that might bar it from buying time, said: “There is a critical question of public policy, as well as constitutional law, involved here. Are the public airwaves —the most powerful communications media in our democracy—to be used to solicit funds for soap, brassieres, deodorants and mouthwashes and not to solicit funds to enhance the exchange of ideas?”

The committee asked the commission to rule that broadcasters violate the First Amendment of the Constitution and the Communications Act when they “refuse to sell time to responsible entities, such as the DNC [Democratic National Committee], for the solicitation of funds and for comment on public issues, because of the broadcasters’ ‘general policies’ against selling time for such purposes . . .”

As an alternative, the committee asked the commission to make it a policy, in considering a broadcaster’s license-renewal application, to evaluate “in a manner adverse to the broadcaster” a refusal to sell time to the DNC.

The committee stressed its willingness to purchase time at regular commercial rates. However, it also said that the networks and individual stations “have a legal and moral responsibility to make significantly more free time available to responsible groups for public-issue programming.”

FCC Chairman Dean Burch, in an unusual acknowledgement of a petition, promptly wrote Democratic National Committee Chairman Lawrence F. O’Brien, asserting that the commission staff had been instructed “to immediately consider the matters raised” in the petition and to submit their findings “as quickly as possible.”

The petition raises new and critical questions. The commission does not now require broadcasters to make time available to specific individuals except in equal-time cases, when one candidate has used a station’s facilities, or in cases in which a station has personally attacked an individual.

However, commission officials suggested the commission might be prepared to impose new requirements. “A station’s policy cannot be inconsistent with the public interest,” said one official. He noted that the commission has ruled that stations cannot follow policies of excluding all political broadcasting.

Another expressed the view that the petition has opened up “a whole new ball game.” He noted that the DNC was not simply requesting time for the presentation of views on a controversial issue, as in a fairness-doctrine case, but was advancing public-interest considerations in urging the commission to outlaw broadcaster policies like CBS’s that would ban the Democrats from buying time to solicit funds.

The officials, who had not yet seen the Democrats’ petition, made it clear they were not attempting to pass judgment on it. They also said that even though the DNC had not filed a formal complaint, the commission would probably request the views of CBS, and possibly other licensees who have similar policies, before acting.

The network did not wait to be asked before issuing its comment in a news release shortly after the DNC filed its petition. That petition, CBS said, “challenges the basic philosophy of the FCC’s...
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 10, 1970 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th></th>
<th>CBS</th>
<th></th>
<th>NBC</th>
<th></th>
<th>Total</th>
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<td></td>
<td>Week</td>
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<td>ended</td>
<td>Jan. 1</td>
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<td>Jan. 1</td>
<td>May 10</td>
<td>Jan. 1</td>
<td>ended</td>
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<td>ended</td>
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<td>Monday-Friday</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>$—</td>
<td>$—</td>
<td>$116.4</td>
<td>$2,395.0</td>
<td>$328.0</td>
<td>$6,126.2</td>
<td>86</td>
<td>$444.4</td>
<td>1,595</td>
<td>$8,521.2</td>
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<td>Monday-Friday</td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,748.4</td>
<td>33,185.2</td>
<td>3,026.3</td>
<td>60,179.4</td>
<td>1,893.1</td>
<td>34,862.5</td>
<td>974</td>
<td>6,667.8</td>
<td>15,718</td>
<td>128,227.1</td>
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<tr>
<td>Saturday-Sunday</td>
<td></td>
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<tr>
<td>Sign-on-6 p.m.</td>
<td>1,189.9</td>
<td>21,876.9</td>
<td>865.9</td>
<td>28,727.5</td>
<td>700.0</td>
<td>13,623.4</td>
<td>319</td>
<td>2,755.8</td>
<td>5,507</td>
<td>64,227.8</td>
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<tr>
<td>Monday-Saturday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>215.2</td>
<td>4,428.8</td>
<td>731.7</td>
<td>15,958.9</td>
<td>547.2</td>
<td>11,810.2</td>
<td>83</td>
<td>1,494.1</td>
<td>1,439</td>
<td>32,197.9</td>
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<td>Sunday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>234.0</td>
<td>2,544.5</td>
<td>200.4</td>
<td>5,603.8</td>
<td>181.3</td>
<td>4,974.9</td>
<td>28</td>
<td>616.3</td>
<td>409</td>
<td>13,123.2</td>
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<td>Monday-Sunday</td>
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<tr>
<td>7:30-11 p.m.</td>
<td>4,942.5</td>
<td>104,894.2</td>
<td>5,821.6</td>
<td>138,099.3</td>
<td>5,974.3</td>
<td>137,412.0</td>
<td>421</td>
<td>16,731.4</td>
<td>8,056</td>
<td>380,405.5</td>
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<td>Monday-Sunday</td>
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<tr>
<td>11 p.m.-Sign-off</td>
<td>505.7</td>
<td>5,853.7</td>
<td>580.5</td>
<td>7,014.3</td>
<td>799.8</td>
<td>12,766.5</td>
<td>142</td>
<td>1,886.1</td>
<td>2,018</td>
<td>25,534.5</td>
</tr>
<tr>
<td>Total</td>
<td>$8,835.7</td>
<td>$172,783.3</td>
<td>$11,335.9</td>
<td>$257,378.2</td>
<td>$10,424.3</td>
<td>$221,575.7</td>
<td>2,053</td>
<td>$30,595.9</td>
<td>$34,741</td>
<td>$622,337.2</td>
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</tbody>
</table>

fairness doctrine" which allows a broadcaster "to 'make reasonable judgments in good faith' " as to his responsibilities in the light of each situation.

"The ability of a broadcast licensee to conform to the fairness doctrine in dealing with controversial issues of public importance would be frustrated if there were imposed upon him an obligation—in the nature of a common carrier—to sell time to partisans," CBS added.

CBS said it adheres to the belief that its policy of refusing to sell time for the presentation of views on controversial issues—except to permit candidates and ballot-issue partisans to comment during political campaigns—is correct. "Only by pursuing such a policy can we present controversial issues with fairness and balance and with access to those of differing viewpoints who may be unable to command financial resources required for the purchase of time."

The committee's petition, signed by Joseph A. Califano, committee general counsel and a White House aide under President Lyndon Johnson, cites the importance of broad-based support of political parties in general and the "several million dollars"—reportedly $8 million—of long overdue committee debts in particular in requesting the ruling.

The committee noted that political campaign costs are soaring dramatically, while both political parties have become dependent on fewer contributors "to whom they are forced to turn for higher and higher percentages of continually increasing campaign costs."

It also said that "television and radio—whose expense has been the major cause of this dangerous political situation—may also be its cure." The committee said that in 1964 the Republican National Committee chairman "harvested at least 100,000 contributions in amounts of less than $100" in a number of television appearances. The Republican chairman was the present chairman of the FCC, Dean Burch.

The committee plans to make an all-out campaign on radio and television to raise funds to retire its debts. But, it told the commission, it is reluctant to spend money developing its campaign materials unless it is certain it will be able to obtain access to the broadcast media.

Like the commission two weeks ago in proposing to tighten up its fairness doctrine requirements— to require broadcasters to seek out spokesmen for contrasting views (BROADCASTING, May 18)—the Democratic National Committee cited the Supreme Court's decision last year upholding the fairness doctrine.

The committee noted the court, in a unanimous decision, said: "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount." The court also used language extending to members of the public the right of access to broadcast facilities. The committee said: "... the licensees have no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens."

That decision, the committee said, expanded the public's right to access to broadcast facilities beyond what it had been when the commission issued fairness doctrine rulings asserting that the selection and presentation of broadcast material is the individual licensee's responsibilities.

Furthermore, the committee said, the commission need not rule that a broadcaster must present particular programs offered by particular individuals. But the commission must rule, it added, "that to establish arbitrary barriers to access on the part of responsible groups, such as DNC, is contrary to the First Amendment and to the Communications Act as construed [in the Supreme Court's fairness doctrine decision], that such barriers...are, per se, contrary to the public interest."

At a news conference last week, Mr. Califano was asked whether the Red Lion decision might be of limited relevance in the DNC case, since the ruling dealt only with a broadcaster's inherent obligation to provide free air time and reasonable coverage of all viewpoints. (The Supreme Court made no mention of any limitation on the broadcaster's right as a businessman to sell time to buyers of his own choosing.)

Mr. Califano replied that if the principles set forth in Red Lion are applicable to free time, they should apply with even more force when a responsible organization is willing to buy the time.

Synthesizer for spots

Interest in the Moog synthesizer for providing the musical background to commercials and programs has resulted in the formation of Patch Cord Productions by composer-arranger Mort Garson and Dave Williams. The Los Angeles firm has supplied music for network specials on both CBS and NBC and advertising interpretations for sponsors such as American Express and Time-Life Broadcasting. Patch Cord Productions has also announced its involvement in the creation of customized jingle packages for radio and television stations.
TV Clios presented in New York

Among 57 honors for commercials, Alka-Seltzer, Talon zippers and Doyle Dane were standouts.

Homage was paid the commercial muse last week as 57 Clio Awards were bestowed on outstanding TV-radio commercials and their creators.

The 11th annual American Television and Radio Commercials Festival, culminating in the final TV award ceremonies May 20 in Philharmonic Hall, Lincoln Center, New York, saw a tie for top honors, as two statuettes were given out for "best over-all campaign." Alka-Seltzer and Talon Zippers both won that award. Alka-Seltzer also won two Clios in the pharmaceuticals category and a "new commercial classics" award, and Talon Zippers also won a Clio in the apparel category.

Winners of radio awards will be announced June 2 at the Radio Advertising Bureau/Association of National Advertisers radio workshop in New York. Perennial winners in the product categories proved to be Alka-Seltzer, Cracker Jack, Virginia Slims, Kellogg's, Volkswagen, Savarin, Eastman Kodak and Pepsi-Cola.

In addition to the expected awards for advertising achievement, a special citation was presented to Sesame Street, the children's Television Workshop series, which makes use of a commercial approach to educate preschool youngsters.

Special citations for "relevance and involvement with the times in which we live" went to Eastman Kodak and J. Walter Thompson Co. for a spot titled "The Green Green Grass of Home" and Nationwide Insurance and its agency, Ogilvy & Mather, for "Friend of Yours." Public-service Clios went to the New York Urban Coalition and its volunteer agency, Young & Rubicam, and to the National Urban Coalition and Ketchum, MacLeod & Grove.

Among the agencies carting off multiple awards were Doyle Dane Bernbach, with seven product awards and four technique citations; BBDO, five product awards and four technique citations, and Young & Rubicam, five product awards.

A total of 23 citations for technical excellence were presented at a luncheon.
earlier on Wednesday, also at Philharmonic Hall. Alka-Seltzer also took one of the afternoon's top awards—for best film direction.

Another Clio award winner for technique was "Joe Higgins," the much criticized sheriff and spokesman for Dodge. BBDO and "Higgins," who has been scored by policemen for giving law enforcement a bad image, were given an award for the best use of a "spokesman."

The technique awards luncheon featured a salute to Bob Gage, a founding member of Doyle Dane Bernbach. Mr. Gage also was the recipient of the best direction award for Alka-Seltzer's "Groom's First Meal." Awards for Alka-Seltzer spots went to two agencies, Jack Tinker & Partners which lost the Miles Laboratory account during 1969, and Doyle Dane Bernbach, which acquired it.

The chairman of the festival's board of judges this year was Victor G. Bloede, president and chief executive officer of Benton & Bowles, New York.

The board selected these winners from a total of 1,803 entries.

The list of winners:

- Cereals: Kellogg's Rice Krispies— "Vesti" (Opera at Breakfast Series); Agency: Leo Burnett, Chicago; Production: Rita & Eddie's Prof'l Movie Co., New York.
- Cereals: Kellogg's Rice Krispies— "Vesti" (Opera at Breakfast Series); Agency: Leo Burnett, Chicago; Production: Metropolitan Life, New York.
- Cereals: Kellogg's Rice Krispies— "Vesti" (Opera at Breakfast Series); Agency: Leo Burnett, Chicago; Production: Metropolitan Life, New York.
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- Cereals: Kellogg's Rice Krispies— "Vesti" (Opera at Breakfast Series); Agency: Leo Burnett, Chicago; Production: Metropolitan Life, New York.


Corporate: Hallmark Cards—"What A Day"; Agency: Foote, Cone & Belding, Chicago; Production: Topel Films, Chicago.


Laundry Soaps/Detergents: Javel Bleach — "Hockey Game"; Agency: MacLaren Advtg, Toronto; Production: Rose-Magwood, Toronto.

Media Promotion: Merv Griffin Show — "Memories"; Agency: Carl Allay, New York; Production: Mike Cuesta, New York.


Pet Products: Purina Cat Chow—"Fashion Show"; Agency: Gardner, St. Louis; Production: Directors Center, Hollywood.


Special Citation: Public Service: Na-
tional Urban Coalition—“Love...In All Colors”; Agency: Ketchum, MacLeod & Grove, Pittsburgh, New York; Production: MPO Videotronics, New York.

Political Campaign: Lindsay Mayoral Campaign in New York State; Agency: Young & Rubicam, New York; Production: Dick Miller, Stan Lang, Liberty Video, Editors, all New York.


Utilities: C&P Telephone—“Poles...Saw”; Agency: Cargill, Wilson & Acree, Richmond; Production: Providence Films, Atlanta.


Special Citation: Children’s Audience: Food & Drink; Tootsie Pops—“Mr. Cow”; Agency: W. B. Doner, Detroit; Production: Murakami-Wolf, Hollywood.

Special Citation: Children’s Audience: Toys, Games, Sporting Equipment; AMF Roadmaster Bicycles—“The Chase”; Agency: Neifeld, Paley & Kuhn, Chicago; Production: Josef Sedelmaier, Chicago.

Special Citation: Children’s Audience: Toys, Games, Sporting Equipment; Keds Sneakers—“Tiger Paws”; Agency: Doyle Dane Bernbach, New York; Production: Harold Becker, New York.


Goodyear Tires—“No Man Around”; Agency: Young & Rubicam, New York; Production: FilmFair, California; First Telecast: Sept. 20, 1964.


Volkswagen—“Snow Plow”; Agency: Doyle Dane Bernbach, New York; Production: Film Contracts, London.


Special Citation to “Sesame Street”.

Special Citations—for Relevance and Involvement with the Times in Which We Live.


Special citations for technique.

Film Direction: Alka-Seltzer—“Groom’s First Meal”; Agency: Doyle Dane Bernbach, New York; Production: Directors Studio, Inc., New York; Director: Bob Gage.


Production Design, Effects: Kellogg’s Corn Flakes—“Help”; Agency: Leo Burnett, Chicago; Production: Cascade of California; Special Effects: Phil Kel- lison.


Film Editing: Pepsi-Cola “After

Pepsi-Cola

Con Edison

Jim Higgins for Dodge

Equitable Savings

Sesame Street

Dubonnet

BROADCASTING, May 25, 1970
New fraudulent-billing rules laid down

FCC makes clear what it considers to be misrepresentations to advertisers

Licensees were specifically prohibited by the FCC last week from presenting advertisers with a bill or any other document which misrepresents the advertising actually broadcast.

The commission said it was augmenting the existing fraudulent-billing rule "to make completely clear" the prohibition against outright false billing or the knowing rendition of any bill or other document which misrepresents the number of announcements run, their character, their length, or the date and time of their broadcast.

Rules and examples adopted after the 1965 fraudulent-billing rulemaking proceeding do not authorize the bill for any type of broadcast or any item of information not specifically represented to the advertiser.

To illustrate the new rules, the commission cited the following examples:

- **Example 1:** A broadcast of announcements for the use of a certain type of detergent that was not included in the binder supplied to the agency. The advertiser claimed the commercials were broadcast for a four-week period and was charged for that length. The commission ruled the billing was fraudulent.

- **Example 2:** A broadcast of announcements for a new type of detergent that was not included in the binder supplied to the agency. The advertiser claimed the commercials were broadcast for a four-week period and was charged for that length. The commission ruled the billing was fraudulent.

The commission noted that its list of examples should not be considered all-inclusive and emphasized that licensees are bound by the rules to use reasonable diligence in seeing that their employees do not engage in fraudulent-billing practices.

Agency appointments:

- The Milk Foundation Inc., with headquarters in Minneapolis, has named Campbell-Mithun Inc., Minneapolis office, to handle its "Every Body Needs Milk" campaign. Three month promotion on radio and in print, beginning June 15, bills at $350,000.
- Former agency was Compton Advertising, Chicago.
- Liggett & Myers tobacco is moving its L&M cigarettes from Young & Rubican to J. Walter Thompson Co., where it joins Chesterfield and Lark. Advertising for L&M reportedly is in the area of $6 million to $7 million annually. After Jan. 1, 1971, none of it will be in broadcast, which will become off limits for all cigarette advertising.
- General Mills, Minneapolis, has named Knox Reeves Advertising to handle consumer advertising for its new food service and protein products division. Various new vegetable protein products are to be marketed.
Our gimmick is no gimmick.

WBAL Radio 11 Baltimore
We talk to you like a person.
TV code board eyes problem of clutter

Other thorny questions facing NAB review are film ads, toys, drugs

The Television Code Review Board of the National Association of Broadcasters, meeting this week in Washington, takes up a number of persistent problems including: clutter of commercials, advertising of adult movies, personal product advertising, proprietary drug advertising and the advertising of toys.

The problem of commercial clutter, a concern to many broadcasters, results largely from the piggyback practice that fragments spots rather than from an actual increase in commercial time, Stockton Helffrich, director of the NAB Code Authority, said last week. A subcommittee, appointed last December by TV Code Review Board Chairman Robert W. Ferguson, WRFR-TV Wheeling, W. Va., will meet today, Monday (May 25), to study the issue and report to the board which meets Tuesday and Wednesday.

Members of the subcommittee are: Max Bice, KTNT-TV Tacoma, Wash.; Thad M. Sandstrom, WBIR-TV Topeka, Kan.; Mike Shapiro, WPAA-TV Dallas; Al Schneider, ABC and Morton Cohn, WLOS-TV Asheville, N. C.

Mr. Helffrich will report to the board on current practices in feature film advertising. The issue primarily involves local advertising of films using trailers and the authority stresses the need for accommodating such material to standards of taste, particularly the standards of the community.

The code has been concerned with personal product advertising trends and Mr. Helffrich noted that several spots found unacceptable had been altered by the advertising agency concerned to make them accord with code practices. He observed that public tastes are constantly changing and new ground rules on the subject may be needed.

Concerning the advertising of proprietary drugs, the said the code authority has been reviewing material now on the air with the idea of determining if there might be causal relations to drug abuse.

Senator Frank E. Moss (D-Utah) has introduced a resolution in the Senate that would direct the Federal Trade Commission to study the question.

A major interest of the code authority is in the advertising of toys to children's programs. A study of various practices that might be questionable is under way. Examples are: the use of stock film footage of Apollo blasting off with pictures of model rockets to imply the model performs like the real thing and a come-on approach to sell toys in segments, encouraging children to buy one, then another and another before a complete toy can be assembled. Both are frowned upon by the Code Authority.

The authority also is concerned with the safety of toys advertised and goes to great effort to evaluate the potential danger in advertised products.

FTC seeks more rigid rule on sweetener ads

The Federal Trade Commission, moving steadily toward a more activist role in consumer affairs, last week proposed a rule that would require health warnings in all advertising for artificial sweeteners containing cyclamates.

If adopted, the rule would apply to liquid, powder or tablet sweeteners used as a non-prescription sugar substitute by diabetics, weight-watchers, and others who need to regulate their sugar intake.

It would stipulate that advertising for such products must contain a "clear and conspicuous" statement that says the sweeteners may be dangerous to health if taken in large doses, and that they should only be used for calorie-controlled diets under strict medical supervision.

The FTC noted that the Food and Drug Administration has warned of the dangers of indiscriminate cyclamate consumption and has required health warnings on product labels.

A public hearing on the proposed rules has been scheduled for July 21.

Meanwhile, Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) has asked the FTC to require disclosure of the possible dangerous effects of saccharin, which has been added to some low-calorie soft drinks following the imposition of government restrictions on cyclamates.

Senator Magnuson said there is "increasing evidence that saccharin, just as cyclamates, may be related to cancer." Noting that the Department of Health, Education and Welfare is studying the matter, the senator said "responsible government action requires at least full disclosure in advertising" until HEW decides whether to impose restrictions on saccharin use.

A University of Wisconsin study earlier this year found that saccharin caused cancer in animals when administered in pellet form.

FTC names hill aide to top policy post

Lawrence Meyer picked for long-vacant job, given new designation

The Federal Trade Commission, in another major step toward overhaul of its top-level staff, last week announced the appointment of Lawrence G. Meyer as director of its office of policy planning and evaluation.

Mr. Meyer, a 29-year-old attorney, has been legislative assistant to Senator Robert P. Griffin (R-Mich.) since 1968 and has also worked in the antitrust division of the Department of Justice.

The new appointee will assume a position that has been vacant for many months, and one that is regarded by Chairman Caspar W. Weinberger as a key FTC post. Its title was formerly designated "program review officer."

Mr. Meyer will apparently play a large role in combing the conditions that have led outside observers to criticize the FTC's lack of priorities and its tendency to bog down in trivia. In commenting on the appointment last week, Chairman Weinberger said the new policy director will "assist the commission to determine priorities and adopt new procedures. It is essential that the FTC devote its resources to those tasks, and try those cases, that can advance us most quickly to our goals of improved consumer protection and maintaining fair and free competition."

The new appointment is seen as another step in Chairman Weinberger's plan to revitalize the FTC through across-the-board staff overhaul ("Closed Circuit," April 20). Earlier this month, the chairman named San Francisco lawyer Joseph Martin Jr. to be FTC general counsel effective August 1, succeeding John V. Buffington, who is retiring (Broadcasting, May 4).

Mr. Meyer's appointment is effective July 1.

CBS introduces admen to potential of EVR

A representative group of TV advertising practitioners was invited last week to counsel with CBS on the potential of EVR (electronic video recording) as a new advertising medium (Broadcasting, May 11).

It was reported that an advertising agency group was being formed, under CBS auspices, to study and "evaluate" EVR in this context.

East of the luncheon meeting in New York, with more than 100 admen in attendance, was Robert E. Brockway,
Announcing exclusively for radio

exciting computerized horoscope entertainment!

ASTRO/70 computer “voice” reports 365-seventy second daily horoscopes.

Produced by The Chicago Radio Syndicate, Inc.
Distributed by Cine-Vox Productions, Inc.

Call Collect
Chicago (312) 944-7724/New York (212) 889-2180

the radio feature for the age of aquarius...

ASTRO/70
programing

United front forged against FCC rule

NBC-TV affiliates pledge write-in campaigns
to demonstrate economic consequences of prime-time ban

NBC-TV affiliates voted overwhelmingly against the FCC's curtailing prime-time network TV programing last week, then devised a strategy calling for them to attack it individually, in letters and petitions to the commission.

The actions came in two closed sessions Thursday (May 21), opening day of the NBC-TV affiliates convention in New York (see page 41).

At the first session, held during the morning with an estimated 300 affiliate representatives present, "only three or four" were reported as supporting the FCC action in a show-of-hands vote on the issue. The strategy was developed in a second closed session that afternoon.

