Viewers watching a first-run movie on WVUE in New Orleans on channel 12, will switch their dials four times at 8 pm, on June 8 and continue to watch the movie. That’s when WVUE, channel 12 becomes WVUE, Channel 8.

WVUE’s new antenna, increased ver output, and greater reach will add to improved WVUE service. According to projections, based on WVUE’s Channel 12 audience delivery pattern, it is estimated, WVUE on Channel 8, will increase by 20% the number of homes reached in the average quarter hour in the station’s survey area.
ABC FILMS announces the release of the most successful dramatic series in television history. Now available for the first time for local programming...

THE FUGITIVE

Starring David Janssen

THE FUGITIVE ran away with the ratings in city after city... achieving first place in its time period over four years in prime time with an average network rating of 22.3 and a 42.3% share. (Source: N.T.I.)

THE FUGITIVE ran away with awards including an Emmy for “Best Dramatic Series” and a Golden Globe Award to David Janssen as “the world’s most popular television star.”

THE FUGITIVE run on your station is certain to capture audiences and attract advertisers.

120 HOURS A QUINN MARTIN PRODUCTION

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

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Represented in Chicago by: RUSSELL G. DOWNIE 1 East Schiller Street Chicago, Illinois (312) 787-6525
The Chotiner touch
Is Murray Chotiner, long-time Nixon associate, masterminding Republican strategy again? Recently appointed as White House liaison with Republican National Committee, California attorney is said to have figured in offer of FCC appointment to Indiana politician whom GOP leaders want to remove from key primary race. Successorship to Democrat FCC Commissioner Kenneth A. Cox, whose term ends June 30, reportedly was extended to John Snyder, 48, Indiana state treasurer, who is avowed candidate for Republican nomination for seat now occupied by U.S. Senator Vance Hartke, Democrat. GOP high command is said to favor Congressman Richard L. Roudebush as Republican opponent to Mr. Hartke.

Mr. Snyder denied to Broadcasting that he had been offered FCC post and said he wanted no federal appointment. He asserted unwavering interest in running for Senate. Reports from Indiana put Mr. Snyder somewhat to right of Vice President Agnew in attitudes toward broadcasting. In his case normal White House procedures on federal appointments are said to have given way to political expediency. It's still possible that Republican Commissioner Robert Wells will take Cox seven-year vacancy, with interim appointee selected for remaining year of Mr. Wells' present term.

Political family
With his term on FCC running out (see above), Kenneth A. Cox has begun exploring post-June 30 job opportunities. Commissioner, who has practiced law (in Seattle, where family made home before moving to Washington suburbs) and taught it (at University of Michigan) is expected to remain in Washington area, where family has put down deep roots. Indication of how deep those roots are is what some Bethesda, Md., school children refer to as "Cox dynasty"—middle son, Jeff, and youngest son, Doug, this spring were elected presidents of their respective senior and junior high-school student bodies. Oldest son, Greg, is no political slouch either: He was elected student president at Eastman School of Music, Rochester, N.Y.

Getting ready
In first meeting to negotiate new music-license contract, Broadcast Music Inc. and All-Industry TV Stations Music License Committee reached agreement last week—to keep negotiations out of news by leaking nothing. It's understood, however, that they also agreed next step should be meeting between smaller groups, chiefly lawyers, to explore various contract possibilities, learn positions each side is likely to take on different terms and issues and in general lay groundwork for real negotiations. One basic possibility that almost necessarily must be considered—since it is cornerstone of stations' new deal with American Society of Composers, Authors and Publishers—is "stair-step" formula under which stations would pay BMI at one rate on revenues up to certain level and at lower rate on revenues above that.

Aside from negotiation meeting—in which committee was led by chairman, Robert H. Smith, WCYB-TV Bristol, Va., and BMI delegation by president, Edward M. Cramer—committee had separate session to develop its own organization on permanent basis to deal with music-copyright issues generally (Broadcasting, April 13). John McCoy of Storer, Joseph Liss of WON-TV Chicago, Paul Goldman of KNOE-TV Monroe, La., and John McClay of Taft were named subcommittee—with Messrs. McCoy and Liss co-chairmen—to draft tentative plan of organization, including recommendation as to whether or not to incorporate. Full committee hopes to have all such details worked out in time for submission, along with membership offering, to all commercial TV stations prior to regional meetings of National Association of Broadcasters next fall. That way, sidebar sessions could be held for further discussions during NAB regions.

Lean days
All-Industry Committee for All-Channel Radio (which wants to get federal law requiring all radio sets to contain AM and FM tuners) has lost its executive director and is having some problems raising money. Paid executive, Roger Hoeck, has resigned. Abe Voron, general manager of WQAL(FM) Philadelphia and veteran FM promoter, will take over direction of committee. Some $50,000 reportedly has been raised and another $50,000 pledged toward war chest of $250,000. All-channel radio bills are now dormant in Congress, but committee hopes for revival and hearings next year.

SRO
As further evidence of growing advertiser and agency interest in radio (see page 17), latest word is that overflow rooms may be needed to accommodate audience at Association of National Advertisers/Radio Advertising Bureau radio workshop in New York tomorrow (June 2). At last year's workshop, estimated 750 registrants poured into Plaza Hotel's grand ballroom. For this year's, in same location, registration last week was said to have already reached 900, or 20% increase. Unless attendance of 1,000 next year is considered, organizers expect that extra tables for late registrants may have to be set up in ballroom foyer for lunch-con if not for other sessions.

Big start
Rocky Mountain Association of Broadcasters, which holds its first convention at Jackson Lake Lodge in Wyoming June 21-24, will make its premiere with at least two headliners: FCC Chairman Dean Burch and NBC President Julian Goodman. Chairman Burch is expected to cover regulatory waterfront; Mr. Goodman is certain to dwell on FCC proposal to cut prime-time programming to three hours and disastrous result he foresees (with which view Chairman Burch won't disagree). If convention succeeds, it could be forerunner of other super-regional conferences. Sidney King, convention chairman, expects attendance of some 400 from Wyoming, Utah, Idaho and Montana.

Discrimination?
Educational broadcasters are beginning to express displeasure at provision in Senate funding authorization for Corp. for Public Broadcasting to require educational radio and TV stations to retain audio tapes of news and public-affairs programs as record in case of complaints (Broadcasting, May 25). They see injustice in imposition of such record-keeping on them but not on commercial broadcasters. National Association of Educational Broadcasters is surveying member stations and may submit objections this week to House committee which has similar three-year CBP authorization under consideration.

Old shows never die
West Coast distributor is planning color comeback of You Asked For It TV series, original version of which saw eight years network play and is still in syndication. Victor Corp., Los Angeles, owner of off-network program, is talking with producers and talent about 39 new half-hours for syndication.
Who do you talk to if you're a junkie?

When an addict calls the Narcotics Hot Line, he knows he can talk. The line isn't tapped and nobody asks him his name. It's just a man with a problem on one end, and a man who's kicked his on the other. It's simple, and it works. It's because of projects like this that there's more to WPRO than meets the ear.

WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio
Spot radio is holding its own in soft economy and sales for 1970 first half may show slight gain due to recent upturn in business. Station reps are cautiously optimistic about second half. See ...

Radio bright spot in general gloom ... 17

NAB's Television Code Review Board, in move aimed at easing alleged commercial 'clutter,' proposes code language change to discourage 'piggy-back' practices. Change is subject to approval of full television board. See ...

Fuzzy curtain parted on clutter ... 19

Mood at annual convention of National Cable Television Association in Chicago next week should be jubilant in wake of FCC's plan to 'liberate' CATV, rise of cable's status in government circles. See ...

Happiness is CATV's trip to Chicago ... 26

Sarkes Tarzian Inc., broadcast equipment maker and station operator, unwraps plans to enter computer program services 'software' market on major scale with system for all seasons. See ...

A giant step forward in automation ... 29

Broadcasters mull over three options offered by AT&T to reduce by some $2 million almost $4 million increase proposed for radio interconnection rates. Minor adjustments in TV tariff also offered. See ...