The program-cutback issue was one of several dealt with in the morning session, which was held with no network officials present and ran more than 30 minutes over its scheduled 60 (partly, participants said, because only one microphone was working and anyone who wanted to be heard had to walk to the front of the room). Other issues reportedly included:

- An airing of complaints about alleged "bias" in network news coverage. The extent and intensity of the charge were both subject to widely conflicting reports by participants, however. Some said it was a stronger protest than usual with a show-of-hands tally in which anywhere from 50% to 60% and possibly more of the affiliates—estimates varied from one participant to another—indicating belief that news coverage is too often "slanted" or "sensationalized." Others contended with equal certainty that it was all "inconclusive" and
television reporters available

For the past six months, WHA-TV has been broadcasting its Ford Foundation funded SIX30 news project. Seven non-professionals from Madison’s “disadvantaged” community were recruited and trained in the tools and techniques of television news reporting for this project. Although their primary function has been as on-air reporters and news cameramen (using Rover videotape units), they have also developed a general familiarity with public television studio practices, use of 16mm film and interviewing techniques.

This approach has provided a short-term intensive orientation to television, and though their abilities and interests vary, they are now prepared to accept jobs in the broadcast industry in which further on-the-job training will be available in a day-to-day work schedule.

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Top NBC executives greeted affiliates at a reception last Wednesday night in New York. In foreground Julian Goodman (l), NBC president, welcomes A. Louis Read, WDSU-TV New Orleans, the one-time chairman of the NBC-TV affiliates board. In background between Messrs. Goodman and Read are Walter D. Scott (l), NBC chairman, and Don Durgin, NBC-TV president.

"no more than the sort of talk we always have, and any network always has, when broadcasters from all over the country get together with their different views about how things should be done."

- Clutter. The affiliates again expressed concern over "clutter" and decided to confer again with NBC officials about what might be done to cut down promos and similar material at the end of programs.

- Satellite costs. They decided to join CBS and ABC affiliates in seeking approval for the licensing of broadcasters to operate satellite ground stations if domestic-satellite operation is authorized (see page 63).

The strategy of individual opposition to the FCC's move to limit network-evening programing to three hours between 7 and 11 p.m. eastern time was developed in a meeting that explored a number of possible approaches. Network officials were on hand, at the affiliates' request, to answer questions about the rule and how NBC-TV would operate under it.

Those network officials, led by Executive Vice President Thomas E. Ervin and Donald E. Mercer, station-relations vice president, said NBC would oppose the rule as forcefully as it could, but had reached no firm decisions about how it might operate under it.

They did indicate that, if forced to cut back, NBC would program either from 7:30 to 10:30 p.m. or from 8 to 11 p.m., rather than go black in the middle of the evening. But it might program 7:30-10:30 some nights and 8-11 others, they said.

The decision for affiliates to oppose the rule individually rather than as a single body apparently stemmed from a belief that the FCC would be more impressed with the station-by-station approach.

Harold Grams of KSD-TV St. Louis, chairman of the affiliates board, said the individual approach would also permit stations to point up different effects the rule would have on different markets. He said the plan was for stations to file petitions for rehearing or write letters to the commission incorporating their views.

It was overwhelmingly agreed, he said, that the rule would have particularly "serious economic effects" on stations in secondary markets both by reducing their network compensation—which he said represents a major share of revenues for many such stations—by a half-hour a day and by creating an additional expense by forcing them to buy or produce an extra half-hour of programing daily.

The compensation loss and extra program costs actually would amount to eight half-hours a week rather than seven, he noted, because the cut-back in network time would be a full hour on Sundays. Between the loss in compensation and the extra program expense, affiliates said during the meeting, the rule could mean the difference between profit and loss for many stations.

In addition, many affiliates feared that much of the relatively little spot-advertising money now going in to smaller markets would be diverted into time being opened up in bigger markets.

Beyond that, many feared that CATV competitors, some of them with up to 50% penetration now, would be able to draw audiences away from their local broadcast offerings, especially in the important lead-in periods.

Availability of programing was another question. "I just don't see how stations in these secondary markets can program eight half-hours a week," one broadcaster said. He noted that many communities lack the resources for local programing, while others may have some but not enough for eight hours a week.

As for syndication, a number of affiliates said nothing in their experience with it in the past could justify belief that syndicators will deliver enough quality programing to fill the holes the rule will create on large or small stations.

Lawrence H. Rogers II of the Taft Stations was quoted as telling the meeting that as a syndicator as well as the operator of a large-market UHF and a large-market VHF, he considered the rule impossible.

Jack Harris of KPRC-TV Houston cited failures of broadcasters' past efforts to rewrite new program production as evidence that new programing of prime-time quality is not apt to be forthcoming to fill the needs the FCC rule creates.

Among alternatives said to have been considered and discarded in favor of a station-by-station approach to the FCC were various approaches to Congress and a suggestion that broadcasters "get public opinion behind us" by systematically blocking out four hours of programing a week—the equivalent of the FCC ordained cut-back—and forwarding letters on to the FCC.

The convention, which was scheduled to wind up with an NBC-TV presentation and luncheon Friday, drew the largest attendance—reported as close to 500 delegates and wives representing most of the network's 217 affiliates—in NBC-TV convention history.

**CPB funds help put new programs on radio**

The Corp. for Public Broadcasting announced last week the availability of $100,000 for four grants to that many noncommercial, educational radio stations for the development of new programs. Two are specified, one aimed at high school and college-age listeners, and the other local news.

In making the announcement, John W. Macy, CPB president, said: "It is a well known fact that youth in general spend more time listening to radio than watching television. They are not, however, listening to public radio." Two of the grants will be for national programs; two for local programs.
An end to the ratings war?

NBC's Goodman holds out olive branch, calls for halt in 'publicity jockeying' over fractions of audience points

Broadcasters "can be certain that we will continue to come under closer and closer scrutiny in everything we do [and] will continue to hear from our critics in government, in the press and among our audiences."

That caution was given by NBC President Julian Goodman to a record assembly of NBC-TV affiliates last Thursday morning (May 21) as they opened their two-day annual convention in New York.

"We can face such criticism, and we can learn from it when it bears on ways we can improve our service," Mr. Goodman said. But, he asserted: "We have an obligation to inform the public of what is happening in the world. We cannot always guarantee it will be pleasing, but we can guarantee it will be as close to the truth as we can humanly make it... NBC will, in all circumstances, continue to broadcast what we feel the nation should know."

Mr. Goodman's remarks followed, by coincidence, a closed session in which the affiliates, meeting alone, reportedly aired charges of "bias" in network-news coverage, although participants' reports on the extent and intensity of concern with the issue varied widely (see page 38).

Mr. Goodman's speech came at a session that also featured a panel discussion of domestic satellites for TV, followed by newsmen Chet Huntley's farewell address to the affiliates at the Thursday luncheon.

Mr. Goodman ranged across areas as diverse as ratings and government regulation, reviewed the 1969-70 season as "the most successful" in NBC-TV history and assured the affiliates that NBC intends to "step up the pace" with a program investment next season that "will be the heaviest we have ever made... despite the economic climate that has produced a soft advertising market and has adversely affected network, spot and local sales."

In an obvious allusion to CBS-TV officials' claims that they won the 1969-70 ratings race by a fraction of a point—and perhaps also to counter-claims by NBC-TV authorities—Mr. Goodman said he was "opposed to exploiting fractional rating differences for narrow promotional purposes. I am against helping our detractors claim that television is only a scramble for meaningless numbers."

Ratings, he said, are guides to trends "professional tools for professional use," and will continue to be used as such by NBC. But "publicity jockeying over fractions of rating averages" is not "productive competition." It amounts, he said, to a kind of shadowboxing that can divert us from competing in substance and ought to be stopped "because the substance of television is far more important than a numbers game."

He also criticized the present form of local rating sweeps, covering a single month and taken two or three times a year, as capable of distorting station values. "One sweep period is never comparable to another," he said. "A month is not representative of a season. And the effects of unusual programing can always distort the picture."

"a more reliable and representative approach" will not be easy, Mr. Goodman said, "but it is something we owe ourselves as broadcasters."

"Measurements over longer periods... would offer greater stability and meaning. New methodologies and techniques, including the use of computers, should make this possible at reasonable costs. The research capacity that the broadcast industry and the rating services command should turn on this problem for full and serious exploration. If that is done—and NBC stands ready to help in the effort—I am confident that a broader and more reliable measurement of station audiences can be developed."

(Other sources indicated that extending each sweep period to cover at least two months—preferably three, though they were not sure that length would be deemed practical—was one of the developments NBC envisioned. They thought two such sweeps a year would be enough, but that agencies would probably insist on a third.)

Mr. Goodman said NBC was stepping up its program investments despite the soft economy because "we are convinced that such a climate places a special premium on leadership and gives the leading network and its affiliates special benefits in difficult times. We expect the 1970-71 schedule to keep us governmental pressure—direct or indirect—on a federally licensed medium of news." Mr. Sarnoff said that it was not the mission of television journalism to support government policy without question, nor to champion the views of the majority on controversial matters. "Its mission is to probe, to report, and to analyze what underlies the controversy, and to aid the issues so the public can make its own judgments."

Mr. Sarnoff took the FCC to task on another issue—the cutback in prime-time hours available for network programing. He disputed those in government who feel making a profit is to be considered evil. Mr. Sarnoff noted that much of the network's revenue is invested in program experimentation, only a small percentage of which he said is successful.

"It is naive to assume that the general quality of television programing will be improved by reducing more of it to the level of local or syndicated budgets and production values," the NBC vice president said. "It is equally unrealistic to expect the networks to expand their public-service offerings while simultaneously reducing their revenue opportunities. The ultimate result of the new rules will be the opposite of what was intended," Mr. Sarnoff predicted. "The losers will not be only the networks and the stations, but the public as well. Let us hope that when the full impact of these rulings is finally felt by the public, it will not be too late to rectify the situation."

West Coast view of current media woes

The specter of government censorship of television has been challenged by Thomas W. Sarnoff. In a speech before the Burbank, Calif., chamber of commerce last week, the NBC West Coast staff executive vice president said that despite repeated denials by government spokesmen, who have expressed dissatisfaction with TV news reporting, "the specter of censorship has clearly been raised."

Mr. Sarnoff said that some people, "spurred on by official attacks on the broadcast press—such as the ones delivered recently by Vice President Agnew and FCC Commissioner Nicholas Johnson," have embraced the theory that those concerned with the dissemination of television news should be made responsible to some higher authority. I confess that I know of no higher authority in our country than the people themselves," Mr. Sarnoff said.

"The truth is that we welcome constructive criticism, but we do not welcome—nor must we allow ourselves to succumb to—intimidation," he added. Mr. Sarnoff noted that it is proper for government officials to disagree with some of the news media over reporting and analysis of government policy, and that government has an obligation to defend and explain the policies it has created. "It is no longer proper, however, when governmental disagreement becomes a matter of concern."

BROADCASTING, May 25, 1970
out in front as the network and the stations with the most attractive and diversified services.

"These qualities—diversity, innovation, relevance—are the ones a network should strive for and be judged by." He described the past year as one of "incredible contrasts" in which "we were everybody's favorite on the Sea of Tranquility, but we have had mixed reviews on the Potomac... Since it is our job to cover the dark side of the earth, as well as the bright side of the moon, our motives have been questioned, our policies attacked and the integrity of our newsmen assaulted.

"I think we know by now that such attacks involve us all, stations as well as networks, the print media as well as broadcasting. They threaten the basis of our function as newsmen and broadcasters. And we can stand against them only if we stand together."

Though broadcasters can face criticism, he said, "we should not be expected to embrace government action that grows from abstractions rather than realities; that threatens to damage the structure of television, and that will not even come near achieving the results the government assumes."

He cited as an example the FCC's rule to limit prime-time network programming (see page 38).

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**NBC, CBS dominate TV Emmy awards**

News, documentaries win honors for NET, Metromedia Producers

The list of Emmy-winning news and documentary programs announced last week by the National Academy of Television Arts and Sciences ranged over several earth-bound and spatial topics. NBC and CBS prevailed in the winners' circle with National Educational Television and Metromedia Producers Corp. the only other TV organizations cited. There was no award listed for ABC News. ABC, whose TV network will telecast the June 7 Emmy show, was host at receptions held in New York and Los Angeles last week to announce the winners.

The news and documentary category receives treatment apart from the entertainment awards to permit the inclusion of excerpts from the winning programs on the Emmy awards telecast.

The winners were:

- For outstanding achievement within regularly scheduled news programs:
  - "Can the World Be Saved?" Ronald Bonn, producer, on CBS Evening News with Walter Cronkite.

- For outstanding achievement in magazine-type programming:
  - Black Journal, William Greaves, executive producer, NET.
  - Tom Pettit, reporter-writer, for "Some Footnotes to 25 Nuclear Years," on First Tuesday (NBC).

- For outstanding achievement in coverage of special events:
  - Apollo: A Journey to the Moon (Missions 10-12), James W. Kitchell, executive producer, on NBC.
  - Solar Eclipse: A Darkness at Noon, Robert Northshield, executive producer, Walter Kravetz, producer, on NBC.
  - Walter Cronkite, reporter, for Man on the Moon: The Epic Journey of Apollo 11 (CBS).

- For outstanding achievement in news documentary programing:
  - "Hospital," Frederick Wiseman, producer, on NET Journal (NET).
  - Frederick Wiseman, director, for above program.
  - The Making of the President, 1968, M. J. Riffkin, executive producer, Mel Stuart, producer, on CBS (Metromedia Producers Corp.).

- For outstanding achievement in cultural documentary programing:
  - Arthur Rubinstein, George A. Vicas, producer, on NBC.
  - Arthur Rubinstein, commentator, for above program.
  - Edwin O. Reischauer, commentator, for above program.
  - "Fathers and Sons," Ernst Leiser, executive producer; Harry Morgan, producer, on CBS News Hour.

**TV may have helped smokers quit habit**

One out of every 10 smokers who viewed the National Educational Television series Why You Smoke in March has quit the cigarette habit, according to a study released last week by the American Cancer Society.

Announcing the results of that study at an ACS public information committee meeting Wednesday (May 20) in Atlanta, William B. Lewis, cancer society board chairman, said: "It appears that television can be remarkably effective in helping cigarette smokers kick their habit."

The series of five half-hour programs, produced under a grant from the American Cancer Society, offered case histories of smokers attempting to give up cigarettes.

The follow-up study was conducted for the cancer society by Lieberman Research, New York. Telephone surveys in 11 cities disclosed that 12% of the respondents saw one or more of the programs in the series. Of these, 44% were smokers before the series aired, and 39% were still smoking after the series, a decline of 10%.

The telephone survey was conducted from March 13-19 in Atlanta, Boston, Chicago, Cincinnati, Cleveland, Pittsburgh, Rochester, N.Y., San Francisco, Seattle, Tampa, Fla., and Wilmington, Del. Why You Smoke was aired March 2-6 in those cities. A second follow-up study was conducted six weeks after the series, but the findings have not yet been released. A final study is to be conducted this fall, six months after the broadcasts. A total of 7,177 people were contacted in the initial study, and their smoking habits were compared with those of a control group of an equal number of persons who did not see the telecasts.

In addition to the smokers who quit outright, it was claimed that a number of viewers altered their smoking habits substantially. Viewers who smoked in excess of a pack a day declined from 30% to 24%. The average number of cigarettes smoked daily among viewers dropped from 18.1 to 15.1, an almost 17% decrease.
FCC Commissioner Kenneth A. Cox has suggested a "high-level conference" of broadcasters and government officials to ascertain what should be a proper balance between network and local programing.

He made the proposal after appearing on a panel on May 16 at the 64th annual meeting of the American Jewish Committee in New York. The panel topic was, "The First Amendment: Freedom for Whom—the Media, the Government, the People?"

Commissioner Cox, during the panel discussion, also suggested that the FCC should require local stations to provide a certain amount of time for more investigative reporting. He said the recently adopted rule limiting network programing in prime time (Broadcasting, May 11) was a step in the right direction.

"If there is more time to fill," observed the commissioner, "they'll [the stations] have to fill it... and it could mean more documentaries."

Mr. Cox did not amplify his call for a conference, except to recall a similar proposal by Donald H. McGannon, president of Westinghouse Broadcasting Co. Mr. McGannon, calling TV programing "not relevant to our times" (Broadcasting, March 16), urged the FCC to establish a group of educators, social scientists, broadcasters and others to pinpoint broadcasting goals and objectives and to try to improve programing.

The commissioner found a panel ally in his call for more in-depth reporting. Elie Abel, former NBC newsmen and now dean of Columbia University's Graduate School of Journalism, echoed sentiments he voiced earlier about his disenchantment with TV's de-emphasis of documentary programing (Broadcasting, Dec. 29, 1969).

"News broadcasting," Mr. Abel said, "is an appendage to all the rest [of programing]. They [news broadcasters] are never prime movers." To illustrate, he recalled several TV documentaries aired on summer afternoons "when no one was home to watch them."

And, Mr. Abel added, "impediments to a free flow of information exist not only on the side of government secrecy, but on the side of a timidity and lack of skepticism by the working press."

On the subject of "truth" in news broadcasting, Commissioner Cox defined the FCC's role as "limited." The commissioner, he said, "does not sit as a judge of truth or commentary. Our policies are designed to insure only that the other side is heard."

He praised the FCC's fairness doctrine as expressed in the Red Lion case, as an "added dimension to the First Amendment."

(The commission earlier in the week had acted to tighten broadcasters' obligations under the doctrine, proposing that licensees be required to invite contrasting views following series or editorials on controversial subjects [Broadcasting, May 18].)

Mr. Abel criticized the fairness doctrine, claiming "it is too often applied in a very narrow context. The notion that there are only two sides [to an issue] is unsophisticated." The theory of an "answer for an answer" is "primitive," he added.

"Truth," Mr. Abel said, is "hard to grasp; it shifts. What we need are more voices, more diversity, more media. We need more coverage, not less; more reporting, not less."

As far as the third panelist, Robert Lewis Shayon, TV-radio editor of the Saturday Review and professor of communications at the University of Pennsylvania, was concerned, there is only one solution to the problem of TV programing, balance and truth: cable television.

"The combination of big business and big media," said Mr. Shayon, is "limiting access to the media by the public." He hailed CATV as a "return to the 18th-century notion where the public was dominant" and urged formation of a presidential commission to study the concept of the "wired city."

If this is not done, he said, "there will be ambiguous results for freedom of discussion."

"Our only hope lies in making TV a common carrier." Now, he observed, "truth or objectivity is just a romantic illusion."

Commissioner Cox disagreed that CATV is the solution to programing ills, asserting that it performs a "very limited function." The public, he said would be "inundated with material."

Although observing later that a "high-level conference" to study programing might be the answer, Commissioner Cox, whose FCC term expires in June, held out little hope of his being able to press for such a conference. "With 40 days to go?" he asked rhetorically.

The other panelist on May 16 was Mary Perot Nichols, city editor of the Village Voice. Moderator was R. Peter Straus, president, Straus Broadcasting Group.

The AJC also presented citations for outstanding religious programing to Pamela Iott, director of religious broadcast for CBS News and producer of Lamp Unto My Feet on CBS-TV; Frank Goerg, executive editor for WINS(AM) New York, producer of CBS Radio's World of Religion, and Richard Hughes, vice president of WPX(TV) New York, for the Jewish Dimension program, produced in cooperation with the American Jewish Committee.

FCC Commissioner Kenneth A. Cox (left) and Elie Abel, dean, Columbia University Graduate School of Journalism.
White House memo draws CBS fire

Television viewers across the country last week heard CBS News accuse the White House of an "undercover attempt to discredit" its news coverage. The charge came as syndicated columnists reported that the administration is ready to ask the FCC to investigate "irresponsibility" in the network's news coverage.

Columnists Richard Wilson and Jack Anderson have said that a confidential White House memo says CBS has engaged in "highly questionable activity," citing specific instances. The White House, they said, charges the network faked stories showing atrocities in Vietnam on at least three occasions; "staged incidents of police brutality" during the 1968 Democratic convention; planned a "staged invasion" of Haiti—never broadcast—and arranged the filming of a pot party for broadcast on CBS-owned WBBM-TV Chicago.

The columnists reported that the administration wants to ask the FCC to investigate, but fears that the request would look like an attempt to intimidate CBS—because, as Mr. Anderson stated it: "Since Vice President Agnew's attack upon the TV networks, CBS has been the boldest about continuing its criticism of the Nixon administration."

Three of these charges have already been investigated by the government. Both the FCC and the House Investigations Subcommittee investigated convention coverage and the "pot party" incident; the subcommittee issued a harsh report on the party and a more moderate one on the general subject of convention coverage, while the FCC made no charges in either case, although it criticized some aspects of the pot-party film. The Investigations Subcommittee has investigated the Haitian incident and expects to issue a report within a week or two.

The Vietnam atrocity charges, on the other hand, were new. They were described in some detail in the columns. And they were reviewed in still more detail last Thursday by Walter Cronkite in a 15-minute segment of CBS Evening News.

Mr. Cronkite, who said the administration's "undercover campaign" has been conducted "by prompting receptive reporters and columnists to publish White House and Pentagon suspicions," noted that the principal story in question involved a combat assault in which a North Vietnamese prisoner was shown being stabbed while lying on the ground.

Then Don Webster, who narrated the original story but was not on the scene when the atrocity occurred, took over the account.

Mr. Webster replied to Pentagon charges that the story was a fraud. Contrary to government reports, he said, a South Vietnamese soldier in combat killed a prisoner, in the presence of

Free press-fair trial crops up in Chicago

Grand jury raps all media for competitive coverage in Black Panther case

The mass media of Chicago, including broadcasting, have been sharply criticized in an extensive federal grand-jury report concerning the police raid of Dec. 4, 1969, upon a local Black Panther Party apartment.

Two television programs were explicitly denounced in a report that condemned all local news media for sensationalism in coverage of the Panther raid.

In the raid two party leaders, Fred Hampton and Mark Clark, were killed and four of seven survivors were wounded. Two policemen were hurt. The seven surviving Panthers, who had been accused of criminal assault, were exonerated in the grand jury's report.

Although the grand jury report focused particularly on shortcomings of the Cook county state's attorney's office, the police and the office of coroner, the document also cited various problems of competitive mass coverage. These included the broad issues of prejudicial pretrial publicity and the specific incidence of the state's attorney's re-enactment of the raid on television one week later, a program aired by CBS-owned WBBM-TV Chicago—after the vehicle was turned down by others, supposedly because of conditions that it not be cut.

Leon Drew, who recently was named vice president and general manager of WBBM-TV, last week reserved comment on the grand-jury report pending further study. He indicated only that apparently the station had accepted the state attorney's re-enactment in a sincere effort to help cool the inflamed passions at that time.

In its findings concerning pretrial publicity, the federal grand-jury report said: "While the grand jury fully accepts and appreciates the public's legitimate right to know through the media what is happening in its community, that right cannot be allowed to prevent a fair trial. In the view of the grand jury, improper and grossly exaggerated stories were reported almost daily in the Chicago media.

"It seemed to become a kind of publicity contest with everyone involved re-leasing more and more to newspapers and other media who published anything and everything. Thus, the smoke had hardly cleared before Panther spokesmen claimed murder and their claims were published."

The report observed that "while we can understand the state's attorney's position—that he felt obliged to respond to widely published charges made by Panther spokesmen [that police used excessive force in conducting the raid]—the jurors cannot accept this as justifying the extraordinary television show... The grand jury does not understand how the right to a fair trial can ever be guaranteed when the major prosecution witnesses all give a detailed testimonial re-enactment."

In the days following Black Panther charges, the TV re-enactment evolved. The report noted: "On the evening of Dec. 11, a unique exposure of this detailed account [police men's version of raid] occurred. Using a mock-up of the apartment built in the state's attorney's office, a 28-minute televised re-enactment was presented on WBBM-TV. In the re-enactment each officer acted out and described his part in the raid."