AT&T sets lower radio increases ... 37

Merger of Harriscope Cable Corp. into Cypress Communications—valued at $19 million—is completed, making Cypress third largest CATV operator behind Teleprompter and Cox Cablevision. See ...

Cypress, Harriscope tie the knot ... 39

Chicago's VHF stations exemplify new stage of maturity in television editorials. SPECIAL REPORT reveals that their daily output of hard-hitting positions on vital issues is commanding attention—and response. See ...

In Chicago they slug it out editorially ... 42

Yale professors, black coalition petition FCC to require broadcasters to afford spokesmen with opposing viewpoints air time to balance that extended to President for reaching public. See ...

Another fairness expansion sought ... 50

Top-100 national radio advertisers in Canada invested $31.3 million in time last year—12.7% increase over 1968. Third of them put over 50% of their total media budgets into radio. See ...

Canadians step up radio time-buying ... 55

Cable television now reaches 6% of all American homes. This month's "Telestatus" is data prepared by A. C. Nielsen Co.'s statistical research department showing CATV penetration by market as of November 1969. See ...

Pinpointing 3.7-million CATV homes ... 57
APPLAUSE TO THE WRITERS AND PUBLISHERS WHO CREATED THE 94 MOST PERFORMED SONGS IN THE BMI REPERTOIRE DURING 1969

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

LOVE ME TONIGHT
Duchess Music Corp.
Barry Mason
D. Pase
U. Frenz
Flat
More

MORE
E. B. Magma Music Corp.
Rick Ocasek

MRS. ROBINSON
Chering Cross Music
Paul Simon

MUD PISS HIPPIE LINE
Detail Music, Inc.

MY CHERIE AMOUR
Johanna Music Inc.
Penni Collyer

MY WAY
Sonne Music Corp.
Don C. Publications, Inc.
Paul Anka

NA, NA, HEY, HEY, KISS ME GOODBYE
MBC Music

LITTLE HEATHER MUSIC
Gary Richard De Carlo
Paul Laka
Arturo Paredes

OS-LA-DI-OS-LA-DA
Matten Music, Inc.
Paul McCartney

PRIDE AND JOY
Jordana Music

PUT A LITTLE LOVE IN YOUR HEART
Unrival Music
Randy, James Myers
Jacque De Shannon
Jimmie Holiday

PUT YOUR HEAD ON MY SHOULDER
Sparks Music Corp.
Phil Andere

RUBY, DON'T TAKE YOUR LOVE TO TOWN
Cedarmont Publishing Co., Inc.

RUNNING BEAR
BGP Music Co.
John Pilat

SCRAMBLED EGG
Chering Cross Music
Arthur Garfunkel

SINCE I MET YOU, BABY
Progressive Music Publishing Co., Inc.
Ivy Joe Hunter

SMILE, A LITTLE SMILE FOR ME
January Music Corp.
Tony Macalvy
Geoff Stephens

SOMEDAY WE'LL BE TOGETHER
Fugu Publishing Corp.
Harvey Fuqua
Johnny Bristol

SON OF A PREACHER MAN
Tree Publishing Co., Inc.
John Hurley
Ronna Holland

SOULFUL STRUT
Dawson Productions, Inc.
BRC Music Corp.
Eugene Record
William Sanders

SPINNING WHEEL
Blackwood Music, Inc.

STAR MAN
JOHNNY |

SUSPENDED HINDS
Press Publishing Co., Inc.
Mark James

TAKE A LETTER, MARIA
Master Music, Inc.
B. R. Greaves

THESE ARE NOT MY PEOPLE
Lowway Music Co., Inc.
Joe South

THOSE EYES
Dundie Music, Inc.
Circa Music

THING TO LIKE TO SAY
Harlow, Caroli Publishing Co.

TRY A LITTLE KINDNESS
Airedale Music
Glem Campbell Music
Bobby Austin

TRACES
Low-Sel Music Co.
James B. Cobb, Jr.
John Pilat

WEDDING BELLS BLUES
Liber Nyo

WITH PEN IN HAND
Universal Music Corp.

WORKIN' ON A GROOVY THING
Screen Gems-Columbia Music, Inc.

WORLD WIDE WINDS
RKO Seagram
Roger Atkins

THE WORST THAT COULD HAPEN
Rivers Music Co.