A footnote in the report at this point explained: "The grand jury has viewed both the televised re-enactment and film not shown and concludes that the re-enactment was carefully staged and rehearsed."

Elsewhere in the report, in a section relating details of the special blue-ribbon coronor's inquest, another television incident is mentioned. The report cited that on Jan. 18 special coroner
Americans, and mutilated his body. Mr. Webster interviewed the soldier—Sergeant Nguyen Van Mot—who said, through an interpreter, that he killed the prisoner in self-defense because he was reaching for a rifle.

"That may be true," Mr. Webster said later, "although we did not know of that possibility when we first broadcast the story last fall, and the Pentagon—despite its own investigation—has not alleged that as a fact."

Mr. Webster said the Pentagon alleged that the prisoner was killed in the presence of Australian advisers. Closer inspection of an insignia on a helicopter, he said, reveals the advisers were Americans.

"The Pentagon may wish to believe this story never happened," Mr. Webster said. "But it did."

Mr. Cronkite concluded the account. "After the original broadcast," he said, "CBS News furnished the text to the Pentagon, which had made its own video-tape recording of the story. But in keeping with CBS News policy, we declined a request for outtakes...and refused to name the Vietnamese cameraman on grounds his life could be endangered by private reprisals. CBS News further felt the army had ample resources to investigate this incident without reliance on an independent news agency as informer.

"What followed was the campaign to discredit the report. "We broadcast the original story in the belief it told something about the nature of the war in Vietnam. What has happened since then tells something about the government and its relations with news media which carry stories the government finds disagreeable."

**Chicago judge balks on outtakes plea**

The news media's fight to overcome the current rash of court subpoenas for reporters' notes, films and tapes won a round in a local court in Chicago last week.

Judge Louis Garippo, circuit court of Cook county, criminal division, ruled Wednesday that a defense attorney's request for subpoenas for private newspaper files would not be granted on constitutional grounds. The attorney wanted the material in a case of a dozen women defendants who had been arrested last fall in connection with disturbances there by the Weatherman faction of the Students for a Democratic Society.

Judge Garippo said his ruling also applied to subpoenas pending for the private files of WMAQ-TV and WGN-TV, both Chicago.

Don Reuben, attorney for the Chicago Tribune, who argued the joint presentation of all the local newspapers against the subpoenas, said the court's ruling was "the most far-reaching decision on this subject anywhere in the country."

A similar case is pending in a federal court in Chicago, in which CBS is seeking to block a subpoena for all of its films of interviews with former President Lyndon Johnson (BROADCASTING, May 18). A ruling is not expected until next month.

Judge Garippo explained that in his view certain Illinois state statutes on subpoenas "have a chilling effect" on the First Amendment rights of a free press. He indicated editors or reporters should not be expected to think about whether the material they are gathering will become evidence in some future court case.

The court, however, explained that such subpoenas would be appropriate if it could be proved in a hearing that the information sought was specifically relevant, could not be obtained elsewhere and would cause a miscarriage of justice if not produced.

The defense attorney, Ronald Clark, said Thursday he plans to seek a mandamus from a higher state court to direct the circuit court to approve the subpoenas involved.

**Huntley finds judgment is critics' real target**

Chet Huntley, addressing the International Radio and Television Society last Wednesday (May 20) for the last time as an NBC newsman first looked back nostalgically at his broadcasting career. Then he looked at the nation today, torn with turmoil, and ahead to 1976, the U.S. bicentennial year.

Mr. Huntley asked the IRTS members, gathered in New York to honor him as "broadcaster of the year," to take the lead in protecting "these freedoms of ours, so fought for and so miraculously won."

"In these years between the present and 1976," he suggested, "radio and television might apply their undeniable talents and geniuses to a shoring-up of our free institutions, to a re-baptism of free people."

And, in an obvious allusion to governmental critics of the press, Mr. Huntley said, "I think we might demonstrate the danger which lies in our over-heated language coming from high places. This is no time to tolerate a kind of language and dictation which appeals to the lowest common denominator of all of us."

Mr. Huntley stressed the use of judgment as a journalist's most significant responsibility. But, he noted, "it is, of course, this exercise of judgment which sometimes annoys those in high places who are candidates for immortality."

Mr. Huntley, after 16 years, is leaving NBC in August to develop a resort-recreation project in Montana.

At the meeting last week, Richard A. R. Pinkham, senior vice president in charge of media and programs, Ted Bates & Co., New York, was re-elected to a one-year term as IRTS president.
Vintage films get new TV treatment

Charlie Chaplin in yellow tints? Rudolph Valentino in rose? Georgia Hale in blue? Georgia Hale?

Familiar names to film audiences in the 1920's and to silent-film buffs ever since, they may yet become household words to TV viewers in the 70's. Paul Killiam, president of his New York-based firm, Killiam Shows Inc., is preparing a TV series of classic silent features in their original length and with their original titles with modern piano or organ accompaniment in a package called Festival of Film Classics. Mr. Killiam, reputed to be the largest non-institutional collector of early films, numbers 5,000 titles in his collection, including those made by Edison, Biograph and D. W. Griffith. About a dozen films are in the Festival package; among them are "Intolerance," "America," "Birth of a Nation," "The Gold Rush," "Sally of the Sawdust," "Orphans of the Storm," "The General" with Buster Keaton, "Hunchback of Notre Dame" with Lon Chaney and "Blood and Sand" with Rudolph Valentino.

One unusual aspect of the package is that all features have been preserved or restored to their original colors.

Program notes:

Cartoons and corporations • CBS-TV has added four new cartoon series to its 1970-71 Saturday-morning schedule premiering Sept. 12: The Harlem Globetrotters, Josie and the Pussycat's, both created by William Hanna and Joseph Barbera, Sabrina and the Groovie Goolies and Archie's Fun House Featuring the Giant Jukebox. In addition, a series of two-minute informational-educational broadcasts, In the Know, produced by CBS News, will be presented five times each Saturday at hourly intervals. In addition, CBS-TV will be premiering Where's Huddles? another H-B creation, as a night-time cartoon series Wednesday, July 1 (7:30-8 p.m. EDT). The program concerns two married professional football players. Hanna-Barbera Enterprises Inc., a new Los Angeles-based subsidiary of Hanna-Barbera Productions, has been formed to handle worldwide licensing operations of the cartoon series. R. W. Clark, former vice president and director of sales at Weston Merchandising Corp., has been named to direct the new subdivision.

Off-network cartoons • ABC Films has placed into domestic distribution three animated series: Milton The Monster, George of the Jungle and The New Casper The Friendly Ghost Cartoons, which have been shown on ABC-TV. Casper and Milton are available as 26 half-hours or 78 separate cartoons and George as 17 half-hours or 51 cartoons.

Free from WBC • Westinghouse Broadcasting Co., New York, is offering free of charge a 90-minute television drama, The Man Nobody Saw, which depicts the struggle of the black man to survive in a white society. Twenty-one stations so far are scheduled to pick up the program which was made available in April.

Another writer added • Warner Bros. Television has signed A. J. Carothers, writer of numerous TV series and motion pictures, to a property-development arrangement. In the past six months, Warner Bros. TV has entered into similar agreements with other writers and writers-producers including Paul Monash; Rod Amateau; Bill Ideelson and Harvey Miller; Saul Turteltaub and Bernie Orenstein; Jerry Gardner and Dee Caruso, and Hal Kanter.

On tour with Tricia • Tricia Nixon, daughter of the President and Mrs. Nixon, will take viewers on a tour of the family living quarters on the second floor of the White House in a segment of 60 Minutes to be carried on CBS-TV on May 26 (10-11 p.m.). Miss Nixon is joined by CBS News correspondents Harry Reasoner and Mike Wallace in a tour that includes many rooms never before seen on TV.

Convention feed • The Baptist Radio and Television Commission is offering a special charge of a one-minute capsule of each day's events at the 125th anniversary of the Southern Baptist Convention, June 1-4. To receive the feed phone (303) 255-3418 in Denver during any afternoon of the four-day convention.

Sing-along with the NBA • When the expanded National Basketball Associations takes to television next season, it will do so to the strains of its own theme song. Carthay Music, a subsidiary of National General Corp., Los Angeles, has reached an agreement with NBA Commissioner Walter Kennedy to write, produce and publish an NBA theme song. Al Kasha, vice president, music operations at NBC, and Joel Hirshhorn will write the song which will be used at all telecasts and broadcasts of league games.

Where is she? • The 50th Miss America Pageant will be telecast live on NBC-TV, Saturday, Sept. 12 (10-12 p.m. NYT). This marks the fifth consecutive year NBC has carried the event.

Goldie special • Goldie Hawn, Laugh-In regular, will star in a series of one-hour specials under an exclusive long-term contract with NBC-TV. The first program, to be aired during the 1970-71 season, will be packaged by KMA Productions Inc., in association with NBC-TV. Art Simon, Miss Hawn's manager and partner in KMA, is executive producer, and Bill Persky and Sam Denoff will produce and write the show.

500' parade • The National Tape Network is offering a one-hour condensed version of the Indianapolis 500 festival parade to be held Thursday, May 28. The tape will be aired Saturday, May 30, 10:30-11:30 EDT, the hour prior to the nationwide broadcast of the race. WFNB(AM) Franklin, Ind. will originate the network broadcast. Charge is $15 and line charges from the Indianapolis test board of Indiana Bell must be ordered and paid for by interested stations. Phone: Robert L. Carroll, (317) 241-2501, ext. 200.

Allen switches producers

A new 90-minute Steve Allen Show will be distributed next fall by Vikoa Entertainment Corp. The show, co-produced by Golden West Broadcasters and Meadowlane Enterprises Inc., Hollywood, will be devised so it also can be offered as separate 30 or 60 minute programs, according to Steve Krantz, Vikoa president. Mr. Allen has just secured his release from Filmways, which had produced his show for the past two years; the show is now in syndication.
We know our people would do the same great job even without all these awards—more than most of us dream of. But they do their work in public. So we think it's right to call out a public "Well done!" when they get something extra for it.

Thank you. To those who earned them. And to those who gave them.

Three First Place Michigan Associated Press Awards:
for "General Excellence of Overall News Presentation"
for "General Excellence of Individual Reporting" (Rod Hansen)
for "Spot News" (coverage of New Bethel shooting incident)

Two First Place Detroit Press Club Foundation Awards:
for "Distinguished Reporting of an Event under Immediate Deadline" (WJR News Staff for New Bethel incident)
for "Distinguished Presentation of Documentary Material written and produced by Station Personnel" (WJR News Editor Oscar Frenette for "Who Will Listen")

The Robert F. Kennedy Journalism Award:
for "Outstanding Coverage of the Problems of Poverty and Discrimination" (WJR News Editor Phil Jones for documentary — "I Am Not Alone," the problem of race relations among policemen)

The Freedoms Foundation George Washington Honor Medal Award:
for "Portrait of Time and Man" (Mike Whorf's Kaleidoscope program based on the presidency of Abraham Lincoln)

The San Francisco State College Broadcast Media Award—and The Catholic Broadcasters Association Gabriel Award:
for "Excellence in Local Programming" ("Quest for Mystique," series about problems of youth in an age of new mores, drugs and changing religions—produced and narrated by Oscar Frenette)
Ministry calls it a kill pay-TV bill

Dissenters label legislation hypocritical, subterfuge under guise of regulation

A stinging minority report on pay television came out of the House Commerce Committee last week, charging that the committee’s pay-TV bill is “mischievous legislation dictated by powerful interest groups—the broadcasters and theater owners.”

The dissenting statement, signed by nine congressmen and endorsed by a tenth, accompanied the committee report on H. R. 16418, the latest attempt to set legislative restrictions on pay-TV operation.

The bill, proposed by Representative John D. Dingell (D-Mich.) and approved by the committee late last month (Broadcasting, May 4), is a departure from past efforts to ban pay TV outright. Instead, it sets restrictions so severe that prospective subscription operators would have practical difficulty getting their stations off the ground.

The dissenters, led by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) and five of his subcommittee colleagues, hit hard on this point in their statement. “The hypocrisy of the legislation is obvious on its face,” they said. “As introduced, the bill would have prohibited STV—completely revised and reported, it purports to provide for the regulation of STV. In truth, it would kill any possibility of STV, and that is what the proponents of the Dingell bill intended. . . . Why the subterfuge of ‘regulation of subscription television in the public interest’ was deemed to be necessary is indeed a mystery, since those voting for the Dingell amendment clearly understood that it would kill this new industry aborning.”

The majority report made no mention of these charges. “Your committee believes that the authorization of STV must be accompanied by adequate safeguards to protect the public interest,” it said. “The guidelines now offered for STV are the most effective means for ensuring that the programming now offered on conventional television will remain available to the viewing public without charge.”

The report sets the stage for the first congressional floor debate ever held on pay TV, and the bill’s fate is therefore uncertain. The majority noted that a report that the House has never considered the subject, and added that “major determinations of public policy, such as the authorization of a nationwide system of subscription television, which are not specifically entrusted to an administrative tribunal should not be made by an administrative tribunal . . . . The guidelines for STV, and particularly the safeguards preventing the siphoning of conventional television programming should have the force of law.”

If adopted, the bill would thus supersede FCC rules. The Communications Subcommittee had proposed a resolution that would have endorsed the FCC’s rules and recommended tougher restrictions to prevent siphoning of sports broadcasts, but the full committee rejected that approach in the belief that Congress ought to work its will by passing a law.

When faced with the question of what law to recommend, the committee initially had two choices: a bill to ban pay TV, introduced by Mr. Dingell, and a proposal to transform the subcommittee’s resolution into a bill, brought before the committee by Representative Bob Eckhardt (D-Tex.).

When it became apparent that an outright ban would never get through Congress, opponents of pay TV settled on the new strategy embodied in the restrictive bill approved by the committee (“Closed Circuit,” March 30; Broadcasting, April 6).

The committee’s bill goes far beyond FCC restrictions. Among its provisions: (1) a ban on commercials, which would force subscription operators to make their money entirely from fees; (2) a prohibition of feature films more than one year old; (3) a requirement that feature films and sports could be aired in only 45% of any broadcast day or 60% of prime time; (4) prohibition of series or programs that are “related in content,” such as variety shows—with rare exceptions in the latter case; (5) a stipulation that stations licensed prior to enactment of the bill could not move into pay TV, unless the FCC granted a waiver.

In attacking these limitations, the minority said the restrictions on films were “unrealistic,” since “the average motion-picture film has at least a two-year theater release before being re-released to conventional television.” It charged that the 45% limitation on films and sports “would effectively limit subscription television from carrying the very programs for which there is the strongest demand by the public. Moreover, there simply are not enough other kinds of programing to make up the remaining 55%.”

And, the minority argued, the prohibition against pay-TV operation by existing licensees “would effectively prohibit subscription television,” since no channels remain in most of the major markets where pay TV is expected to operate.

The report added: “The Dingell substitute provides the commission might waive this restriction in certain cases. If such waivers are granted in the majority of markets, as would be necessary if STV is to exist, the restriction lacks meaning. Conversely, if such waivers are not granted, subscription television cannot proceed. Finally, no reason appears why none of the 94% of authorized UHF stations that are on the air but losing money [1968 figure] should not be eligible to supplement their income by engaging in subscription operations.”

The minority rejected traditional arguments against pay TV. It said siphoning is unlikely under the FCC rules, and rejected arguments purporting to show injury to low-income or special-interest groups.

The dissenting members also objected to what they regarded as slippery work by the majority in passing the bill. They charged that the Dingell proposal was brought up without adequate notice while Mr. Macdonald and others were absent. “The reported bill was thrown together in the last few weeks by those who did not attend the [subcommittee] hearings on subscription television . . . and who, if they read those hearings, did not understand them,” the minority
She did something about the weather.

Winter and hard snows are a logical topic of conversation on the Fetzer TV stations in Nebraska. One interview involved a young lady named Cyndi who had prepared a "Blizzard Kit" as a 4-H project. Audience response was overwhelming. The program was repeated several times and a brochure was published called "Cyndi’s Blizzard Kit." It received wide distribution among interested viewers. There’s a saying that everyone talks about the weather, but no one can do anything about it. Cyndi did. And through community communications, the Fetzer TV stations in Nebraska were able to help many viewers do something, too.
charged.

"Is it any wonder," the dissenters said, "that our youth are cynical about our values when the very committee which reported the Fair Packaging and Labeling Act now is trying to fum-fum the House of Representatives with a bill which, according to its label, regulates STV, when each and every member of this committee knows that that legislation is intended to destroy any possibility of STV."

The minority acknowledged that pay TV might flop in the marketplace, but urged that it be given the chance to stand or fall on its appeal to the public. If it fails, they said, 'only its entrepreneur will lose their investment'; if it succeeds, 'a very useful supplement to the existing system of television will have been developed.'

Signing the minority report were Representatives Macdonald, Lionel Van Deerlin (D-Calif.), Fred B. Rooney (D-Pa.), Richard L. Ottinger (D-N.Y.), Robert O. Tierman (D-Mass.) and Clarence J. Brown (R-Ohio), all of the Communications Subcommittee; and Representatives Echardt, Samuel N. Friedel (D-Md.) and W.S. Stuckey (D-Ga.). Representative Brock Adams (D-Wash.) endorsed the minority report but did not sign it because he did not participate in subcommittee consideration of pay TV.

**Capcities sells its AM in Huntington, W.Va.**

The sale of WSAZ(AM) Huntington, W.Va., by Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for $900,000 was approved last week by the FCC.

Stoner Broadcasting is owned by Stoner System Inc., licensee of K5O(AM) Des Moines, Iowa. Stoner System is 96.7%-owned by The Stoner McCray System, which in turn is owned by several trusts. The trusts include Thomas H. Stoner, who is president of Stoner Broadcasting.

In addition to K5O, the Stoner companies own outdoor advertising companies in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. Their other interests include correspondence schools in Dallas and Washington, and real estate.

Originally, Capcities had agreed to sell WSAZ last year (Broadcasting, Sept. 22, 1969) after it had agreed to buy Rust Craft Broadcasting's WCRP-AM-FM Philadelphia for an estimated $1 million. Capcities owns six AM's, five FM's and six TV's and would have had to sell one AM to comply with the commission's rule limiting to seven the number of AM stations under common ownership. However, Capcities cancelled its agreement to acquire the WCRR stations when it made a deal to buy Triangle Publications' AM-FM-TV combinations in Philadelphia; New Haven-Hartford, Conn., and Fresno, Calif., for $110 million with Triangle's syndications division (Broadcasting, Feb. 16, et seq.). It is spinning off the Triangle radio stations, and selling two of its own TV stations (WSAZ-TV Huntington, W.Va., and WTVN-TV) Albany, N.Y.—again to keep within FCC station-ownership rules.

The vote on the WSAZ sale was 6-to-0 with Commissioner Kenneth A. Cox abstaining. The station is full time on 930 kc with 5 kw day and 1 kw night.

**New Orleans stations to trade channels**

In an unusual move, WVUE(TV), a station owned by Screen Gems of Louisiana, and WYES-TV, an educational station, both in New Orleans, will switch channels on June 8. Thereafter, WVUE will operate on channel 8 and WYES-TV on channel 12.

Douglas J. Ellison, vice president and general manager of WVUE, said in an interview in New York last week that on channel 12 the station's signal is restricted by the FCC to a power output of 34.41 kw ERP in a north-south direction for a 126 kw power output over-all. He added that when it moves to channel 8, its signal will be a full 316 kw output in all directions.

WYES-TV will move to the channel 12 tower in St. Bernard parish in Chalmette, La., giving it a 600-foot increase in tower height from its present location. Since the station telecasts to a five-parish area, its move to channel 12 will provide a stronger signal and eliminate many of the blind spots caused by interference from high city buildings in its present location, according to Mr. Ellison.

The switch of channels was approved last fall by the FCC. WVUE will herald the move with an extensive advertising and promotion campaign, using spots on radio stations in New Orleans, billboards and advertisements in newspapers and trade publications.

**Changing Hands**

Announced:

The following station sales were reported last week and will be subject to FCC approval:

- WCTU-TV Charlotte, N.C.: Sold through bankruptcy by Dr. Harold W. Twisdale, David L. Steel and others, to R. E. Turner and Milton Ledet for assumption of about $1,225,000 in lia-
illegal lottery tips "in the guise of religion" (Broadcasting, June 30, Nov. 10, 1969).

Washington Community Broadcasting Co., is also participating in the WOOK(AM) hearing as a competing applicant for the Washington station's facilities.

Hearing go-ahead given prior to 'primer' action

Broadcast applicants faced with a community survey issue may have their proceedings go forward on that issue with the understanding that their showings may not be amended even if survey requirements are subsequently altered, the FCC announced last week.

The commission's action was in the form of a revision of an interim procedure adopted March 26. Originally the commission said it would stay proceedings involving the survey issue pending a final resolution of the "primer" proceeding, in which comments were invited on a question-and-answer exposition of the commission's proposed survey requirements (Broadcasting, March 30).

The commission, instituting the procedure to "conserve expenditure of funds, time and effort" by applicants in preparing their surveys, noted it had received a number of waiver requests from applicants who said they were willing to proceed with hearings on the survey issue prior to final action in the primer proceeding.

(Commissioners Nicholas Johnson and Robert T. Bartley objected to the adoption of the interim procedure, contending it amounted to a "virtual freeze" on broadcast applications except those for renewal.)

Applicants wishing to proceed with hearings on the survey issue, the commission emphasized, should realize "that they are acting at their peril, that any final determination in their respective cases will be with prejudice, and that no further opportunity to amend their showings will be afforded even if the community survey requirements should prove to be different after the final determination of the primer inquiry proceeding. . . ."

The revision was announced in conjunction with the grant of a waiver of the interim procedure to Mace Broadcasting Co., applicant for a new AM in Globe, Ariz. The commission ordered that a hearing on Mace's application be permitted on a community survey issue, "consistent with the existing commitments of the hearing examiner and the counsel for the parties to the hearing. . . ."

Approved:
The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 68).

* WGGG(AM) Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for $900,000 (see page 50).

Issues grow in hearing on WOOK's renewal

Three issues were added last week by the FCC's review board to a hearing on the renewal application of United Broadcasting Co. for its WOOK(AM) Washington for hearing which was ordered last June.

The issues, which were requested by the commission's Broadcast Bureau, are to determine all the facts and circumstances of the operation of the station under United's management for alleged violation of the commission's rules; whether United engaged in conduct which reflects "such negligence, carelessness, ineptness or disregard of the rules that the commission cannot rely on it to fulfill the duties and responsibilities of a licensee," and whether United Broadcasting possesses the necessary qualifications to continue as a licensee.

One of the principal charges facing United is whether WOOK(AM) broadcast

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AMERICA'S MOST EXPERIENCED MEDIA BROKERS
Hill holdings get clean bill of health

Lawyer group finds no undue conflicts in TV-radio ownership

Congressional ownership of broadcast properties has created no harmful conflicts of interest, has had no adverse effect on communications policymaking, and has generally received "undue attention from congressional critics," according to a new study of ethics on Capitol Hill.

A special committee established by the New York City Bar Association made these findings in a report entitled Congress and the Public Trust, released in book form last week. The committee, consisting of 11 attorneys with Louis M. Loeb as chairman and James M. Kirby as executive director, was formed in 1967 under a grant from the Ford Foundation.

The report, citing studies of congressional ownership by Broadcasting and Congressional Quarterly, notes that such ownership is rare. (The most recent Broadcasting survey found 16 senators and congressmen with broadcast interests, and most of the interests were minor ones [Broadcasting, Dec. 15, 1969].)