WILLIAM BYRD

WOODY GUTHRIE

WILLIE NELSON

YOU BEEN GOOD TO ME
Glen Campbell, Inc.

YOU GAVE ME A MOUNTAIN
Noma Music, Inc.

YOU MADE ME SO VERY HAPPY
Cherie Music, Inc.
Bobby Goldsboro

YOU'RE THE ONE
Billie Joe Thomas

YOlotho

BROADCAST MUSIC, INC.
Shut nets down: ASCAP
Battle over network television music-license rights reached new high pitch Thursday (May 28) as ASCAP asked federal court in New York to put CBS-TV and NBC-TV all out of network business and to order their own TV station licenses revoked.

In counter claims answering CBS suit, American Society of Composers, Authors and Publishers charged that CBS-TV and NBC-TV "individually and collectively if not always collusively" have achieved "monopoly power" over program materials and access to air time of some TV stations constituting their respective networks. And, countersuit continued, they have "used their monopoly power" to deny music writers and publishers access to free and unrestrained market in performance of their music, contrary to antitrust laws.

Countersuit asks court to hold that CBS-TV and NBC-TV individually and jointly constitute illegal combination to restrain and monopolize interstate commerce in broadcasting of copyrighted music. In bid that would seem designed to put them out of network business for anything but news and public affairs, ASCAP also asked court to enjoin each "from hereafter producing, selling, purchasing, distributing, licensing, syndicating or otherwise having any interest in or control over any television program other than news and public affairs programs in connection with the operation of its television network."

ASCAP also asked for order revoking licenses of each network's five owned TV stations, which it claims were used in furtherance of alleged monopoly.

ASCAP counterclaims were part of 27-page answer, filed late Thursday, to CBS-TV suit seeking music licenses from both ASCAP and Broadcast Music Inc. under which network would pay on per-use rather than traditional percentage-of-time-sales basis (BROADCASTING, Jan. 5, et seq.).

NBC-TV was named as counter-defendant because it is seeking still another form of ASCAP (and BMI) license not tied to revenues—one initially covering only about 2,200 ASCAP compositions (about 500-plus in case of BMI) (BROADCASTING, April 6, et seq.).

ABC-TV presumably was not named in countersuit because it is negotiating with ASCAP for new license on conventional percentage-of-time-sales basis.

ASCAP renewed its traditional charges that broadcasters formed and use BMI to depress music prices but asked for no specific judgments against its chief rival. It did say that through BMI music, broadcasters had put BMI in "a position of dominance" in the charts of current hit songs, reaching point in 1969 where BMI tunes represented more than 80% of recordings on "hot 100" list and "even higher" percentages of "soul singles" and "country singles" lists.

Asks rule stay
MCA Inc. has asked FCC to stay effective date of its new prime-time access rule until 18 months after it acts on petitions for reconsideration. Rule, which would bar major-market television stations from taking more than three hours of network programing between 7 and 11 p.m., is scheduled to be effective Sept. 1, 1971. But MCA, major supplier of television programing, says this lead time will be fatally deficient" in view of uncertainty that will exist for "three or four months" he says it will take commission to act on petitions for reconsideration. Rule was adopted May 7.

MCA, in petition filed with commission Thursday (May 28), says it does not believe rule will achieve stated objective of stimulating product of syndicated programing. But whatever chance rule has for success is substantially reduced or rendered nonexistent by scheduled Sept. 1, 1971, effective date, MCA says.

It notes there is now virtually no first-run syndication in prime time. And to have programing ready by start of 1971-72 season, work on programing should start now. But, it adds, so long as there is uncertainty as to final shape of rule—and independent production industry faces possible loss of "from one-eighth to one-quarter" of its market (it notes reports that many stations may fill some or all of freed time with local news shows)—such necessary planning and commitment of funds to new programing will be restricted, if not eliminated.