As for the qualitative effect of broadcast ownership on policymaking, the bar committee has this to say: "Some Washington observers, usually after exaggerating the extent of congressional broadcasting interests, go on to say that this contributes to an assumed congressional 'softness' toward the industry. We doubt this, and some reliable sources contradict it. They may feel that the broadcasting industry is somewhat overprotected and underregulated, both by Congress and the FCC, but the best-reasoned analysis attributes this to the dependence of congressmen upon broadcasters for publicity and free radio and television time."

Following this line of reasoning, the committee recommends legislation that would reduce the cost of political broadcasting.

(The report was written before passage by the Senate of a bill that would repeal Section 315 in presidential and vice presidential elections, permit national candidates to buy time at a station's lowest rate, and limit spending on radio and television. Generally, the report found that most senators and congressmen maintain high ethical standards. Among its proposals for improvement are laws establishing public subsidies for general elections and prohibiting federal law practice by partners of Hill members; voluntary abstention from all practice of law by members, and voluntary avoidance of financial interests in areas of committee responsibility.

Financial, technical and character) of each applicant would be examined.

(2) The only comparative issue which should be applied to those applicants who meet the basic qualifications standards should be which of the applicants will make the most effective use of the spectrum space... If one applicant proposes technical facilities that will serve a significantly greater portion of the public than another that applicant should be selected.

(3) If the applicants' technical proposals are essentially the same, an award to the first applicant or by lot or by a system of bidding could be appropriately adopted.

An amendment to the Communications Act would be an essential prerequisite to the elimination of evidentiary comparative hearings, the firm said. However, it added that "this fact should not in any way deter the commission from making a search for better procedures... It should be possible for the commission, with the support of the broadcast industry, to obtain the necessary amendments from Congress permitting the adoption of such improved procedures."

Commenting on the committee's proposal to establish a system of comparative priorities to grade applicants, the firm said such an approach would be "futile." One defect, the firm observed, would be that any applicant selected on the basis of such a system would be free to transfer his station in the future to someone with a "lower" comparative priority.

The procedural review committee, composed of five commission staffers, was set up last January in line with FCC Chairman Dean Burch's suggestion that commission procedures could use some streamlining (Broadcasting, Jan. 26, et seq).

AT&T would trim its tab to radio

Broadcast-industry representatives and AT&T appear close to an agreement under which the telephone company would cut back substantially the amount it proposes to boost interconnection charges for radio.

AT&T last week indicated the company would consider reducing by at least $2 million the $4.8 million it has proposed to raise rates in tariffs that are scheduled to go into effect July 1.

The disclosure was made in one of a series of informal conferences that broadcast industry counsel and AT&T officials have been holding on AT&T tariffs providing for higher rates for television and radio broadcasters.

The reductions would come off proposed raises for station connection
Burch says protests won't halt new fees

Chairman tells Senate group fee hikes will go into effect by July 1

By July 1, the FCC will impose vastly higher filing fees on the industries it regulates, despite "almost unanimous resistance." The prediction came from a reliable source: FCC Chairman Dean Burch.

In testimony last week before the Senate Appropriations Subcommittee on Independent Offices, Chairman Burch said the commission still must deal with the complaints of those who feel the commission's proposed fee hikes fall disproportionately upon the shoulders of a particular industry. However, he added: "I feel sure" the rules will be adopted within six weeks, over all protests.

"I don't expect it [the new fee schedule] ever to be popular," he said. "I don't expect it to be perfect. . . . But we'll have a new fee schedule."

The chairman testified on a House-passed appropriations bill that would give the FCC $24,725,000, a slight cut from the $24.9 million proposed in the budget. He told the subcommittee that the relatively mild House pruning job is more damaging than it appears, because the funds will have to come out of the $300,000 earmarked for land-mobile regional spectrum-management centers.

In commenting on Mr. Burch's testimony, subcommittee Chairman John O. Pastore (D-R. I.) had kind words for the proposed fee schedule, but Senator Roman Hruska (R-Neb.) said some station owners have told him that they are encountering financial problems. "All is not rosy in the broadcasting business," he warned.

"You ought to see some of the profits these broadcasters make," Senator Pastore responded. "You get yourself a VHF license in New York or Chicago and you'll give up your seat in the Senate . . . The time has come when you shouldn't impose on the taxpayers to regulate the most lucrative industry in the country."

On the subject of the FCC's new cable television activity (see page 21), Senator Pastore expressed concern that CATV might end up siphoning programs from conventional television under the commission's proposals. Chairman Burch countered that no cable network or major-market CATV operators are ready to mount that kind of challenge to the broadcasting establishment. He said the commission has to observe expanded cable operations before it can promulgate rules to regulate them. He did promise that "neither pay TV nor CATV will be permitted to replace what we now call free TV."

FCC looks again at ex parte in KCST case

Action on a pending application of Western Telecasters Inc. to make changes in the facilities of KCST(TV) San Diego will be deferred until a question of alleged ex-parte activity by the station is resolved, the FCC announced last week.

The commission, granting a petition filed by XETV(TV) Tijuana, agreed to reconsider its dismissal of an earlier motion by the Mexican station calling for denial of KCST(TV)'s application.

XETV(TV) alleges that a question exists as to Western's fitness as a licensee in view of its purported ex-parte presentations relating to a proceeding involving ABC's renewal application for authority to deliver network programs to XETV(TV). Western has opposed the application in the hope that ABC will affiliate with KCST(TV).

XETV(TV)'s charge is based on a letter sent to the commission by a California state senator discussing the affiliation proceeding. The station alleges that KCST(TV) requested the sending of the letter in hopes of influencing the proceeding. Western replied that it had requested letters from a number of community leaders as to the comparative merits of ABC's affiliation with KCST(TV) or KETV(TV), for possible use in the proceeding or for hearing or exhibit use. It said that while it asked for the letters to be addressed to the FCC, it instructed those contacted not to mail the letters but to forward them to KCST(TV) (BROADCASTING, March 23).

Last January the commission found that, contrary to XETV(TV)'s claims, Western had not misrepresented its service proposal for KCST(TV) and that its efforts to secure an ABC affiliation were not "inconsistent with its original proposal to provide programming designed to meet the local needs and interests of the San Diego market."

However, in view of the "serious matter" of possible violations of its ex-parte restrictions, the commission agreed last week to defer action on Western's application "until the question of alleged ex-parte presentations has been resolved."

Two weeks ago the commission's review board denied XETV(TV)'s petition that issues in the ABC proceeding be enlarged to include the ex-parte question (BROADCASTING, May 18). The board accepted Western's assertion that any ex-parte activity on its part was "wholly inadvertent."

Senate ties string to CPB authorization

Noncommercial stations would be required to keep audio records of their news and public-affairs programs and submit them to the FCC on request, under a bill passed by the Senate last week.

The proposal was tacked on a bill to provide three-year authorization for the Corp. for Public Broadcasting. The bill was passed by voice vote.

The amendment was fashioned in the
Senate Commerce Committee, where members wanted new procedures to establish a tangible record in cases where the integrity of a noncommercial station is questioned.

A CPB spokesman said educational broadcasters have no objection to the station body of stations requesting party. Whoever asked the board, filling vacancies left by Harold P. See, KRON-TV San Francisco, and Howard H. Fry, KFDX-TV Wichita Falls, Tex., who are retiring as board members.


Grants picked again
Harold Grams, KSDK-Tv St. Louis, was re-elected last week to a fourth term as chairman of the NBC-TV board of delegates during the affiliates' annual convention in New York (see page 38).

H. Ray McGuire, WALA-TV Mobile, Ala., and Robert W. Ferguson, WTRF-WTV Wheeling, W. Va., were elected to the board, filling vacancies left by Harold P. See, KRON-TV San Francisco, and Howard H. Fry, KFDX-TV Wichita Falls, Tex., who are retiring as board members.


Stanton says EVR can upgrade musical tastes
The cultural and educational opportunities that new audio-visual home-entertainment systems can provide in the years ahead were outlined last Thursday (May 21) by Dr. Frank Stanton, president of CBS Inc., in the keynote speech of the annual meeting of the National Music Council in New York.

Dr. Stanton focused on the CBS EVR (electronic video recording) system to make his point and briefly described the way the system would operate in the home. He suggested that through EVR, many people will be exposed to the musical works of great symphonic orchestras, to leading opera companies and to world-famous instrumentalists. On an educational level, he continued, students can listen and observe at their own pace while outstanding musicians perform.

He indicated that EVR and similar systems will build new audiences for music and perhaps contribute to new sounds.

In reply to a question from the audience, he agreed that audio-visual home systems will contribute toward fragmenting the TV audience but voiced the belief that both forms can co-exist.

Norman Racusin, president of RCA Records, painted a gloomy picture of the classical music recording field. He pointed out that while production costs continue to rise, sales of classical records have remained relatively low. He said a crucial factor was the failure of the music industry to interest young people or new audiences in classical music.

The National Music Council is a non-profit membership organization, chartered by Congress in 1957. It includes representatives of musical associations throughout the U.S.

Durgin wants capital P
put in public service
Don Durgin, president of NBC-TV urged in a talk last week increased cooperation among the media, business community and public "to make public service more effective.

Mr. Durgin addressed the Silver Medal Awards luncheon of the New York Public Relations Society in New York, during which media in that city were cited for outstanding coverage of subjects in the public interest. His speech was titled, "Up Whose Organization?"

"If the broadcasting media are an especially potent means of channeling community awareness," Mr. Durgin said, "they can be harnessed in new ways and with new ideas."

He cited efforts by one company presumably Avco Corp. - that has announced plans to turn over broadcast commercial time to man-in-the-street interviews (Broadcasting, May 4).

"Media's responsibility is to sense the concern and give it circulation," Mr. Durgin said. He told the public-relations men their job is not to provide a "buffer zone between a supposedly hostile press and public and the private affairs of the company," but "to let the outside world into your company. Today's business is the business of society," he said. He suggested more companies "utilize some of their commercial time to get across their public-service involvements and contributions."

AFTRA members to vote on new network contract
The American Federation of Television and Radio Artists has agreed to submit a contract package from the TV-radio networks to AFTRA's national board and membership, starting this week.

The union and the networks have been negotiating since last fall to replace a three-year contract that expired last Nov. 15.

Union negotiators, it is reported, have endorsed the package with two reservations. The networks have turned down their demands for a clause that would prohibit the use during an AFTRA strike of recorded material made under its jurisdiction, and another clause that would give members the right to respect the picket lines of other unions.

The package was scheduled to be

Former ABC employee admits Kittyhawk bribe
Thomas G. Sullivan, former ABC employee accused of receiving a bribe in connection with the awarding of a network affiliation to WTRK-TV Dayton, Ohio, pleaded guilty to a charge of criminal bribery Thursday (May 21) in New York's Manhattan Criminal Court. Sentencing was scheduled for July 22.

Mr. Sullivan, waiving his right to a trial, pleaded guilty to accepting $20,000 in November 1969 from a representative of Kittyhawk Television Corp. in return for recommending WTRK-TV to the network for affiliation. The maximum sentence for commercial bribery is 90 days in jail and a fine of no more than double the amount of the bribe.

Mr. Sullivan was dismissed by ABC as station-relations regional manager Feb. 20, when criminal charges were brought against him by Robert Kaufman, ABC vice president and general attorney (Broadcasting, March 2). The FCC has since launched a general investigation into network affiliation agreements.
voted upon by the Eastern section of the national board in New York last Friday (May 22). Similar action will be taken by the Western section and by the Hollywood membership tomorrow (May 26); by members in Washington on Wednesday (May 27); by union members in New York on Thursday (May 28), and by the Central section of the board and by members in Chicago on June 3.

Shapp is Democratic choice for governor

Milton J. Shapp of Philadelphia, who has a major interest in CATV systems in Pennsylvania has for the second time won the Democratic nomination for governor of Pennsylvania.

Mr. Shapp is the former head of Jerrold Electronics Corp., Philadelphia, which he developed into a large CATV group owner and equipment manufacturer.

He sold his interest in Jerrold when he ran for the Pennsylvania governorship in 1966, a race which he lost to Governor Raymond P. Shafer. Mr. Shapp owns interests in CATV systems in Williamsport, Reading, Coraopolis and Greensburg, all in Pennsylvania. His Republican opponent in the general election is Lieutenant Governor Raymond J. Broderick.

Walbridge looks to church to free men's minds

 Freedoms of the public are synonymous with the freedoms of broadcasting and “broadcasters are ready to stand or fall” on the side of freedom, Willard E. Walbridge, board chairman of the National Association of Broadcasters has told the radio-TV commission of a major religious organization.

Mr. Walbridge, who is senior vice president for corporate affairs of Capital Cities Broadcasting Corp., Houston, also stressed the need for “a great spiritual and moral reawakening in this land” in a speech honoring the radio and television commission of the Southern Baptist convention in Nashville May 15.

He warned that “the spirit of destructive revolution is all about us and broadcasting is a battleground.”

“Only the church—one man to another—can penetrate all of the closed minds and open them,” he said. “Only the church, with its acknowledged stewardship over the spiritual life of mankind, can succeed where philosophers and politicians and social scientists have failed.” He declared: “Broadcasters everywhere stand ready to help...we are in this together, with common objectives.”

ABC adds nine new affiliates

Nine stations have affiliated with the ABC Radio network, it was announced last week. Signing with the American Contemporary Radio Network was WGMF (AM) Watkins Glen, N. Y. Now with the American Entertainment Radio Network are KSVN (AM) Ogden, Utah; WBAW-AM-FM Barstow, S. C., and WMRI (AM) Marion, Ind. WHZY (AM) McComb, Miss., joined the American Information Radio Network. Additions to the American FM Radio Network are WLWH-FM Lowell, Mass.; WSNY (FM) Racine, Wis.; KRXL (FM) Kirksville, Mo., and WHSY-FM Hattiesburg, Miss.

Media notes:

Cooling it — Vice President Spiro Agnew was interviewed last week on Metromedia’s WASH (FM) and WTTG-TV, both Washington, on Profile. Taped in advance for radio and TV broadcast May 17, the interview was conducted by Dan Blackburn, national editor for Metromedia Radio News. Speaking about those who have helped to make his name a household word, the Vice President said he thinks it would be desirable to have some cooling of the rhetoric on today’s issues “and the first place it should begin is on the editorial pages of some of the Eastern newspapers.” He did not identify the newspapers.

Honor for Stanton — Industry should emphasize good design and an aesthetic environment because it can “enhance business” and not because it is an expression of civic responsibility, CBS President Frank Stanton said last week in New York as he accepted the Tiffany design award for “outstanding leadership in the field of American design.” He urged that business pay more attention to the entire problem of environment, of which design is only one dimension. The award to Dr. Stanton was the third given by Tiffany & Co., New York jewelry firm, since 1963.

Media law firm moves — Cohen & Berfield, Washington communications law firm, has moved to 1129 20th Street, N.W., suite 506. New telephone number is (202) 466-8565.

Agency appointed — KSTP-AM-FM-TV St. Paul-Minneapolis have appointed Peterson-Morris, St. Paul, as advertising agency. Agency’s services will include areas of program research and promotion. KSTP-AM-FM-TV are NBC affiliates.

NBC donation — NBC has donated two RCA RT-11 audio tape machines to the Lake Side School at Indiana State Prison, Michigan City, Ind. The machines will help the school establish its closed-circuit radio station, WISP.
ABC foresees first-half gains

But longer outlook is called uncertain; stockholders question news about dissent

ABC Inc. held a relatively quiet annual meeting in New York last Tuesday (May 19), enlivened to a degree by several stockholders who questioned the amount of exposure provided on news and documentary programs to persons they considered militant and radical.

Three shareholders told the meeting that they felt that television, including ABC-TV, devoted a disproportionate amount of time to spokesmen for militant and left-wing positions and was neglecting the moderate viewpoint. Two of the stockholders suggested that some time be allocated to individuals holding right-wing views.

Leonard H. Goldenson, president of ABC, replied that ABC News attempts to "be objective" and to provide all types of views on issues.

He advised stockholders that second-quarter earnings are expected to show "some improvement" over the corresponding period of last year. He pointed out that first-quarter earnings, previously announced, had exceeded the like period of 1969 by 15%. He said he could not make a prediction for the balance of the year because "the economic climate is too uncertain."

Mr. Goldenson reported that both ABC-TV and ABC Radio were making progress in sales, but acknowledged that both still were not operating at a profit.

Mr. Goldenson

He said that the five ABC-owned TV stations had "an excellent year" in 1969 with record sales, which continued into the first quarter of 1970. He added that the seven ABC-owned AM radio stations are "one of the country's most respected and successful groups in terms of sales, programing and community service."

Incumbent directors of ABC Inc. were elected for another one-year term. All management proposals were approved. They included an amendment to the corporation's certificate of incorporation to increase the authorized shares of common stock from 10 million to 20 million shares; a resolution on the ABC Stock Investment Plan and a proposal to continue the Key Employees Incentive Compensation Plan.

A stockholder's proposal to make a full transcript of the annual meeting available to shareholders was defeated.

Company reports:
Kinney National Service Inc., New York, parent company of Warner Brothers, reported a decline in revenues but record net income, for the six months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>1.25</td>
<td>244,294,000</td>
<td>14,892,000</td>
</tr>
<tr>
<td>1969</td>
<td>1.50</td>
<td>246,880,000</td>
<td>11,000,000</td>
</tr>
</tbody>
</table>

Wrather Corp., Beverly Hills, Calif., diversified entertainment and communications company, reported increases in revenues and net income for the first quarter of 1970. Also announced was the organization of Wrather Vacation-land Inc., to operate a deluxe recreational vehicle park under construction.

Who traded stock during March

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

- ABC—Franklin Feldstein exercised option to buy 384 shares, giving him a total of 820.
- Ameco Inc.—Bruce Perrill sold 2,000 shares, leaving 685,445 held personally and 40,750 held as trustee.
- Ampex Corp.—D. F. Finnian sold 400 shares, leaving 529.
- Avco Corp.—G. L. Hogenau bought 100 shares, giving him a total of 149.
- Cablecom General Inc.—W. A. Kempf sold 100 shares, leaving none. Mr. Kempf's son held 100 shares, leaving none.
- Capital Cities Broadcasting Corp.—J. P. Dougherty exercised option to buy 5,000 shares, giving him a total of 29,840. J. B. Fairchild bought 10,000 shares and sold 4,400 shares, giving him a total of 14,400. Mr. Fairchild sold 5,000 50-cent cumulative convertible preferred shares, leaving 29,855. 50-cent cumulative convertible preferred shares held personally and 18,256 50-cent cumulative convertible preferred shares held as custodian, R. W. Geiles sold 300 shares, leaving 1,250. James H. Quello sold 300 shares, leaving 300.
- Columbia Pictures Industries—M. Klein sold 200 shares, leaving 222 held personally and 340 held in retirement fund. M. H. Rosenhaus received as bonus 15,000 shares.
- Cowles Communications—J. H. Fischer bought 100 shares. A. L. Lee sold 1,000 shares, leaving 3,400.
- Cox Cable Communications Inc.—T. C. Dowden sold 300 shares, leaving 1,100. W. Harris sold 600 shares, leaving none.
- Creative Management Associates Inc.—L. M. Rosenthal through trading account sold 19,000 shares and sold 24,000 shares, leaving 1,594 held through that trading account, 2,550 held through two other trading accounts and none held personally.
- Walt Disney Productions—M. L. Bagnall sold 200 shares, selling 360. Mr. Bagnall through pension trust fund bought 5,666 shares, giving him a total of 98,128 held through pension trust fund. Mr. Bagnall through pension trust fund sold 51,341 of convertible subordinated debentures, leaving none.
- Doyle T. Bernbach—Leonard Strowitzki sold 8,000 shares, leaving 6,700 held personally, 100 held by wife and 200 held by children.
- Four Star International Inc.—D. R. Charney bought 15,000 shares, giving him a total of 132,260 held personally and 61,206 sold through corporation. A. J. Kraft sold 3,000 shares, leaving 7,000.
- Fuqua Industries Inc.—Nelson Strawbridge bought 1,000 shares, giving him a total of 85,616 held personally and 1,111 held by wife and children.
- Grey Advertising Inc.—J. M. Young sold 144 shares, leaving 3,577. R. S. Zimmern sold 1,000 shares, leaving 10,972.
- Lamb Communications—E. H. Lamb bought 100 shares, giving him a total of 875 held personally and 2,035 held through company. Robert T. Cudron sold 2,000 shares, leaving 67,300 held personally, 200 held jointly with wife, 642 held by wife and 2,035 sold through Lamb Enterprises.
- LIN Broadcasting Corp.—Richard W. Knik bought 500 shares.
- MCA Inc.—A. Dorskind sold 3,200

56 BROADCASTING, May 25, 1970
In Anaheim, Calif. For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Net income outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.12</td>
<td>$6,037</td>
<td>297,178</td>
<td>2,310,612</td>
</tr>
<tr>
<td>1969</td>
<td>$0.14</td>
<td>$6,027</td>
<td>285,464</td>
<td>2,312,885</td>
</tr>
</tbody>
</table>

Columbia Pictures Industries, parent company of Screen Gems Inc., reported that both sales and earnings increased for the nine months ended March 28:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Net income outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.90</td>
<td>8,028,000</td>
<td>5,545,000</td>
<td>13,825,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.83</td>
<td>7,549,000</td>
<td>3,240,000</td>
<td>11,639,000</td>
</tr>
</tbody>
</table>

Adams-Russell Co., Waltham, Mass., parent of group CATV operators in Youngstown, Ohio, reported declines in net sales and net income for the six months ended March 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Net income outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.08</td>
<td>8,136,000</td>
<td>3,136,000</td>
<td>27,450,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.14</td>
<td>8,701,000</td>
<td>3,240,000</td>
<td>27,450,000</td>
</tr>
</tbody>
</table>

MCA Inc., New York and Universal City, Calif., produced motion picture and TV programs, reported increased revenues but a decline in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Net income outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.51</td>
<td>17,615,000</td>
<td>7,284,282</td>
<td>3,204,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.46</td>
<td>16,702,000</td>
<td>6,921,302</td>
<td>3,137,000</td>
</tr>
</tbody>
</table>

Cox Cable Communications Inc., Atlanta-based group CATV systems operator, reported a 10% increase in revenues and a slight gain in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Net income outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.37</td>
<td>13,595,000</td>
<td>5,985,000</td>
<td>2,847,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.34</td>
<td>12,981,000</td>
<td>5,743,000</td>
<td>2,847,000</td>
</tr>
</tbody>
</table>

TV bright spot despite decline at Chris-Craft

Chris-Craft Industries Inc., New York, announced last week that revenues from the firm’s three broadcasting properties for the first half of 1970 "showed a substantial increase" and "remain excellent." The properties are KCOP-TV Los Angeles, WTCN-TV Minneapolis-St. Paul and KPTV (TV) Portland, Ore. The company’s six-months report is not yet available but Chris-Craft said over-all earnings declined from last year.

Chris-Craft also noted that Tele-Rep Inc., newly created subsidiary, has become national spot sales representative for the five Cox Broadcasting TV stations and said "it is expected to contribute significantly to earnings in fiscal 1971."
bal fencing climaxed with Mr. Merrick suggesting that the directors of the company take a voluntary salary cut until the hard times pass, a comment that was ignored by the elder Mr. Zanuck. Following the meeting, Mr. Merrick, who reportedly holds in excess of 200,000 shares of 20th Century stock, said that if company overhead was not reduced to his satisfaction within the next few months, he would consider another attempt at taking control or at least the filing of a mismanagement suit.

The company's report for the three months ended March 28:

- **Revenue**: $2,665,000
- **Net Income**: $2,464,000
- **Shares outstanding**: 8,567,815

Financial notes:

- General Telephoto & Electronics Corp., New York, reported its Sylvania Electric Products Inc. subsidiary had net income $2,665,000 on revenues of $197,914,000 for the three months ended March 31, compared to net income of $6,669,000 on revenues of $216,288,000 for the 1969 period. GT&E attributed the lower sales and earnings to decreased sales of color TV sets, color picture tubes and components to other set manufacturers. It also cited "unusually intense price competition in photoflash lamps and other lighting products..."

- Tele-Communications Inc., Denver-based multiple CATV owner, reported net income of $79,939 on revenues of $1,938,450 for the three months ended March 31 versus a net loss of $31,891 on revenues of $593,653 for the 1969 period. Cash flow increased to $606,778 from $370,452 and CATV revenues increased to $1,429,515 from $1,069,877. There was an average of 2,571,770

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**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 21</th>
<th>Closing May 14</th>
<th>Closing May 17</th>
<th>Closing May 19</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><strong>Broadcasting</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>23 1/2</td>
<td>20</td>
<td>24 3/4</td>
<td>39 1/4</td>
<td>19 1/4</td>
<td>7,271</td>
<td>185,410</td>
<td></td>
</tr>
<tr>
<td>ASI Communications</td>
<td>4</td>
<td>4 1/2</td>
<td>5</td>
<td>7</td>
<td>4</td>
<td>1,789</td>
<td>8,945</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBB</td>
<td>21 1/2</td>
<td>26 1/4</td>
<td>26 1/4</td>
<td>39 1/4</td>
<td>20 1/4</td>
<td>1,504</td>
<td>9,670</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>27</td>
<td>28 1/2</td>
<td>30 1/2</td>
<td>40 1/2</td>
<td>40 1/2</td>
<td>1,504</td>
<td>15,078</td>
<td></td>
</tr>
<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>21 1/2</td>
<td>21 1/2</td>
<td>23 1/2</td>
<td>33 3/4</td>
<td>21 1/2</td>
<td>3,384</td>
<td>76,140</td>
<td></td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>12 1/2</td>
<td>13 1/2</td>
<td>13 1/4</td>
<td>17 1/4</td>
<td>13 1/4</td>
<td>808</td>
<td>10,908</td>
<td></td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>11 1/2</td>
<td>12 1/2</td>
<td>13 1/2</td>
<td>17 1/4</td>
<td>11 1/4</td>
<td>808</td>
<td>10,908</td>
<td></td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>12 1/2</td>
<td>13 1/2</td>
<td>15 1/2</td>
<td>22 1/2</td>
<td>12 1/2</td>
<td>5,603</td>
<td>8,824</td>
<td></td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>O</td>
<td>9 1/2</td>
<td>10 1/2</td>
<td>9 1/2</td>
<td>10 1/2</td>
<td>10 1/2</td>
<td>1,504</td>
<td>9,670</td>
<td></td>
</tr>
<tr>
<td>Reaves Telecon</td>
<td>RTB</td>
<td>4 1/2</td>
<td>3 1/4</td>
<td>3 1/2</td>
<td>15 3/4</td>
<td>3 1/4</td>
<td>2,163</td>
<td>9,993</td>
<td></td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SDB</td>
<td>18 1/2</td>
<td>19 1/2</td>
<td>17 1/2</td>
<td>24 1/2</td>
<td>17 1/2</td>
<td>2,589</td>
<td>4,831</td>
<td></td>
</tr>
<tr>
<td>Bonitron</td>
<td>SDB</td>
<td>10 1/2</td>
<td>14 1/2</td>
<td>17 1/2</td>
<td>30 1/2</td>
<td>15 1/2</td>
<td>1,504</td>
<td>9,670</td>
<td></td>
</tr>
<tr>
<td>Starr Broadcasting</td>
<td>TFB</td>
<td>15 1/2</td>
<td>18 1/2</td>
<td>20 1/2</td>
<td>29 1/2</td>
<td>15 1/2</td>
<td>3,585</td>
<td>70,804</td>
<td></td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>15 1/2</td>
<td>18 1/2</td>
<td>20 1/2</td>
<td>29 1/2</td>
<td>15 1/2</td>
<td>3,585</td>
<td>70,804</td>
<td></td>
</tr>
</tbody>
</table>

**Broadcasting with other major interests**

- Aeo
- AV
- Bertell Media
- BMC
- Boston Herald-Traveller
- CCN
- Chris-Craft
- Combined Communications
- CWL
- FGA
- GCI
- General Tire
- GY
- Gray Communications
- Lamb Communications
- Lee Enterprises
- Liberty Corp.
- LC
- LIN
- Lockheed Corp.
- MDP
- Outlet Co.
- OTU
- Plough Inc.
- PLO
- Post Corp.
- PCL
- Ridder Publications
- ROL
- Rust Craft
- RUS
- Storer
- SBK
- Time Inc.
- TL
- Trans-National Comm.
- Wometco

**CATV**

- Ameco
- ACO
- American TV & Comm.
- A
- Cablecom-General
- CCG
- Cable Information Systems
- CI
- Citizens Financial Corp.
- CPN
- Columbus Cable
- CBN
- Communications Properties
- CP
- Cox Cable Communications
- CCB
- Cypress
- CYP
- Entron
- EN
- General Instrument Corp.
- GIC
- H & B American
- HBA
- Sterling Communications
- SCL
- Tele-Communications
- TE
- Teleprompter
- TP
- Television Communications
- TVC
- Vikos
- WIK

**CATV (FOCUS ON FINANCE)**

BROADCASTING, May 25, 1970
shares outstanding in the first quarter of 1970: 2,042,708 shares in the 1969 period. Tele-Communications, which also owns microwave systems, operates 57 cable systems serving more than 86,000 subscribers.

Metromedia Inc., New York, has declared a regular quarterly dividend of 12 1/4 cents per share, payable June 15 to stockholders of record May 22.

Walt Disney Productions, Burbank, Calif., has declared a quarterly dividend of 7 3/4 cents per share, payable July 1 to stockholders of record June 8.

Visual Electronics Corp., New York manufacturer of broadcasting equipment and educational television systems, last week reported an expected but undetermined operating loss for the fourth quarter. The company earlier announced net sales of $12.08 million and a net loss of $866,000 for its fiscal nine months ended Dec. 31, 1969.

Fourth quarter hurts
Taft's yearly earnings

Taft Broadcasting Co., Cincinnati, reported last week that net earnings for the fiscal year ended March 31 declined from the previous year's levels while revenues increased slightly.

Charles S. Mechem Jr., chairman, and Lawrence H. Rogers, president, said that results were affected by a soft fourth quarter in broadcasting resulting from the sag in the general economy. They said that broadcasting business is starting to show a recovery and non-broadcast divisions are expected to reach new high in revenues and earnings in the next fiscal year.

For the year ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.90*</td>
<td>$2,030,000</td>
<td>$64,000</td>
</tr>
<tr>
<td>1969</td>
<td>$2.00</td>
<td>$2,260,000</td>
<td>$72,000</td>
</tr>
</tbody>
</table>

*Including extraordinary items: a federal income tax refund and loss from abandonment of syndicated TV variety show.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 21</th>
<th>Closing May 14</th>
<th>Closing May 7</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

| Service | John Blair | BJ | N | 113¢ | 131¢ | 139¢ | 236¢ | 11¢ | 3,000 | 45,196 |
|         | Comest | CQ | N | 28¢ | 27¢ | 32¢ | 35¢ | 2¢ | 10,000 | 152,500 |
|         | Creative Management | O | 7¢ | 7¢ | 8¢ | 9¢ | 23¢ | 7¢ | 10,000 | 152,500 |
|         | Doyle Dane Bernbach | O | 15¢ | 16¢ | 15¢ | 24¢ | 13¢ | 12¢ | 10,000 | 152,500 |
|         | Fosse, Con & Belting | FCB | N | 85¢ | 9¢ | 7¢ | 11¢ | 5¢ | 10,000 | 152,500 |
|         | Grey Advertising | O | 7¢ | 7¢ | 8¢ | 13¢ | 7¢ | 11¢ | 10,000 | 152,500 |
|         | LaRoche, McCaffrey & McCall | O | 13¢ | 13¢ | 13¢ | 17¢ | 13¢ | 13¢ | 10,000 | 152,500 |
|         | Movietech | MOV | A | 3¢ | 3¢ | 4¢ | 7¢ | 7¢ | 1,407 | 5,628 |
|         | MPO Videotelevision | MPO | A | 5¢ | 6¢ | 6¢ | 6¢ | 5¢ | 5,120 | 17,093 |
|         | Nielsen | O | 2¢ | 3¢ | 3¢ | 4¢ | 2¢ | 3¢ | 1,090 | 4,038 |
|         | Ogilvy & Mather | O | 15¢ | 15¢ | 17¢ | 22¢ | 15¢ | 10¢ | 2,040 | 7,420 |
|         | PKL Co. | PLK | A | 5¢ | 5¢ | 5¢ | 6¢ | 5¢ | 739 | 3,098 |
|         | J. Walter Thompson | JWT | N | 3¢ | 3¢ | 29¢ | 29¢ | 2¢ | 2,778 | 80,583 |
|         | Wells, Rich, Greene | WRG | A | 17¢ | 7¢ | 7¢ | 7¢ | 7¢ | 1,601 | 5,739 |

| Manufacturing | ADL | N | 7¢ | 8¢ | 8¢ | 14¢ | 7¢ | 5,150 | 43,775 |
|               | APX | N | 17¢ | 17¢ | 20¢ | 48¢ | 17¢ | 16,025 | 243,563 |
|               | CCA Electronics | O | 4¢ | 3¢ | 3¢ | 5¢ | 1¢ | 800 | 3,000 |
|               | Collins Radio | CRI | N | 17¢ | 16¢ | 18¢ | 18¢ | 1¢ | 2,968 | 60,844 |
|               | Conrac | CAX | O | 11¢ | 13¢ | 13¢ | 15¢ | 2¢ | 2,968 | 60,844 |
|               | General Electric | GE | O | 8¢ | 7¢ | 8¢ | 10¢ | 2¢ | 1,250 | 41,250 |
|               | Harris-Inter TYPE | HI | N | 39¢ | 48¢ | 48¢ | 48¢ | 4¢ | 6,351 | 317,500 |
|               | Magnavox | MAG | N | 2¢ | 3¢ | 3¢ | 3¢ | 3¢ | 5,628 | 17,093 |
|               | 3M | MMM | O | 89¢ | 94¢ | 93¢ | 94¢ | 9¢ | 5,120 | 17,093 |
|               | Motorola | MOT | N | 88¢ | 88¢ | 86¢ | 86¢ | 8¢ | 5,628 | 17,093 |
|               | RCA | RCA | N | 20¢ | 22¢ | 23¢ | 23¢ | 2¢ | 6,000 | 17,093 |
|               | Reeves Industries | RSC | A | 2¢ | 2¢ | 3¢ | 3¢ | 2¢ | 6,000 | 17,093 |
|               | Teleman | O | 9¢ | 9¢ | 9¢ | 9¢ | 9¢ | 9¢ | 6,000 | 17,093 |
|               | Visual Electronics | VIS | A | 3¢ | 3¢ | 4¢ | 4¢ | 4¢ | 6,000 | 17,093 |
|               | Western Union | WX | N | 56¢ | 61¢ | 66¢ | 66¢ | 6¢ | 39,521 | 2,583,488 |
|               | Zenith Radio | ZEN | N | 24¢ | 27¢ | 29¢ | 37¢ | 1¢ | 19,020 | 546,825 |

| Grand total | 700,480 | $26,102,363 |

| Standard & Poor Industrial Average | 72.16 | 76.53 | 79.83 |

N-New York Exchange
A-American Stock Exchange
O-Over-the-counter (bid price shown)
Teleprompter, H&B merger nearer

Stockholders approve $160 million deal; Comtel antitrust charges pose challenge

Stockholders of Teleprompter Corp., New York, and H&B American Corp., Los Angeles, at separate meetings in New York last Thursday (May 21) approved the merger of the two cable television system operators, making Teleprompter reportedly the largest CATV operator in the nation.

The merger is subject to approval by the FCC, Securities and Exchange Commission and U.S. Department of Justice. It also faces a possible battle from Comtel Inc., New York, which has filed with the FCC charges that the merger is anticompetitive and in violation of antitrust laws (BROADCASTING Dec. 1, 1969).

Terms of the merger are the same as when the formal agreement was signed in January (BROADCASTING, Feb. 2). H&B would exchange 3½ shares of common stock for each share of Teleprompter common. In February, the transaction was valued at about $190 million. Last week, Irving B. Kahn, president and chairman of Teleprompter, estimated its value at $160 million.

As of the close of trading on the American Stock Exchange last Thursday, Teleprompter stock was selling at $56 ¼; H&B at 15 ¼.

Mr. Kahn, who will retain the positions of president and chairman in the new company, said the merger will "contribute materially" to "production and distribution of original—and meaningful—CATV programing for our own and other systems" and "evolution of our industry into a total broadband communications medium through the employment of domestic satellite and short-haul local microwave, in addition to cable."

Mr. Kahn noted that, following the merger, Teleprompter would be operating nearly 100 systems in 29 states, serving more than 1.5 million TV viewers. Teleprompter owns or has substantial interest in 24 CATV systems—from New York and Alabama to Hawaii and Montana.

H&B owns and operates 73 CATV systems and KNEZ-AM Lompoc, Calif., and has applied to the FCC for permission to construct and operate a UHF television station in Dubuque, Iowa.

Regarding the Comtel challenge, Mr. Kahn commented: "I have to believe they've gone as far as they can go at this point." He said he was convinced the objections would be found invalid by the FCC. Bob Rosen, president, Bell Television Inc., Comtel's parent company, noting the merger votes last Thursday, would say only, "I don't think we really have a comment."

In his address to the shareowners, Mr. Kahn reported what he termed "wonderful cooperation from the Federal Communications Commission." He was referring to the FCC 4-3 vote favoring a new CATV plan that would, among other things, permit virtually unlimited importation of out-of-town programing on cable television (see page 21).

Mr. Kahn also reported:

- Earnings for the first three months of 1970 more than doubled the previous first-quarter high, set in 1969. Earnings were 37 cents a share, compared with 18 cents in 1969. Operating earnings in 1969 increased 139% and revenues 58%.
- Theta-Com Corp., a subsidiary of Teleprompter and Hughes Aircraft Co., will exhibit prototypes of its amplitude modulated link (AML) local microwave system and begin to take orders for the equipment at the National Cable Television Association convention in Chicago June 7-10.
- Teleprompter and Hughes Aircraft expect to file with the FCC a proposal for "a domestic satellite system providing earth station links with CATV systems all over the United States."

Teleprompter figures for the first quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.37</td>
<td>$0.18</td>
</tr>
<tr>
<td>Revenues</td>
<td>3,074,881</td>
<td>2,320,548</td>
</tr>
<tr>
<td>Net income</td>
<td>512,595</td>
<td>168,568</td>
</tr>
</tbody>
</table>

MGM net income gains despite revenue dip

Metro-Goldwyn-Mayer Inc., New York, producer and distributor of motion pictures and TV programs, reported a decline in gross revenues but an increase in net income for the first 28 weeks of its fiscal year.

Revenues from television distribution were $17,064,000 for the 1970 period vs. $13,051,000 for the 1969 period. Revenues from TV programs were $13,706,000 in 1970 and $4,717,000 in 1969. TV programs contributed $681,000 to net income in the 1970 period and $25,000 in 1969.

MGM president James T. Aubrey Jr. also announced that MGM's board of directors has approved a plan for moving the company's corporate headquarters to Culver City, Calif. The move should be completed by mid-July, he added.

For the 28 weeks ended March 12:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.84</td>
<td>($1.05)</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>96,414,000</td>
<td>104,030,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>4,837,000</td>
<td>6,040,000</td>
</tr>
</tbody>
</table>

Promotion

Spot campaign against drunk driving reaeded

It's up to the public to "scream bloody murder" and rid the highways of the drunk driver. That's the thrust of an advertising campaign prepared for the National Safety Council by Needham, Harper & Steers Inc., both Chicago, that will be on TV and radio beginning June 1.

The campaign was introduced last Tuesday [May 12] at a news conference in New York by Howard Pyle, council president, and Bradley M. Wyatt, NH&S vice president.

Acknowledging that slogans and appeals are not going to prevent driving by people who have been drinking, Mr. Wyatt explained the strategy. "What must be done is to dramatically present the public with the shocking facts about drinking and driving . . . our goal is to invoke his [viewer or listener] righteous indignation against the drunk driver and motivate him to press for better administration and stricter enforcement of existing laws. . . ."

Copies of the commercials are being sent to the networks and all radio and TV stations. Newspapers and magazines will be used to augment the TV-radio public-service traffic-safety campaign sponsored by The Advertising Council. The drive, according to a council spokesman, is expected to record billions in radio and TV impressions.

Last year's campaign registered 3.8 billion TV and 2.09 billion radio impressions, according to Henry C. Wehde, council vice president.

The voice of singer Peggy Lee will

60 (PROMOTION)
be heard on the TV commercials. The song "Blowin' in the Wind," written by Bob Dylan, is being used as the theme on radio commercials.

Promotion tips:
Cash's in * ABC, CBS and NET shared honors at the second annual TV Scout Awards presented by the Newspaper Enterprise Association. Johnny Cash was named "man of the year," Carol Burnett was accorded "woman of the year" honors and Sesame Street took "the show of the year" award. The NEA also honored the Apollo 11 astronauts with a special award for their contribution to television during the first moonwalk. The winners were selected by 750 newspaper and TV editors from around the country.

New agency, new campaign * Taft Broadcasting Co. station WOR-TV Buffalo, N. Y., is planning a multimedia advertising and promotional campaign through its new agency, Gelia & Wells Inc., Buffalo.

Touring Dallas * Media Tours Inc., Las Vegas, has added a new office in Dallas. Media specializes in promotional and incentive travel programs for broadcast stations, newspapers and other enterprises. Jerry Blair, formerly sales manager of KOMO-TV Midland, Tex., has been named to head the new centrally located office. Address: 506 Preston Forest Tower, 5925 Forest Lane, 75230. Phone: (214) 233-7705.

Want to go to Hell? * As part of its celebration of broadcasting's 50th anniversary WBEC (AM) Pittsfield, Mass., is sending two people to Hell, Mich. WBEC listeners who want to go to Hell are asked to write in 100 words or less why they want to go. The winners will be honored at the annual "Satan's Holiday" event in Hell for three days in June, and will be asked to call WBEC and report on events.

Optometric awards * Radio and TV programs dealing with vision and its care are eligible for entry in the 1970 American Optometric Association Public Service Awards competition. The deadline for entries is July 1. The winners, who will be announced in September, receive $500 and a bronze medallion plaque. For entry forms and program information: American Optometric Association, division of public information, Chippewa Street, St. Louis 63119.

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INSTACART
-provides instant random access to 48 cartridges
Permits automated, tight formatting of spot material, news actualities, music and special programming from multiple cartridge sources. Stacked-array configuration, with four motors, four drive shafts and 48 heads for 48 cartridges, gives Instacart its back-to-back random access capability.
Standard models, for use with separate cartridge recorder, have one audio output. Models with combined recording and playback capabilities, and with multiple outputs, available. Push button manual controls standard; remote controls and memory-type controls available. Instacart meets all NAB specifications. For complete details, write or call International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Tel. (206) 733-4567.
Land mobile moves into the UHF band

Sharing is allowed on the seven lowest channels; space is opened up in 900 mc band for future use

The FCC last week formally unveiled its long- and short-range plans aimed at providing spectrum relief for land-mobile radio users (Broadcasting, May 18). But at the same time it made clear it did not consider the troublesome issue resolved.

It said it will review developments over the next five years and make whatever further adjustments are "appropriate." And it indicated that, with land-mobile communications requirements expected to double by 1980, that service may eventually require additional spectrum space.

In one action, designed to afford immediate relief, the commission adopted rules to permit land-mobile sharing of one or two of the lower seven UHF channels in the 10 largest urban areas where the channels are not assigned.

In the other, to provide long-range help, it reallocated 115 mc of spectrum space in the 900 mc band, which includes UHF channels 70-83, for land-mobile use. Equipment for use on the channels is not available, and manufacturers say it will take up to 10 years to develop it.

The resolution of the controversial issue fell short of what the commission had proposed, in initiating the proceeding in July 1968, and what land-mobile forces had urged—sharing off all the lower seven channels in the top 25 markets. A majority of the commission made it clear in a test vote last month they would not go that far.

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But the commission said the action it announced last week would provide for future development of land-mobile communications while resulting in "minimal loss" to the public in television broadcast service. It also said the action will substantially increase the use of the UHF TV frequencies.

The commission noted that it was adopting programs to provide for improved spectrum management, as recommended in the SRI study.

However, plans to establish a recommended regional-frequency management system may be set back. For man Dean Burch told a Sen. appropriations Subcommittee at a hearing on the commission's proposed $175,000 cut recommended by the House Appropriations Committee would come out of a program.

The sharing proposal is expected to accommodate land-mobile service expansion for the next "three, four or five years," according to James Barr, chief of the Safety and Special Radio Services Bureau. Mr. Barr helped brief newsmen on the commission actions.

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The sharing proposal also required the commission to "freeze," and withdraw from service, 17 unoccupied channel assignments in ten states—Californi

New Panasonic gear

Matsushita Electric of Japan, New York, has introduced these additions to its Panasonic equipment line:

A line of 1/2-inch video-tape recorders utilizing the new standardized recording format of Electronics Industry Association of Japan for 1/2-inch video-tape recording equipment which, officials report, makes tapes interchangeable among all the new Panasonic 3000 series video-tape recorders.

A lightweight (21 lbs.) standardized portable video-tape recorder and portable TV camera NV-3080/WV-8080;

Television studio monitor, offering horizontal resolution capacity of up to 800 lines.

The action is designed to make the most of what is available.
be heard on the TV commercials. The song, “Blowin' in the Wind,” written by Bob Dylan, is being used as the theme on radio commercials.

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Standard models, for use with separate cartridge recorder, have one audio output. Models with combined recording and playback capabilities, and with multiple outputs, available. Push button manual controls standard, remote controls and memory-type controls available.

Instacart meets all NAB specifications. For complete details, write or call International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Tel. (206) 733-4567.

Tomorrow’s Engineering Today
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The sharing proposal also required the commission to "freeze," and withdraw from service, 17 unoccupied channel assignments in ten states—California...
nia, Illinois, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Rhode Island and West Virginia. The commission said use of the channels would affect their availability for use in its sharing plan.

Throughout its order, the commission stressed its effort to minimize the interference land-mobile operations might cause television. It said it had selected for sharing those channels which can be utilized "with maximum protection to UHF television while allowing land-mobile facilities to operate with powers and antenna heights suitable for their purposes."

The frequencies reallocated in the 900 mc band are to be divided between common-carrier mobile services, which are assigned 806-881 mc; and private land-mobile services, 881-902 mc and 928-947 mc. The commission said that the breakdown constitutes a "reasonable accommodation for the two sectors of the land-mobile service."

In a separate rulemaking notice, the commission proposed opening up channels 14-69 to translator operations. These are now located principally in the upper 14 UHF channels. The commission also proposed making unused or idle UHF channel assignments available for 1 kw translators.

**Space frequency proposal scored**

**CBS affiliates, AMST oppose FCC move to take part of UHF band**

Opposition to the use of the UHF television band for satellite-to-home reception of TV was expressed to the FCC last week by the CBS Television Network Affiliates Association and the Association of Maximum Service Telecasters.

Spokesmen for both organizations made their views known at oral hearings before the FCC en banc on May 19. This was the latest proceeding in the commission's inquiry in preparing for the World Administrative Radio Conference on space services and radio astronomy, scheduled to be held in Geneva for six weeks beginning June 7, 1971.

The FCC had proposed to include a footnote to three assignments that would permit use of those frequencies for space broadcasting, provided agreements with adjacent nations are secured. The frequencies are 88 to 100 mc, 614 to 890 mc, and 11.7 to 12.2 gc. The first band is part of the U.S. FM broadcasting band which runs 88 to 108 mc; the second, covers UHF television channels 38 to 83, and the third includes TV-pickup frequencies.

The FCC's final recommendations are expected to be issued later this summer. They will be considered by the U.S. National Committee of the International Radio Consultative Committee (CCIR), whose chairman is Gordon L. Huffcutt, State Department's Office of Telecommunications. Mr. Huffcutt, has announced that membership on this committee will be expanded to include persons and groups not now represented.

Since the FCC issued its first notice of inquiry in 1968, the three TV networks, as well as the National Association of Broadcasters, AMST and the CBS-TV affiliates have participated, with the last three taking a firm position in opposition to the use of the UHF frequencies. The National Association of Educational Broadcasters, AMST and the Hawaiian Telephone Co. have submitted objections to the proposed use of the FM frequencies. The networks generally have accepted the FCC proposals, noting that the suggested footnotes permit use of the specified frequencies for space broadcasting but do not require it.

During the hearing last week:

- CBS Television Network Affiliates Association, through Washington lawyer Henry Goldberg, opposed the establishment of direct-to-home satellite broadcasting in the U.S. This, he said, would undermine and ultimately destroy our present TV broadcast system . . . [and would be] counter to the principle of localism."

Nations that desire satellite-to-home broadcasting, Mr. Goldberg said, should use 11.7 to 12.2 or 12.7 gc. He objected to any use of the present UHF TV channels for this purpose, particularly in light of the FCC's move to permit land-mobile services to share channels 14 to 20 and the reallocation to land mobile of channels 70 to 83 (see page 62).

- AMST, said Washington lawyer Charles Miller, opposes any use of the UHF television channels for space broadcasting, noting that at present there are 78 UHF TV stations operating in that space, and that there are 57 construction permits outstanding for those channels.

Mr. Miller also commented that since there was a proposal to permit space broadcasting to use the 11.7 to 12.2 gc band for this purpose, there was no need to use the TV channels. AMST, he said, had no position on direct broadcasting from satellites, but, he noted, the subject does bring up a number of major policy questions, such as its impact on local TV and on CATV, its social desirability, and its costs.

The FCC also heard John W. Macy Jr., president of the Corp. for Public Broadcasting, and other representatives of educational broadcasting, urge the reservation of 2500 to 2690 mc for educational broadcasting on an international basis.

**Cost of getting into satellites**

**NBC-TV affiliates get projected $100,000 figure for one ground station**

The cost of a receive-only ground terminal, the kind most commonly envisioned for use by TV stations in distribution of network programs by satellite, may be $100,000 or less, it was suggested last week.

David C. Acheson, vice president and general counsel of Communications Satellite Corp., was asked the cost question at a panel session on satellites during the NBC-TV affiliates convention last week in New York (see page 41). He said a clearer answer should be available "in about a week," when Comsat receives some bids it has asked for, but suggested a clue might be found in the action of another company. The "other company," which he did not identify, was said to have asked for bids, but told prospective bidders not to submit them if they exceeded $100,000.

Mr. Acheson said there was nothing to prevent local stations from working out joint ownership arrangements for such ground stations. He had indicated earlier that perhaps 300 might be needed for U.S. coverage, with about 50 having transmitting as well as receiving capability.

He did not answer directly a question as to the cost of the 50 that transmit, but stressed that only two or three—at least one on each coast—would need to be of the most sophisticated, "high-capacity" variety. The rest, he indicated, could be very small since they would not handle network originations except, perhaps, for occasional news or special events.

Mr. Acheson was one of four panelists discussing domestic-satellite prospects for the NBC-TV affiliates. The others were Dr. Bernhard E. Keiser of Page Communications Engineers, Washington, which has been engaged by the three commercial TV networks to seek a new system for the distribution of network programming; Donald I. Baker, deputy director of policy planning of the Justice Department's antitrust division, and James P. Gilmore, planning vice president and assistant chief operating officer of the Canadian Broadcasting Corp. George H. Fuchs, NBC ex-
executive vice president, was moderator.

Dr. Keiser, vice president and director of systems research and engineering for the Page firm, noted that the study for the networks is seeking the most advantageous way to distribute their programs and those of educational television, whether by satellites, terrestrial microwave or a combination of the two. The Page report is due in July, but Dr. Keiser gave away no substantive secrets about its contents.

In a separate meeting, the NBC-TV affiliates agreed to join those of CBS and ABC in a common effort to get approval for broadcasting stations to be licensed to operate satellite ground terminals if a domestic-satellite system is authorized. The three networks initiated their effort to find a new distribution system as a result of rising costs of networking by AT&T. They were put on notice at the NBC panel session that, if they do set up a system jointly, they had better make facilities available for other interests—"other networks, independent broadcasters and CATV"—on an equal basis.

This warning came from Mr. Baker, who said failure to provide access for others could be considered anticompetitive. But when such a system is in use at full capacity, he said, "nothing else would have to be done." Other potential users would then simply have to wait until another satellite was put up, he said.

Mr. Gilmore said Canada's domestic satellite—called "Anik," Eskimo for "Friend"—is expected to be in operation by 1972 and that the CBC has contracted for use of three channels, two for English-language telecasts and one for French. The satellite will supplement CBC's terrestrial facilities and will also provide its first truly nationwide French-Language network service. By 1972, he said, CBC also hopes to have about 40 small "package stations" in operation to carry network service to the Canadian North.

Mr. Atcheson said Comsat's domestic-satellite plans envision use of a derivative of the Intelsat IV satellite with 24-channel capacity serving the U.S. and Alaska and with signal power high enough to make ground terminals "very moderately priced." He put the life expectancy of the satellite at about seven years.

The question-and-answer session produced these highlights:
- Mr. Baker said he was not sure any consideration had been given to the risk of an "unfriendly" nation disabling a communications satellite.
- In a multipurpose satellite, priority in getting restoration of service in times of technical difficulty might be built into the rates, with priority going to those willing to pay for it in much the same way that postal users pay more when they desire the fastest mail service.
- Ground stations in a satellite system may be located as much as 10 to 20 miles from the broadcasting station's transmitter. Laser beams have much more program capacity than the networks need, but their cost would be "extremely high" and could not be justified.
- The technology for satellite-to-home transmission is here now, but other questions almost certainly will cause a long delay in its introduction in the U.S.

Portable lunar unit designed by RCA

RCA last week announced development of a briefcase-size communications system which could permit full-color TV coverage of an Apollo lunar module lift-off from the moon.

The portable lunar communications relay unit (LCRU), measuring 5 by 13 by 21 inches and weighing 50 pounds, will transmit voice, telemetry and color TV from moon-walking astronauts and receive transmissions from earth, without the signals being relayed through the lunar module. Previously, TV transmissions were broken off when the lunar module began its ascent from the moon.

RCA's Defense Communications Systems Division, Camden, N.J., is designing the LCRU under a $2.4-million development contract for the National Aeronautics and Space Administration.

Firm unveils adapter to provide AM stereo

A system of stereophonic broadcasting using conventional AM radio equipment has been developed by Kahn Research Laboratories, Freeport, N.Y. Leonard R. Kahn, president, said XETRA Tijuana, Mexico, started broadcasting in AM stereo on May 2, using the special equipment furnished by Kahn Research.

He said the equipment involves an adapter that works with normal AM transmitting gear. He described it as an independent sideband system incorporating special features to avoid distortion.

At the receiving end, he said, only two conventional AM receivers are needed, one tuned "a shade above" and the other "a shade below" the carrier frequency. But the patents, he said, also cover receivers that would be capable of receiving stereo AM with one dial setting.

Mr. Kahn said pricing had not been established but indicated that it would be competitive with that of comparable FM stereo gear. AM stereo receivers, he said, should be much less expensive than FM stereo, with prices probably about 30% higher than for monophonic AM sets.

He said AM stereo will cover about 15 times the area of an FM stereo station operating with equivalent power, and that the AM stereo broadcasts may be received monaurally on conventional AM receivers without distortion or reduction of sound quality. He noted also that present FCC rules for AM broadcasting would have to be revised to permit AM stereo transmissions.

Kahn Research specializes in development of communications and broadcasting equipment. It is said to have built equipment for more than 1,700 radio stations around the world since its formation in 1952.

RCA gets contract for New Jersey ETV's

A $3.3-million contract for transmitting systems was announced last week by RCA. The equipment will be supplied to four new TV stations being established in New Jersey by the state's Public Broadcasting Authority.

According to RCA, the major items in the award are four high-power UHF transmitters, four broadcast antennas,
two 900-foot towers and two 500-foot towers. Sites are being established by the authority near Trenton (channel 52), New Brunswick (channel 19), Atlantic City (channel 18) and Montclair (channel 77), with the Trenton outlet scheduled as the first to start operations early in the fall. Programs will originate from a production-center complex in Trenton where the authority will have two studios, a master control and distribution facility.

RCA said that an earlier contract award, valued at about $2 million, will cover color-TV equipment (cameras, tape recorders, film-originating systems, audio and switching gear).

New rules would curb too much modulation

The FCC last week proposed rule amendments designed to prevent radio transmitters with excessively powerful modulators from producing interference.

In a notice of proposed rulemaking, the commission suggested that positive modulation be limited to 100% and provided separate definitions of positive and negative modulation percentages. The present rules limit negative modulation to 100% but set no limit on positive modulation.

The FCC said certain manufacturers are offering for sale broadcast transmitters with modulators capable of carrying more power to the carrier than is necessary for 100% modulation with a symmetrical waveform—a 5 kw transmitter equipped with a modulator intended for a 10 kw unit, for example. The commission said such transmitters undoubtedly would be employed with a substantial degree of negative peak limiting to produce positive peaks over 100%. This operation will increase the sideband power, and the potential for interference with other stations, it said. The commission expressed particular concern with the effect on co-channel and adjacent-channel operations.

The commission also noted it is possible to achieve positive modulation levels over 100% with standard transmitters, and that this practice has been considered permissible where the modulating waveform was only moderately unsymmetrical. However, it added it has not decided what higher limit, if any, should be permitted.

Comments on the rulemaking proposal are due Aug. 3; reply comments are due Sept. 3. The vote was 6-0 with Commissioner Kenneth A. Cox abating.

Technical topics:

Communications firm formed • Inter-space Communications, Los Angeles, has been formed to design and supply communications systems including satellite communication, microwave radio equipment and data and video terminal systems for international and domestic communications. The company is located at 12500 Beatrice Street, Los Angeles. Phone: 213-391-7119. Personnel include former employees of Hughes Aircraft, Philco-Ford, Comsat Corp., International Telephone & Telegraph and General Electric.

Educational gift • WJIC-TV Pittsburgh has donated more than $17,000 worth of television equipment to Duquesne University's noncommercial WDJO-FM-TV there. The equipment includes six RCA monitors and console housings, a 5-kw rear screen projector and Trans-Lux Tele Process projector, a cradle head and camera pedestal.

CBS, Memorex to join in TV equipment firm

CBS and Memorex Corp., Santa Clara, Calif., manufacturer of magnetic recording equipment and equipment for the computer industry, announced last week the formation of a new joint venture company.

To be based in Sunnyvale, Calif., the new firm will develop, manufacture and market specialized, advanced equipment and systems for use in TV and related fields.

No details were disclosed on terms of the joint venture. A CBS spokesman noted only that it would be a "50-50" investment. Personnel for the new company will come from CBS and Memorex.

Creation of the new company was announced by Ralph O. Briscoe, CBS/Comtec group president, and John P. Del Favero, executive vice president, Memorex.

Fates & Fortunes

Broadcast advertising

M. J. (Bud) Pulver, rejoins Lennen & Newell, Chicago, as senior VP-director of creative services, newly created position. He was VP-communications, Dolly Madison Industries, Philadelphia.

Paul Miller, area VP with Post-Newsweek's WCKY(AM) Cincinnati, resigns to become president of planned Cincinnati advertising and PR firm, specializing in broadcast advertising, production of market sales training and motivational programs. Firm will be located in Hyde Park Terrace building, Hyde Park Square, Cincinnati.

Bruce T. Barton, associate creative director, Ogilvy & Mather, New York, joins Clyne Maxon there as senior VP and co-creative director.

Larry Levenson and Paul Zoelner, copy supervisors, Doyle Dane Bernbach, New York, elected VP's.

Isabel Ziegler, executive director of spot broadcast buying unit, Ted Bates & Co., New York, joins Vitt Media International there, as VP.

Calvin Greenbaum, creative associate, SSC&B, New York, named VP and creative director and Catherine D. White, casting director, named VP.

Harold Pearson, account supervisor, Benton & Bowles, New York, elected VP. Art Shulman, research group supervisor, SSC&B, New York, joins Benton & Bowles research department there as supervisor of copy research in department's communications sciences group.

Ron Anderson, art director, Knox Reeves Advertising, Minneapolis, named senior VP and creative director.

John B. Kelley, formerly with Benton & Bowles, New York, joins Working Concepts Center there, division of advertising-PR firm of Albert Frank-Guenther Law, as associate creative director.

Thomas E. Fraoli, national sales manager, WTVJ(TV) Miami, appointed general sales manager.

Dennis Smith, formerly media director with Dave Herman and Associates, Washington agency, joins H-R Radio Representatives as manager of Philadelphia office.

Edward A. Neff, sales manager, KGLN(AM) Georgetown, Tex., joins WLXT(TV) Aurora, Ill., in same capacity.

Betty Taller, with Hecht, Vidmer, New York agency, appointed media director.

Walter F. Higgins, account supervisor with Hecht, Vidmer, appointed management supervisor.

Paul Batisti and Jerry Jacob, with KJH-FM Los Angeles, named local sales managers of KJH-FM and KFMS(FM) San Francisco, respectively. Both are
New appointments for 4A committees

J. Walter Reed of Foote, Cone & Belding, and Thorton B. Wierum of J. Walter Thompson Co., both New York, named chairman and vice chairman, respectively, of broadcast station relations committee of American Association of Advertising Agencies.

William H. Hylan of JWT and Bernard Kanner of Benton & Bowles, both New York, reappointed chairman and vice chairman, respectively, AAAA's broadcast policy committee.

Dan Seymour of JWT will have general supervision of these two committees and of those for business publications, consumer magazines, direct mail, newspapers and out-of-home media.

Other assignments for 1970-71 included:

Reappointments of Harold J. Saz of Ted Bates & Co., New York, as chairman of broadcast administration committee, and of three vice chairman: Philip L. Tomalin, Ogilvy & Mather, New York; David Dole, Leo Burnett Co., Chicago, for central region, and Visitia Hernandez, Foote, Cone & Belding, Los Angeles, for western region.

Reappointments of Gordon Webber, Benton & Bowles, and E. Manning Rubin, Grey Advertising, both New York, as chairman and vice chairman of broadcast commercial production committee.

Reappointment of Herbert Zeltner, Needham, Harper & Steers, New York, as chairman of special committee on electronic data processing.

Appointment of Maxwell Dane, Doyle Dane Bernbach, New York, as chairman of special committee on equal-employment opportunities.

Appointment of John Elliott Jr., Ogilvy & Mather, New York, and Edward N. Ney, Young & Rubicam International, as chairman and vice chairman, respectively, of AAAA board's government and PR committee.

RKO General stations.

Jeffrey Poll, account executive, wfrp(AM) Philadelphia, appointed national account executive succeeding Ralph D'Amico, who joined whk(AM) Cleveland as general sales manager (BROADCASTING, May 18). Both are Metromedia stations.

Robert Calabrese, executive art director, Cunningham & Walsh, New York, named VP.

Leo Sullivan, with Goodwin, Dannenbaum, Littman & Wingfield, Houston, appointed director of client services.

Sturges Dorrance, with king-TV Seattle, appointed to newly created position of marketing director for TV sales.

Ken Clark, producer-director, Carson Roberts Inc., Los Angeles, joins The Haboush Co., commercial production firm there, as executive producer.

Paul F. Iams Jr., former production director, kair(AM) Tucson, Ariz., appointed director of creative services, Media Consultants, Chicago, creative commercial-production facility.

Robert J. Rosegarten, account executive, and Dominick Spoto, associate media director, Warwick & Legler, New York, named VP's.

William J. Downes, account supervisor, Cunningham & Walsh, New York, named VP.

Walter C. Liss Jr., assistant national director of advertising and promotion with Triangle Stations, Philadelphia, joins John Blair & Co., New York, as assistant creative director.

Louis Steinberg, formerly VP of Productions West, Los Angeles commercial-industrial-film production house, joins Metrotape West, studio and tape production facility of Metromedia's kvttv (TV) there, in newly created position of sales manager.

Ron Mendelsohn, with wrfm(FM) New York, appointed local sales manager.

Michael Luckoff, account executive, Metro Radio Sales, Chicago, appointed general sales manager of Metromedia's klac(AM) Los Angeles.

Philip Jay Le Noble, formerly with wpun(AM) South Miami, Fla., joins ktlk(AM) Denver, as local sales manager.

Media

Edward A. Warren, formerly general manager of woetv New York, named VP and head of new broadcasting group of The Walter Reade Organization, New York. Mr. Warren will serve also as VP and general manager of wrtv(tv) Newark, N.J., Read's UHF station, which is scheduled to go on air in 1971.

Stanford Calderwood, executive VP, Polaroid Corp., Cambridge, Mass., joins WGBH Educational Foundation in Boston as president and chief executive officer, newly established job title. Mr. Calderwood assumes presidency from Ralph Lowell, founder and president of foundation who becomes chairman of board, and assumes operational responsibilities formerly handled by Hartford N. Gunn Jr., VP and general manager. Mr. Gunn left stations to become first president of Public Broadcasting Service in March.

Bob G. Surber, station manager, kufp-TV Garden City, Kan., named VP of Kakestations of Kansas, which includes kudpam-FM-TV Garden City and kakeam-TV Wichita. He will also continue as manager of kufp-TV.


Lee M. Larsen, sales promotion and merchandising manager, knj-am-FM Los Angeles and Gary Price, sales manager, knjh-FM, appointed station managers of kful(FM) San Francisco and kjh-FM, respectively. Both are RKO General stations.

John Scott, program director, wbn(AM) Syracuse, N.Y., appointed general manager.

James T. Marks, operations manager, wbgb-FM-AM Philadelphia, joins wtap -tv there as business manager.

Brent Hill, program director, wcs(AM) Columbia, S.C., also appointed assistant general manager.

Kenneth Todd, director of analysis at CBS, New York, appointed assistant controller, and George Castell, director, finance section, appointed assistant treasurer.

Warren Schaub, director of taxes, Mack Trucks, Cortland, N.Y., joins ABC in same capacity. He succeeds late Harry Wright. David Fulton, VP, ABC, appointed controller, replacing John Regazzi, who resigns, and Rudolph Skalka, director of ABC's motion picture accounting, appointed to newly created position of assistant controller.

Programing

Sam Silberman, director of programing, noncommercial wqed(tv) Pittsburgh, resigns to become VP of production for Small World Enterprises, same city, and producer-director of Misseners' Neighborhood, series produced at wqed and distributed nationally to other noncommercial stations by National Educational Television. He will also be responsible for development of new series designed for parents.

Lawrence Einhorn, program director, kjh-tv Los Angeles, appointed pro-
gram director, KABC-TV there. He replaces Robert L. Guy who will concentrate on special projects for KABC-TV.

Richard R. Rector, director of studios for CBS-TV, New York, for past year, named to newly-created post of director, CATV programs and marketing services, CBS Television Services Division. In his new position, Mr. Rector will be responsible for development of programming and sales planning for domestic CATV operations of division.

Merle E. Schirado, VP-promotion and advertising, Nationwide Industries, Chicago, and president of Nationwide's subsidiary company, A to Z Rental, national store rental chain, joins distributor division of Nightingale-Geant, Chicago, as director of marketing operations. Company, producer of motivation and communications programs, is producer of syndicated radio program, Earl Nightingale's Our Changing World.

Allan Ginsberg, operations manager of WAKR-TV, Akron, Ohio, also placed in charge of programming and internal management of TV.

S. Reynolds Parke III, VP and national director of sales, Metromedia Producers Corp., New York, joins ABC-TV there as director of specials.

Gary Mack, with KLAC (AM) Los Angeles, appointed program director for WIP (AM) Philadelphia. Both are Metromedia stations. Dean Tyler, music director for WIP, appointed to newly created position of assistant program director.

John A. Steinwand, program manager, WKBD-TV Detroit, joins Focus Unlimited, Toledo, Ohio producers of specialized communications, as general executive in project planning and new market services. His headquarters will remain in Detroit.

Deborah R. Miller, with WATL-TV Atlanta, joins KYW-TV Philadelphia as producer/director.

Robert P. Donohue, assistant production manager, KTTV (TV) Los Angeles, appointed production manager.

Harry Newman, air personality, KBQQ (AM) Burbank, Calif., also appointed program director.

John Detz, general manager, WABX (FM) Detroit, also appointed to act as programming and promotional consultant for KSHE (FM) Crestwood, Mo., both Century Broadcasting Corp. properties. He will commute between Detroit and Crestwood, Mo., stations.

Lois Rice, principal of Special Effects Associates Productions, New York joins William S. Myakshen Associates, newly formed film and video-tape production services and consulting firm there, as associate producer. She will also continue to manage S.E.A. Productions.

Gil Haag, production director, KDKA (AM) Pittsburgh, appointed executive producer succeeding Ira Apple who joins WJAS (AM-FM) there as air personality.

Bert Stern, film photographer, named by Howard Samuels, candidate for Democratic nomination in race for governor of New York, as media director responsible for designing and producing campaign films and video tapes.

Michael J. Brown, with WIS-TV news Columbia, S.C., joins South Carolina Educational Network there as producer-writer.

News

Anthony P. Hatch, formerly reporter with CBS News in Jerusalem, appointed executive producer, WCBS-TV news, New York. He succeeds Richard Lobo, acting executive producer, who has been appointed general executive responsible for overall supervision of WCBS-TV news assignment desk. Peter C. Kohler, assistant director of editorials at WCBS-TV, named director of editorials succeeding Michael Keating, now director of news (Broadcasting, May 4).

Dick Riley, executive producer of news department of KRON-TV San Francisco, appointed executive producer of station's documentary department.

Jack Brickhouse, manager of sports, WGN-AM-TV Chicago, elected VP and manager of sports, WGN Continental group stations. He has been with WGN 30 years.

Christopher Lindsay, news writer, WCIC (AM) Bridgeport, Conn., appointed news director.

Jim Benes, news writer, WBBM (AM) Chicago, appointed news editor.

John Blittner, WAZY-AM-FM Lafayette, elected president of UPI Broadcasters of Indiana. He succeeds Sam Simmermaker, with WCSI-AM-FM Columbus. Charles Ray, WIFE-AM-FM Indianapolis, elected VP.

Ronald J. Bilek, news producer, KDKA-TV Pittsburgh, joins WKBV-TV Cleveland as news producer/reporter.


Nixon names Whitney, Wrather to CPB board

President Nixon has named two new members of the board of the Corp. for Public Broadcasting and renamed a third. All must be confirmed by the Senate.

Nominated to six-year terms last week were John Hay Whitney, a principal stockholder of Corinthian Broadcasting Corp., a group broadcaster which is merging with Dun & Bradstreet, and who was U.S. ambassador to Great Britain under the Eisenhower administration, and John D. Wrather, chairman and president of the Wrather Corp., which owns Muzak Inc., Disneyland hotel, Hollywood, Queen Mary hotel, Long Beach, Calif., and produces television programs (Lassie). Mr. Wrather is a 12% stockholder of the Teleprompter Corp., a multiple CATV owner.

Reappointed to the bi-partisan CPB board was Frank E. Schooley, director of broadcasting at the University of Illinois and a former president of the National Association of Educational Broadcasters.

The two new appointees, plus two more that are expected to be announced soon, will take the place of four members of the 15-man board whose terms expired in mid-March. The retiring members are John D. Rockefeller III, president of Rockefeller Brothers Foundation, New York; Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle); Roscoe C. Carroll, lawyer, Los Angeles, and Erich Leinsdorf, orchestra conductor, Boston.

Frank Pace Jr., New York, is chairman of the CPB board which was established in 1968. John W. Macy Jr., former chairman of the U.S. Civil Service Commission, is president. Continuing board members are James R. Killian, chairman, Massachusetts Institute of Technology, Cambridge, Mass.; Robert S. Benjamin, chairman, United Artists Corp., New York; Albert L. Cole, chairman, Reader's Digest Association Inc., New York; Oveta Culp Hobby, chairman and editor, Houston Post (KPRC-AM-TV Houston); Joseph A. Beirne, president, Communication Workers of America, Washington; Joseph D. Hughes, vice president, Mellon & Sons, Pittsburgh; Jack Valenti, president, Motion Picture Association of America, Washington; Carl E. Sanders, lawyer, Atlanta, and Michael A. Gammino Jr., banker, Providence, R.I.
**Equipment & engineering**

T. Arthur Bone, chief engineer, WJRT-TV, Flint, Mich., also named VP in charge of engineering for Poole Broadcasting Co., owners of WJRT-TV and WQRI-TV Providence, R.I. Poole has also purchased WTEM(TV) Albany, N. Y., subject to FCC approval.

Peter Otto, with production services department of ABC-TV, New York, appointed to newly created position of special projects manager for broadcast operations and engineering. He will serve as liaison between all broadcast operations and engineering departments and construction and general services departments in all projects involving space and facility allocation, alterations and improvements.

Robert M. Blumenkranz, formerly chief engineer, WOCN(AM) Miami and WOCN-FM Miami Beach, appointed technical director of engineering for jointly owned WOCN-AM-FM and WWSA-AM-FM St. Petersburg, also Florida.

**Promotion**

Ray Eisbrenner, VP P/R Associates, Detroit, elected senior VP.

Leo T. Batt, with press relations department, ABC, New York, joins MGM-TV, Culver City, Calif., as supervisor of production publicity.

**NAB committee line-up set**

New structure of the Secondary Market Television Committee of the National Association of Broadcasters has been announced by NAB President Vincent T. Wasilewski.

Dale G. Moore, KGO-TV Missoula, Mont., has been named chairman for a second term. New members are: Joseph Boningsina, WQEM-TV Quincy, Ill.; J. Allen Jensen, KD-TV Idaho Falls, Idaho; Rudolph O. Marcoux, WLBZ-TV Bangor, Me.; William Patton, KATC-TV Lafayette, La., and William F. Turner, KCAU-TV Sioux City, Iowa. Robert H. Smith, WCXW-TV Bristol, Va., was reappointed to the committee.

David Sureck, with Charles A. Moses Co., New York, PR firm, named VP for creative services. In addition to his present duties in account supervision, he will expand company's interests in radio, TV and feature films production activities.

Louis F. Stone, former VP with Gray & Rodgers, Philadelphia, joins Lewis & Gilman, advertising and PR agency there, as associate director of public relations.


**Deaths**

Charles L. Range Jr., 58, field sales manager, Altec Lansing division of LTV Lansing, equipment manufacturer, died May 17 in Washington Hospital Center, Washington, after stroke. Mr. Range, resident of Bethesda, Md., suburb of Washington, before moving to California in March, was in Washington on business. He is survived by his wife, Helen, and one daughter.

Billie Burke, 84, TV, movie and Broadway comedienne, died May 15 in Los Angeles. Miss Burke, who had been in ill health for number of years, is remembered in TV for her role in Topper series. She was at one time married to Florenz Ziegfeld.

**For the record**

As compiled by Broadcasting, May 12 through May 19 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, kw—kilowatts, LS—local sun- set, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority.

**New TV stations**

**Actions on motions**

- Hearing Examiner Frederiek W. Dannis in Hartford, Conn. (RKO General Inc.), TV proceeding, scheduled further prehearing conference for June 15 and reappointed hearing now scheduled for June 3, to date to be specified by order (Doc. 12831) Action May 8.
- Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), TV proceeding, granted request by H & B Communications Corp., for it and applicant to conduct test operation; further ordered tests conducted at times agreed upon by parties and to be completed by Aug. 21; set certain procedural dates and continued hearing to Sept. 15 (Docs. 12831, 17882-4, 18165-6). Action May 7.

**Other actions**

- Review board in Tijuana, Mexico, TV proceeding, Doc. 19806, denied petition to enjoin, filed March 3 by Radio Television S. A. and Bay City Television Inc. Action May 14.
- Review board in Tijuana, Mexico, TV proceeding, Doc. 18806, denied appeal from adverse ruling of hearing examiner, filed April 2 by Radio-Television S. A. and Bay City Television Inc.; granted motion for acceptance and consideration of appeal, filed April 2 by Radio Television S. A. and Bay City Television Inc. and dismissed appeal, filed April 2 by Western Telecasters Inc. Action May 11.
## Professional Cards

### JANSKY & BAILEY
Consulting Engineers  
1812 K St., N.W.  
Wash., D.C. 20006  
Phone: 296-6400  
Member APOGB

### JAMES C. McNARy
Consulting Engineer  
Suite 402, Park Building  
6400 Goldsboro Road  
Bethesda, Md. 20034  
(301) 229-6600  
Member APOGB

### COHEN & DIPPEL, CONSULTING ENGINEERS
Formerly GEO. C. DAVIS  
527 Munsey Bldg.  
783-0111  
Washington, D.C. 20004  
Member APOGB

### COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.  
Edward F. Lorents, Chief Eng.  
PRUDENTIAL BLDG.  
343-1319  
WASHINGTON, D.C. 20005  
Member APOGB

### A. D. Ring & Associates
CONSULTING RADIO ENGINEERS  
1771 N St., N.W.  
296-2315  
WASHINGTON, D.C. 20006  
Member APOGB

### GAUTNEY & JONES
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### Lohnes & Culver
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### KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000  
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### A. EARL CULLUM, JR.
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
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### SILLIMAN, MOFFET & KOWALSKI
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### CARL E. SMITH
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### VIR N. JAMES
CONSULTING RADIO ENGINEERS  
Application and Field Engineering  
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DENVER, COLORADO  
Member APOGB

### A. E. Towne Assocs., Inc.
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Phone: 347-9061  
Member APOGB

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

### JOHN H. MULLANEY and ASSOCIATES
Suite 71,  
1150 Connecticut Ave., N.W.  
Washington, D.C. 20036  
Phone 202-223-1180  
Member APOGB

### ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS  
29 South Mall  
Plattsburg, N.Y. 11803  
(516) 694-1903  
Member APOGB

### ORRIN W. TOWNER
Consulting Engineer  
11008 Beach Road  
Anchorage, Kentucky 40223  
(502) 245-4223  
Member APOGB

### TERRILL W. KIRKSEY
Consulting Engineer  
520 Avenue F  
Austin, Texas 78751  
(512) 454-7014  
Member APOGB

### SPOT YOUR FIRM’S NAME HERE
To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and telemeter facilities.  
*ARB Continuing Readership Study

### COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS  
AM-FM-TV  
101 S. Market St.  
Lee’s Summit, Mo.  
Phone Kansas City, LaSalle 4-3777

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

### RTV International, Inc.
RADIO PROGRAM CONSULTATION  
Sheridan Singer  
President  
405 Park Avenue  
New York, N.Y. 10022  
(212) 621-0680

### MERL SAXON
CONSULTING RADIO ENGINEER  
622 Haslins Street  
Lufkin, Texas 75901  
634-9958  
632-2821

### OSCAR LEON CUELLAR
CONSULTING RADIO ENGINEER  
Directional Antennas Design  
Applications and Field Engineering  
1563 South Hudson — 80222  
303-756-8456 Data 303-756-7562  
DENVER, COLORADO  
Member APOGB

### TERRILL W. KIRKSEY
Consulting Engineer  
520 Avenue F  
Austin, Texas 78751  
(512) 454-7014  
Member APOGB

### SERVICE DIRECTORY

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Broadcasting, May 25, 1970  
69
Summary of broadcasting
Compiled by FCC, May 1, 1970

On Air
Licensed STA* CP's
Commercial AM 4,267 2 13 4,282 81 4,3631
Commercial FM 2,068 0 50 2,118 122 2,240
Commercial TV-VHF 492 0 50 509 15 59
Commercial FM-VHF 131 0 50 180 11 298
Total commercial TV 623 2 65 609 129 822
Educational FM 290 0 6 243 45 485
Educational TV-VHF 76 0 6 82 4 86
Educational TV-UHF 96 0 12 108 12 120
Total educational TV 172 0 16 190 16 206

* Special Temporary Authorization
1 Includes 25 educational AM’s on nonreserved channels.
2 Includes two licensed UHF’s that are not on the air.

Call letter application
• New Jersey Public Broadcasting Authority, Trenton, N.J. Requests *WNJY(TV).

Existing TV stations
Final actions
• KTVM(TV) Butte, Mont.—Broadcast Bureau granted mod. of CP to change air ERP to 12.6 kw; change UHF trans., change type ant. and make changes in ant. structure; height 1,938 ft. Action May 8.
• KFBB-Tv Great Falls, Mont.—Broadcast Bureau granted CP to change air ERP to 20 kw; change location and studio location to U.S. Highway 87 one mile north of Missouri River. Change in height; change type trans.; make changes in ant. height; ant. height 590 ft.; make changes in ant. structure. Action May 7.
• FCC requested ABC, New York, to confirm that it will follow practice of listing all commercial matter, audio references to programs adequate cars portrayed in Hot Wheels program, ant. as miniature automobile models, are being sold under brand names by Mattel Inc., Hawthorne, Calif., toy manufacturer. Action May 6.

Actions on motions
• HOME(TV) Minneapolis, Minn.—Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WXRP(TV)]). TV proceeding, scheduled for further hearing conference for May 20; matters include, but not limited to judgment of Superior Court, Suffolk county, Mass., in matter of Integrated Communication Systems Inc. vs. WRDE-TV Inc. on May 5; petition for leave to amend filed Jan. 5, 1969, appr. with proposed amendments tendered therewith, specification of procedural dates and such other matters as the Commission may determine (Docs. 15389-9). Action May 13.
• Hearing Examiner Forest L. McClenning in Washington, United Television Inc. [WUTV(TV)]. To try to determine the degree to which specification degree can United's overall programing service be factor in mitigation and it cannot include period after Aug. 31, 1966, date of filing of Washington Community's application (Doc. 1259, 1966-3). Action May 11.
• Hearing Examiner James F. Tinney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc. for reconsideration of memorandum opinion and order released April 30 (Docs. 18711-7-9). Action May 6.

Network affiliations
ABC
• Formula: In arriving at clearance payments ABC multiples network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by the program. Each hour broad casted is paid for by network is equal to the fraction of aggregate length of all commercial announcements on programs occupied by network commercials. ABC deducts 20% for network-issued weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.


CBS
• Formulas: Same as ABC.


• NBC
• Formulas: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one hour of equivalent time. The fraction of total time available for network commercials that is used or held in such announcements is applied against the equivalent hour value of the programs paid for. This coverage is calculated to the nearest one-tenth of a hour. In certain hours of nights is waived, the number of such fractions is subtracted from total network rate. NBC pays station a minimum of 56%, plus excess, usually, 5.95% for ASCAP and BMI payments.


• WTMJ-TV Milwaukee (The Journal Co.). Contract able for two-year periods thereafter. First call right. Programs delivered to station. Network rate: $1,275 (2,350 as of July 1, 1969); all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations
Application

Actions on motions
• Chief, Office of Opinions and Review in Milwaukee, Ind. (Northern Indiana Broadcasters Inc.). AM proceeding, granted motions to grant station license to Northern Indiana Broadcasters Inc. and extended to May 22 time to reply to oppositions to petition for reconsideration filed March 30, 14860). Action May 11.
• Hearing Examiner Frederick W. Denniston in Cookeville, N. M. AM proceeding, granted motion to grant license to Northern Indiana Broadcasters Inc. and extended to May 15 for further hearings and produce and distribute documents referred to in reply released May 15 (Doc. 18714) Action May 8.
• Hearing Examiner Millard F. French in Fort Collins, Mass. (Rocky Mountain Broadcasting Corp. and Natlink Broadcast Associates Inc.) AM proceeding, granted motion to grant license to Rocky Mountain Broadcasting Corp. and extended to May 21 time for responding to motion for reconsideration filed by Rocky Mountain Broadcasting Corp. (Docs. 18640-1). Action May 7.
• Hearing Examiner Jay A. Kyle in Statesboro, Ga. and Jesup, both Georgia (Community
Radio System and Morris's Inc.), AM proceeding, received Morris's Inc. exhibit in evidence, and extended hearing to open again (Docs. 1722, 18959). Action May 10.


- Acting Chief Hearing Examiner for Ohio, AM proceeding, granted petition by Broadcast Bureau and hearing shall be held in Columbus, Ohio May 19. (Doc. 17810). Action May 6.


- TV Cable of Wayneboro Inc., Wayne- boro, Pa. Granted WEEO.

Existing AM stations

Final actions


- KUDU Denver, Colo.-Broadcast Bureau granted mod. of CP to change expiration date to Nov. 1. Action May 12.

- WTRR Cincinnati, Ohio-Broadcast Bureau granted license covering new AM. Action May 12.

- KBBT Humboldt, Iowa-Broadcast Bureau permitted remote control. Action May 5.

- KOAK Red Oak, Iowa-Broadcast Bureau granted CP to change from DA-D to non- DA: conditions. Action May 11.


- WPAP Enon, Ohio-Broadcast Bureau granted mod. of license covering new AM to change from "w" to "x". Action May 12.


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Help Wanted Management

**CLASSIFIED ADVERTISING**

**Payable in advance. Check or money order only.**

**Situation Wanted 25¢ per word—$2.00 minimum.**

**Applies to:** Sales, accounts, and service positions.

**Deadline for copy:** Must be received by Monday for publication next Monday. Please submit copy by letter or telephone. Phone calls accepted without confirming wire or letter prior to deadline.

Assistant for very profitable 10 kw Midwest daytime. Specializing in Religious format. $41,000 per year potential. Send 2”x6”. Box E-255, BROADCASTING.

We have a tough market. Need sales manager who is willing and able to sell on CWM. Station management opening to right man. Must be strong on sales and community service, sober and home immediately. Contact Louis R. Khap, P.O. Box J, Aztec, N.M. 307-334-5911.

Manager to operate station in Northwest New Jersey. Call Mr. Van, 201-827-6500 for details.

Sales manager. $25,000 plus incentive. Top 10 market. 41/2 years sales experience developing good account department. Must stand rigid character and work reference check. Send resume, references, current P.O. Box 417, BROADCASTING.

Black B and B station in midwest top 50 market has opening for solid sales manager who knows and can sell radio. Will talk with salesman with B and B experience who wants into management. Excellent salary and opportunity for go-getter to get good solid situation condition immediately. Box E-273, BROADCASTING.

Broadcast oriented salesman for WOIO talk-radio. Immediate plus commission. Fringe Expenses, great accounts, great potential. Requirements and qualifications in first letter. 4601 Hills Road, Canton, Ohio 44708.

Is there an ambitious, dedicated first top 40 look who'd like to join one of the Midwest's top rated medium market stations? We offer top pay and fringe benefits. We're also in the market for a top-rated newsmen to join our expanding news team. Send photo, tape and resume to Box E-214, BROADCASTING.

Ohio up-temp莫 MOR needs experienced personality for major market operation that swings. Must be a broad background, good offer. Send picture, tape and resume. Box E-249, BROADCASTING.

Northeast 5kw daytime, 60 miles from New York City, interviewing for opening about September 1st. Seeking personality for MOR format, personality necessary. 1st ticket, production ability, football, baseball, children's shows, willingness to travel, major medical. Talent for remotes, play-by-play, salaried. Opportunity to grow with a growing station, part of a new media group. Send air-check, resume, salary requirements to Box E-267, BROADCASTING.


Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 3+ years experience. WBKB, West Bend, Wisconsin.

Top callfill, experienced and mature minded afternoon host. MOR music, pleased news. Must know this type music. WGST Radio, P.O. Box 7808, Atlanta, Georgia 30309. An equal opportunity employer.

Immediate opening—modern country station. First phone, no maintenance. Send tape and resume to: Charlie Bell, WBRZ, P.O. Box 159, Glen Burnie, Md. 21061.

Announcer with first class wanted immediately, must know today's music. Good salary, profit sharing, insurance. Phone Norman Glenn, WJID, Salisbury, Md.

Immediate opening for top flight announcer in a high country and western 5,000footer in southwestern East. A member of progressive chain. No con tone or down home. Must be single and sharp. Ready to move up. Call (703) 732-2478 or send picture and resume to WPXJ, Box 87, Petersburg, 23803.

Help Wanted 30¢ per word—$2.00 minimum. Display ads $4.00 per inch. 5" or over billed at run-of-book rate. Stations for Anchorage, Seattle, Anchorage, etc. Prime location for all types of classified ads. Agency commission only on display space. Agency commission on all display space.

**Classified Advertising**

**RADIO**

**Help Wanted Management**

Experienced for very profitable 10 kw Midwest daytime. Specializing in Religious format. $41,000 per year potential. Send 2”x6”.

We have a tough market. Need sales manager who is willing and able to sell on CWM. Station management opening to right man. Must be strong on sales and community service, sober and home immediately. Contact Louis R. Khap, P.O. Box J, Aztec, N.M. 307-334-5911.

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**Announcers continued**

Experienced pro-MOR. Early listening personality. Good commercial delivery. Also news, sports experience. Seek major market or slot. Box E-243, Broadcasting.

Announcer, newscaster, experienced, third endorsed, tight board, TV experience, dependable, creative, forward, versatile, MOL. Box E-244, Broadcasting.

C&W announcer-DJ waits in Virginia or the Carolinas. First phone. No maintenance. Ten years experience, will fill your needs in every department except sales and engineering. Adult attention-getter—dependent job is secure. I'm hungry. I want to be sure I get a job I'll love for the right person. Married, no children. Box E-245, Broadcasting.

First class, two years experience, real hustler, play-by-play, basketball, football. Like sports, program announcing. Sales prefers Eastern Wisconsin. West or Northwestern Wisconsin. Box t-250, Broadcasting.

First phone, experience, CW, BA degree in broadcasting, deep voice with sense of humor and people. Works challenging. Young draft free, knows meaning of work and radio. Box E-253, Broadcasting.

Top 40 personality ready for advancement. Small market experience. Box E-256, Broadcasting.

Experienced newscaster, professional broadcast, creative, versatile. Box E-257, Broadcasting.

Country disc jockey, first phone. Two years experience. Box E-256, Broadcasting.


Announcer, strong on voice, personality and production. Versatile, MOR to progressive top drifter. No screamer. Married, 8 years experience. Drift exempt. Ready for top market, but will settle for medium market, Oregon, Washington, Pacific West. You can't go wrong. Box E-268, Broadcasting.

Black lady personality—tight board, creative, Authoritative newscaster. 3rd and professionally trained. Box E-270, Broadcasting.


Personality—top 40 or progressive rock only. Third, experienced, marquis, East Coast only. Box E-292, Broadcasting.

Announcers continued

Good jack can handle roiker or MOR. Interested in job in So. Florida, So. Texas, Coastal Calif., or Hawaii. Bill Robson, 6805 So. Norfolk St., Denver, Colo. 80212.

Wanted: station with weights and population. 1st phone, experienced, and good on production Must pay well. Non-negotiable. Reply to P.O. Box 3022, Munster, Ind. 46321.


1st phone top 40 jock, experienced, tight board, VHF, 21, good on voice. August. Available in Sept. Dave (312) 446-4497.

Immediately: Announcer salesmen strong news, 1½ years experience MOR or CW. Illinois, Indiana and surrounding states... Gordon Harrison, 717-465-4854.

Nationally respected music director, outstanding announcing experience. Creative humor. Available for P.O. or announcing position with any progressive rock or free thinking top 40 station that offers enough for to exist. Russ Bradley, P.O. Box 4597, Lincoln, Nebraska 68504, (402) 432-3932.

1st phone, Broadcasting Graduate, school service complete, 23 years, single. Some experience, but still new to the field. Vance Weedecking, 250 S. Orange Ave., Altamonte Springs, Fl. 32701.


**Technical**

Chief engineer/announcer wanting to relocate...six years experience...prefer country or MOR format, and wooded areas. Box E-276, Broadcasting.

Chief engineer air personality desires small to medium market as operations manager in Mid-Atlantic, Box 278, Broadcasting.


Management and sales oriented chief engineer with extensive announcing experience seeks mature outlet. New England preferred, others considered Box E-291, Broadcasting.

1st phone, experienced in electronics, can also announce. Will work radio stations of good caliber. Must pay well. Reply P.O. Box 3022, Munster, Indiana 46321.

News

News-writer and reporter, available in June. Four years experience, including top ten major market. Presently news director of Ohio Medium market station, regional, serving top 10 metro...26 years old, married, one child, stable. Established community minded stations, offering security and fine salary package. Box E-291, Broadcasting.

Twelve years radio. Last three solid news. Available—call 717-255-2743 or Box E-259, Broadcasting.

2½ years, news writing, reporting, announcing, want full or part summer position within 50 miles of Springfield. DM and broadcast endorsed. Box E-272, Broadcasting.

Liberal Arts MA, former college instructor, Economics and History, able to dig, write, edit, and report news, married. Sports a specialty—play-by-play hockey. Box E-279, Broadcasting.

Newsmen, sportscaster, commuity-oriented program. Texas and Midwest experience desired. Sportswriter, desires news or programming post West of Midwest. Mail career to: Jerry L. Franz, 13121 P.O. Box 13121, Palo Alto, Calif. 94303.

Chief engineer, Dallas Morning News. Box E-273, Broadcasting.

Liberal Arts MA, former college instructor, Economics and History, able to dig, write, edit, and report news, married. Sports a specialty—play-by-play hockey. Box E-279, Broadcasting.

Television


New York northeast broadcast equipment sales: Serious person who wants career. A top salesman. Excellent territory. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Video Products, 100 Grove Street Plaza East, Great Neck, N.Y. phone 315-487-1311. Address confidential.

1st phone engineers for 3 station network located in beautiful Western Colorado. Also need studio production supervisor. Contact Mike Sheter, Chief Engineer, P.O. Box 789, Grand Junction, Colo. 81501. Send resume or phone 242-5000 A.C. 303.

**Prog. Prod., Others—(cont’d)**

First phone, experienced CW, BA degree in broadcasting, deep voice with sense of humor and people wants challenge. Young, draft free, knows meaning of work-ethic and radio. Box E-250, Broadcasting.


Rating problems? Experienced professional broadcast engineer to top 10 market looking for program director/operations manager position in a large market. If you want to manage a large and expanding broadcast division. Man selected will direct total marketing and sales operation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to 40th Black, Box E-281, Broadcasting.

Manager wanted with experience in sales and all phases of operation of an independent television station, CBS affiliate, in Kansas, including Dodge City, Garden City, and Liberal. The market now vacated. Station is profitable and an excellent opportunity for the right man. Contact:—Vince Warner 1422 E. 4th, Enid, Oklahoma 73701.


Television on the air: If you have both personality and character; if you turn people on and tune people in, this slot will interest you. You'll handle a key audience participation, controversial talk show which will position you as a top TV figure in the market. Must be responsible and mature. You'll also be in line for a wide range of commercial jobs. Five-figure opportunity; how high depends on how good you are. Major market: Send resume, salary requirements, photos, references, tape if you have it. Write Dave Adams, Chief Announcer, WTMJ TV, Milwaukee, Wisconsin 53201.

**Technical**


New York northeast broadcast equipment sales: Serious person who wants career. A top salesman. Excellent territory. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Video Products, 100 Grove Street Plaza East, Great Neck, N.Y. phone 315-487-1311. Address confidential.

1st phone engineers for 3 station network located in beautiful Western Colorado. Also need studio production supervisor. Contact Mike Sheter, Chief Engineer, P.O. Box 789, Grand Junction, Colo. 81501. Send resume or phone 242-5000 A.C. 303.
Television Help Wanted

Technical

Overseas opportunity—Require for late 1970 employment television engineers as advisors to a foreign government. Work is good for Middle Eastern Government. Prime responsibility is supervising activity of contractor and field operation. Successful applicants will be employed in each of the following categories: studio, transmitter and antenna, maintenance and parts and supply procurement. Highest salary for qualified engineers plus liberal vacation policy and other benefits. One year minimum contract with renewal option. Send complete resume. Construction-Operations Division, US Army Engineer District, APO New York 09015.

Chief TV engineer, FCC License, Salary $1,019 month. Send resume, Personnel, Torrance Unified School District, 2335 Plaza del Amo, Torrance, California 90409.

NEWS

Eastern Pa. TV-Radio station seeks experienced newsmen. Good opportunity, all benefits Send resume tape and photograph to: General manager. WOUA-TV/WCBE Radio, Scranton, Pa. 18509.

Programing, Production, Others

Classified Advertising Department, Broadcasting Magazine, Washington D.C. Gentlemen: I have always known the "pulling power" of Broadcasting classifieds. For fantastic results! May 11th, with our call letters mentioned below for the simple reason, I did not place the ad. It was some prankster's Machiavellian idea. Glenn Griswold, KOMU-TV, Columbia, Mo.

Television

Situations Wanted Management

Young professional executive who can cut costs and improve quality. Experience key to efficient operation and saleable programing and creative production. Box E-125, BROADCASTING.

Program and operations manager with general management experience will take charge of all phases now at top-rated independent, top 25 market. Looking for sales-oriented U or V. Box E-191, BROADCASTING.

Creative program manager wants to expand self and station. Box E-263, BROADCASTING.

Sales

Nationally known TV personality—Host and performer on top network shows. On-camera salesperson for national television advertising agency in broadcasting. Must have opportunity to work into sales. Box E-261B, BROADCASTING.

Sales—management—a young (33) aggressive, individualistic, creative, college-educated family man with a professional broadcast sales history of ten years experience in Salt Lake City, Utah. Self-management desires a move to a greater financial land. If you need a top producer with the very highest client and industry references, then write me. All replies answered. Prefer move to the Rocky Mountain or Southwest market. Box E-271, BROADCASTING.

Announcers

16 years on camera. Personality, commercials, proven audience appeal, adults or children. Employment is key, looking for top market. Box E-198 BROADCASTING.

Television sportscaster play-by-play, 31, college graduate. Box E-229, BROADCASTING.

Does anyone still need a pro? Fifteen years experience in news, weather, talk show, strong commercial man. Married, three children. Resume and VTR audition tape. Box E-256, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kg Q 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

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Stereo generator for Gates FM-IC transmitter, WYVE, Mountain, Indiana. Box E-179, BROADCASTING.

Stereo frequency monitor and modulation monitor, limiter and 500 feet of 1/4 helix. Contact Obed Bergens, KFIL radio, Preston, Minnesota 55965. Phone 507-765-3856.

Cash for RCA-BTA-1M, Gates BC-IT or similar sight- wetting using B3A tubes. Koonce (805) 725-2865.

ORANGE-AUDIO

Cable coaxial—Helix, Straytor, Spireline, etc., and fittings. Unused ma-large stock—surplus prices. Write 50406, Jamestown 54006, Oak- land, Calif. 94623, phone 415-832-3577.

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and other supporting equipment. Write for few days yet. Phone 830-245-2112 for appointment.

Unused 200’ galvanized Truscon tower complete with insulators and associated hardware. Excellent con- dition. Coastal Tower & Welding, Inc., P. O. Box 994, Tahtalash, Fla. 33210.

For Sale Equipment

Cable coaxial—Helix, Straytor, Spireline, etc., and fittings. Unused ma-large stock—surplus prices. Write 50406, Jamestown 54006, Oak- land, Calif. 94623, phone 415-832-3577.

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Unused 200’ galvanized Truscon tower complete with insulators and associated hardware. Excellent con- dition. Coastal Tower & Welding, Inc., P. O. Box 994, Tahtalash, Fla. 33210.

OUTSIDE CHANCE

For Sale Equipment continued

Eastman 205 like new (150 hours) 16mm television projector with magnetic sound track, lamp changer. Reverse kit. $750.00. General electric TV-110 remote serviced sight. New $850.00, Used $1,250.00. Dyna-TX4A television modulator, Channel 3, like new $600.00. Ambigue TV, 700 W. Green Street, Pasadena, Calif. 91105, phone (213) 577-5400.


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Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly, $2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programs. No barren, or trade better! For quarter sheet, write or phone Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.


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Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0421.

Elkins in Georgia, 51 Tenth Street at Spring, Atlanta, Georgia 30305. Phone 404-392-8844.

Elkins in Illinois, 3413 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2766.


Elkins in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7627.


BROADCASTING, May 25, 1970
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Columbia School of Broadcasting, 33 offices and schools in U.S. and Canada Home school: 4444 Geary Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

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First phone in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our course and training was started by Bob Johnson Radio Institute, 10600 Duncan, Manhattan Beach, Calif. 90266. Telephone 213-387-4661.

American Institute of Radio offers the nation's finest course for your First Class license in three to four weeks, individual instruction. Classes start every Monday. Tuition: $80.00.


A.I.R. in Florida, 2622 Old Lebanon Road, Nashville, Tenn. 37214. 3-899-0499.

A.I.R. in Florida, Koger Building, Boulevard Center, 3900 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida 32209-9860.

Portland F.C.C. First Class License 5 weeks with Ron Bailee School of Broadcast, 249 W. Oak St., Portland, Oregon 97205. Phone 503/688-3696.

San Francisco F.C.C. First license 5 weeks with Ron Bailee School of Broadcast. Phone 415/943-1151.

Salt Lake City F.C.C. first license 5 weeks with Ron Bailee School of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first license 5 weeks with Ron Bailee School of Broadcast. Phone 206/692-3696.

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We need male, female, child, trick, accent voices for free-lance commercial work. We do not care about training or experience—just quality. Will not interfere with current work. Send sample tape (will not be returned) to:

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Jackson, Mississippi 39205

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INSTRUCTIONS

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Ariz. small daytime 100M terms | W. Va. medium fulltime 240M terms
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East major FM 500M 29% | West major TV 2.2MM nego

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media brokerage service®

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BROADCASTING, May 25, 1970
Broadcasting is for business people...too busy to plow through a stack of business papers each week.

BROADCASTING is the one journal that reports the complete business week of broadcasting...edited and departmentalized for readers who need to know...but fast.

(Continued from page 71)

(i) ered program operation on 88.9 mc. TPO 10 w. Action April 21.

Application

Initial decision

Actions on motions
- Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.). FM proceeding. ordered parties to exchange exhibits on June 12 and notified each of witnesses they intended to call on June 26 (Docs. 18437-F). Action May 11.

Other actions

Rulemaking decisions
- Florida—FCC amended FM table of assignments or cordon of frequencies. In Doc. 18701, effective June 22 as follows: Clewiston, 255A: Juniper, 244A; Riviera Beach, 275A: West Palm Beach, 221A, 283, 300. all Florida. Action May 13.

Call letter applications
- Southern California State College, Pueblo, Colo. Requests *RTSC-FM.
- Mission East Co., Miami. Requests WIGL-FM.
- Hendersonville Broadcasting Corp., Hendersonville, Tenn. Requests WHVT-FM.

Call letter actions
- Graham Broadcasting Co., Tucson, Ariz. Granted KAYM-FM.
- Polk County Broadcasting Co., Livingston, Tex. Granted KETX-FM.

Existing FM stations

Final actions
- WHMA-FM Anniston, Ala.—Broadcast Bureau permitted remote control. Action May 12.
- KEZG-FM Anaheim, Calif.—Broadcast Bureau granted new CP to extend completion date to Nov. 11. Action May 12.
- KBIG-FM Los Angeles—Broadcast Bureau granted CP to install new transmitter and to extend ERP to 105 kw; make changes in antenna. Action May 12.
- WPBF(FM) West Palm Beach, Fla.—Broadcast Bureau granted license covering new FM trans. and antenna; ERP 54 kw; ant. height 155 ft. Action May 11.
- KPOA(FM) Honolulu—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action May 13.
- KRUN(FM) Lincoln, Neb.—Broadcast Bureau granted license covering non-commercial educational FM. Action May 13.
- WCHR(FM) Trenton, N. J.—Broadcast Bureau granted CP to make change in trans. equipment; install new ant. condition. Action May 12.

Actions on motions

Rulemaking action

Call letter applications
- KFM(FM) Fort Collins Broadcasting Co., Ft. Collins, Colo. Requests KIX-FM.
- KNBD(FM), Marinen Broadcasting Co., Yakima, Wash. Requests KGM(FM).

Modification of CP's, all stations
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KFM(A)FM Jerome, Idaho. to Nov. 1; WEAV(FM) Eau Claire, Wis. to Nov. 1;
CATV

Final actions


- Springfield, Va.—FCC offered Young Communities TV, Inc., to show cause why it should not be required to cease and desist from operation of a certain program exclusionary requirements. Order requires notice of hearing and a brief summary of the Commission's inquiry and notice of proposed ruling. Fairness doctrine requires that all broadcast licensees be afforded reasonable opportunity for participation in consideration of view point and all aspects of the matter involved in the proceedings, and in the final determination of the matter. Action May 13.

Other actions, all services

- FCC adopted new rules under which broadcast licensees will be required to notify the Commission if their broadcast signals are received in a foreign country. These new rules will be implemented on a trial basis (Doc. 18601). Action May 13.

- FCC proposed revision or clarification of obligation of broadcast licensees to respond to request for a statement of their present and future programming. Notice of inquiry will be mailed to all licensees asking for statement of compliance with rules (Doc. 14119). Action May 13.

- FCC finalizes interim procedure for hearing proceedings involving community survey issues. In an attempt to encourage interest of applicants faced with community survey issue express state for record they are willing to proceed with hearing subject to possible final determination when prelude, proceedings may go forward without regard to previously announced interim procedure. Action May 15.

Transactor actions

- Broadcast Bureau granted renewal of licenses to UHF translators./licensees for Boulder, Colo. (70%); Collins Broadcasting Co. for Collins, Neb. (53%); and Multicom Inc. (none before). None of the licensees is within group of 15% or has financial interest in a competing station. Action May 15.

- Kansas City, Mo.—FCC notify initial decision released March 24 which discharged order to show cause filed by Burlington Cable Television Corp., CATV terminated system and proceeding on effective May 13 (Doc. 18693). Ann. May 19.

- Moravia and Locke, N.Y.—FCC notified that initial decision released March 24 ordering Moravia Cable TV Service CATV systems to cease further violation of rules and specifically from failing to carry signals of Multicom Inc. (90%); and N.Y. he caused effective May 13 (Doc. 18693). Ann. May 19.

Ownership changes

Applications

- KittMN (AM) Trumann, Ark.—Seeks transfer of control of Trumman Broadcasting Inc. from James E. Sinnette and L. V. Ritter Jr. (both 100% before, none after) to Nathan L. Poff (none before, 100% after). Consideration: Mr. Poff is program director for WSFW (AM) and 20% owner of station Brundage. Action May 1.


- WTVB (AM) Newsome, Al.—Seeks assignment of license to Newsome Broadcasting Co. for station WTVB (AM). Action May 1.

- Riverton, Wyo.—Seeks assignment of license to Riverton Broadcasting Co. for station Riverton (AM). Action May 1.

- KUAR (FM) Little Rock, Ark.—Seeks assignment of license to Arkansas Broadcasting Co. for station KUAR (FM). Action May 1.

- WMRK (AM) Canton, Ohio.—Seeks assignment of license to Mr. K. D. Smith for station WMRK (AM). Action May 1.

- WFGO (FM) Opelousas, La.—Seeks assignment of license to Mr. J. W. Smith for station WFGO (FM). Action May 1.


- WANO (AM) Meridian, Miss.—Seeks assignment of license to Mr. J. W. Smith for station WANO (AM). Action May 1.

- WHMS (AM) Petersburg, Va.—Seeks assignment of license to Mr. J. W. Smith for station WHMS (AM). Action May 1.


- WLS (AM) Chicago.—Seeks assignment of license to Mr. J. W. Smith for station WLS (AM). Action May 1.


- WZLX (AM) Huntington, W.Va.—Seeks assignment of license to Mr. J. W. Smith for station WZLX (AM). Action May 1.


- WSB (FM) Atlanta.—Seeks assignment of license to Mr. J. W. Smith for station WSB (FM). Action May 1.


- WJZ (AM) Wilmington, Del.—Seeks assignment of license to Mr. J. W. Smith for station WJZ (AM). Action May 1.


- WTVX (AM) Jackson, Miss.—Seeks assignment of license to Mr. J. W. Smith for station WTVX (AM). Action May 1.

- WZLA (AM) West Palm Beach, Fla.—Seeks assignment of license to Mr. J. W. Smith for station WZLA (AM). Action May 1.

- WZLA (AM) West Palm Beach, Fla.—Seeks assignment of license to Mr. J. W. Smith for station WZLA (AM). Action May 1.
Dick O'Leary likes to work in an atmosphere of no secrets, and he wants the people who work for him to think of themselves as "broadcasters with a capital B." It's all part of what Mr. O'Leary calls "going first class." And while he has a healthy regard for profits, he believes that if you forget about the bottom line, "it's amazing how the bottom line will take care of itself."

Dick O'Leary was a television-station manager until a few hectic weeks ago when he was appointed president of ABC Owned Television Stations. He will now manage five stations, and he expects to apply the same principles "that have proved valuable to me" and to reap similar rewards. Presidencies, says Dick O'Leary, are not important: "I just want a job I relish coming to in the morning."

When Mr. O'Leary assumed command of WLS-TV Chicago in 1966, it was called WKBW-TV and it was floundering, he recalls. "We got it at the bottom. We got it at a time when it wasn't what it was destined to be yet. So we took the approach that we wanted to be the number-one television station in the Chicago market, and I decided that the best way to do it would be to try to find absolutely superior people to fill the key roles at the station. I would try to be the synergistic element that would make the sum total of those superior people's abilities and efforts greater than the number of them."

Mr. O'Leary believes in "superior people," in an "absolute commitment to excellence," whether he is running a station or running a group. "My feeling is that superior people will attract superior people will attract superior people," he says, and ultimately even "your pages will be the best pages in the business."

A station, he maintains, has a duty to emphasize programming that is "meaningful, topical, responsible, caring, entertaining." With first-class programming, the ratings, like the bottom line, will take care of themselves. "In this alienated age—especially as network television has been forced toward the impersonal—it sounds corny—but people need people," Mr. O'Leary observes, pleading, "we are not going to make a token response to the community's needs."

Mr. O'Leary is an intense man, by his own admission. And this attribute carries over into his family life. He has never missed a Pony League baseball game because of his job, he maintains, although he has been known to do some weekend dictation at home. And Mr. O'Leary is equally intense in his television viewing habits: "There are televisions in every room of the house, including the bathroom. Sometimes I give

Now he's trying to play five winning cards them full attention," he says.

Home is still in Chicago, as are his wife, Jeannette, and the four O'Leary children. When the school term is over, the family will be moving to Westchester country in New York or to Connecticut. House-hunting is still under way, and Mr. O'Leary is getting plenty of advice. His colleagues who live in Westchester complain about taxes, while his friends from Connecticut bemoan commuting.

Mr. O'Leary grew up in Southern California and attended Beverly Hills high school. "We didn't think anything of the fact that the school was full of celebrities and the offspring of celebrities," he remembers. Among his classmates were a few future broadcasters, including Robert Wood, now president of CBS-TV, and Richard Beseemeyer, ABC vice president in charge of affiliate relations. They were in the same high-school class, the same Hi-Y club; all went to the University of Southern California together, and all were Sigma Alpha Epsilon fraternity brothers, and "all stood up for one another at one another's weddings."

His first job after school was selling fertilizer sacks for the St. Regis Paper Co. The TV business looked much more glamorous. His first station job was in merchandising at KTTV(TV) Los Angeles. It was a good "television school," he recollects. Mr. O'Leary says in looking back that "California in those days was a very exciting place to be because there were seven television stations in the market, and, as a result, the competition was fierce. And I think one learns more in a competitive situation about himself and his business."

Mr. O'Leary quit TV to go into business for himself. He set up an insurance agency in Newport Beach, Calif. But broadcasting, he says, was "at the eye of the hurricane" and offered an "exciting frontier-days environment." It was too much to resist. So despite moderate success on his own, he joined KABC-TV Los Angeles as assistant sales manager. Later, when sales manager Elton Rule became general manager, Mr. O'Leary took over that post.

In 1966 he moved to Chicago to perform major surgery on WLS-TV, which responded to his touch. He prefers to compare the station manager's job to being the captain of a ship. No matter how far his own success removes him from that exciting job, he reflects, one always, and fondly, "remembers the days of immediate command."

In addition to his responsibilities to a station, a general manager has a duty to the community, as Mr. O'Leary discovered, and often finds himself "up to his clavicle" in good works. Civic projects, like the Off the Street club for city youth and the Mayor's Committee for Metropolitan Open Housing, got his support. A station manager is "in a position to be very effective" in behalf of a worthy cause, he notes. "You could spend all your time doing that."

As for his own career, Mr. O'Leary observes: "A very wise man once said to me that one should try to live his life with—it's a French word, abandon—not abandon—but just throw yourself into it. If you will live your life with abandon, you have a chance for great satisfaction."
Editorials

Planned obsolescence

The FCC is calling its new scheme of cable-television regulation the “Public Dividend Plan.” A less euphemistic title would be the “Plan for the Accelerated Destruction of Broadcasting.” If the plan were put into effect, neither VHF nor UHF on-the-air service could survive in anything like its present volume.

The central defect of the plan is that it would permit the cable systems to use broadcast programming, at no recompense to broadcasters, as the means of building the facilities and rival services that would eventually kill the broadcasters off. Here would be the spectacle of a government creating unfair competition of fatal magnitude. What a testimonial to an FCC whose chairman was appointed by a President who ran on a platform of responsibility in business affairs.

In the memorandum that provided the rough outlines of this escapade, the commission airily dismissed its effect on the television networks, which were characterized as profitable enough to survive anything. VHF stations, if admitted, would lose audience as cables spread, but at that the matter was dropped. There was, of course, the rescue mission invented for UHF which, with help like that, will be gone in no time.

In the cable markets UHF’s would be given the “privilege” of selling advertising in the commercial positions preempted from the distant independent stations. The commission admits that each U exercising this privilege would have to invest at least $110,000 to perform the mechanical act of inserting the commercials it sold, and it says nothing about the absence, at least at the outset, of a cable audience big enough to command more than nickels and dimes in advertising revenue. Yet the agency claims to have found the secret of UHF salvation. On this it is acting with utter naivete or utter cynicism.

This publication has long argued that broadcasters were seeking too much protection against cable competition. It has been our view that broadcasters were entitled to the ownership of their programing, to sell, deny or give to CATV’s as they choose. The direction that the FCC has been taking until now has tended toward more protective regulation than we have thought justified.

But the sudden turnabout now heads the FCC toward a form of regulation that denies the broadcaster any protection at all. It makes the government an accessory to the theft of his programing and to the ultimate dissipation of his business. Surely all broadcasters will unite to oppose this rulemaking if it comes out.

The answer is no

The Democratic National Committee has asked the FCC to compel broadcasters to sell it time for fund-raising appeals, and the committee is quite right to say that its request involves “a critical question of public policy, as well as constitutional law.” Hopefully the FCC will answer the question with a clearer understanding of policy and the Constitution than was reflected in the Democrats’ filing.

One of the basic arguments made by the committee was that the First Amendment’s guarantee of freedom of speech entitles the public to use broadcast facilities which occupy—to invoke that most shopworn of cliches—the “public airwaves.” According to this theory, a broadcaster is to perform the essentially passive function of distributing speech that practically everyone else originates.

It is a theory that ignores another guarantee explicitly contained in the First Amendment—freedom of the press. Constitutional history provides no indication that the writers of the First Amendment intended freedom of the press to be subordinated to freedom of speech. Benjamin Franklin remarked that his paper was not a carriage in which every-one could ride.

Sad to say, broadcasters have been put in a sort of twilight zone by last year’s Supreme Court decision in the Red Lion case, which was quoted with approval in last week’s Democratic National Committee filing. That decision is now being stretched to justify outright discrimination against broadcasting. It emboldened the Congress to pass and the President to sign a law outlawing cigarette advertising on television and radio while permitting it in all other media. (That law may be challenged in the courts by Mutual and perhaps others.) It was specifically mentioned by Vice President Agnew in his first speech criticizing broadcasting last November. It could lead to the degeneration of broadcasting from the vital journalistic force it is now to the purely mechanical state of a common carrier.

But the FCC is under no court mandate to enfeeble the media it regulates. If it really believes, as it has repeatedly said, that broadcasters must bear a heavy responsibility to inform and enlighten, it will reaffirm their authority to reject the advertising that the Democratic National Committee wants to buy.

Meaningful measurement

James Duffy, ABC-TV’s new president, told affiliates at their annual meeting in Los Angeles two weeks ago that the network was committed to support new and basic research that would definitively measure television’s values as an advertising medium. Mr. Duffy said he hoped other elements of the business would join in the project, and we do too.

It has seemed to us for some time that reliable research was needed, not merely to counteract the increasingly aggressive promotion of rival media but also to prove what we know to be television’s great strengths. It should also be the kind of research to give guidance in the shaping of commercial policies in the placement and length of advertising messages.

If that is what Mr. Duffy has in mind, other networks and broadcasting groups owe him an audience.
THE BIG FOOD AND DRUG STORY OF '69

It was Paul Friedman who "broke" the story—on WRC-TV's News 4 Washington. Paul scented important news in scattered reports of possible dangers from America's most widely used artificial sweeteners. Extensive research took him to government and private agencies, and back. His findings triggered a chain of events which led to federal restrictions on the product in question. Paul Friedman's cyclamate story would not have been possible in a conventional broadcast news operation. But, as a member of WRC-TV's unique News 4 Probe investigative unit, he was free to spend full time on the story, pursuing it to conclusion. WRC-TV takes pride in Paul Friedman and his News 4 Washington colleagues. News 4 Probe-News 4 Washington-meaningful services for the Washington Community.

WRC TV4 Washington's Community Minded Station
If you lived in San Francisco...

...you'd be sold on KRON-TV