Broadcast stocks hurting
Broadcasting stocks have not escaped downward pull of over-all market decline. Percentage drop of entire market from May 22, 1969, to May 27, 1970, was 31% (Standard & Poor Industrial Average) while broadcasting issues generally suffered greater losses. Following are some selected stocks and their percentage decrease in market price during last 12 months: ABC, 67%; ASI Communications, 65%; CBS, 54%; Capital Cities, 70%; Corinthian, 28%; Cox, 73%; Gross Telecasting, 41%; Metromedia, 69%; Pacific & Southern, 58%; Reeves Telecom, 80%; Taft, 60%; RCA, 64%; Avco, 43%; Cowles, 78%; Post, 60%; Scripps-Howard, 43%.

(Not: Fox, ABC and Capital Cities all underwent 2-for-1 stock splits during this time.)

Votes to buy own stock
CBS Inc. announced Thursday (May 28) that its board of directors has approved plan to buy company shares on open market to be used for conversion of preference shares, employee benefit programs, future stock option grants, future acquisitions and other corporate purposes.

Number of shares to be bought and timing of purchases will be reviewed from time to time by CBS board. Decision presumably was made because it was felt price of CBS common shares traded on New York Stock Exchange—at this time represented "good investment." CBS closed on Monday at 25% and on Thursday (May 28) at 26%.
Mr. Miller

Mr. McDermott

Allen H. Neuhrth, executive VP, Gannett Co., Rochester, N.Y., named president and chief operating officer. He succeeds Paul Miller, president since 1957, who becomes chairman, position previously vacant. Mr. Miller remains chief executive officer. Gannett is owner of broadcasting and newspaper properties.

Thomas J. McDermott, formerly president of Four Star International, Holly-wood, named staff VP for SelectaVision, RCA's new color TV home playback system. Mr. McDermott will be responsible for developing program material for SelectaVision library. He joined Four Star in 1959 and earlier was with Benton & Bowles, New York, for 20 years, becoming senior VP in charge of broadcasting. Mr. McDermott will operate out of both Los Angeles and New York.

Delbert L. Mills, 62, senior executive VP, consumer products and components, retires July 1, citing personal reasons but agreeing to continue as consultant and member of RCA's board. He is credited by RCA with key role in development and growth of color TV into multi-billion dollar commercial industry. He was with RCA for 10 years, holding position of executive VP, consumer products, before becoming senior VP in January 1968.

Rate plan chosen

National Association of Broadcasters and networks have tentatively agreed on one of three choices AT&T has offered them for reducing some $2 million proposed increases in station-interconnection charges for radio (see page 37). If tentative agreement, reached in meeting Thursday (May 28) in Washington, is confirmed by NAB executive committee and by network officials, as expected, need for hearing on new tariff for radio charges would be eliminated. New rates would go into effect Sept. 1.

Plan on which NAB and networks settled is so-called E1, under which stations would pay $35 station-connection charge monthly; charge would be $45 under each of other two modification choices offered. Tariff that will go into effect July 1 unless broadcasters agree on one of proposed modifications provides for $75 monthly charge.

However, basis for decision was "topping" provision AT&T agreed to add to occasional-use section of each of its proposed modifications. Under topping, station buying occasional service, for which it pays on per-connection, per-hour, per-occasion basis, would be given monthly rate if its monthly charges would otherwise exceed that amount.

On occasional-use basis, most stations would pay $2.25 under E2, compared with $2.95 under E1 and $1.50 under E3. However, NAB officials estimated that, with topping, E2 would be most economical for majority of stations. Network representatives reportedly favored E1 initially, but did not press point.

Topping, which is in television tariff that has been effective since fall, was added to radio tariff modification plans at request of NAB special counsel Douglas Anello. It was not part of prepared plans distributed to broadcast industry representatives early in week.

Broadcast industry counsel are expected to give reaction to tariff modifications in meeting with AT&T officials scheduled for June 5.

Denies investigating CBS

Clark Mollenhoff, special counsel to President Nixon, has prepared formal letter denying CBS assertions that he is investigating CBS News and that he acknowledged such investigation was underway.

"CBS was in error," he says of extraordinary CBS Evening News program May 21 responding to what it said was White House "undercover campaign to discredit CBS News by alleging story of Vietnam war atrocity 'was faked'" (Broadcasting, May 25).

CBS News Washington bureau manager, Bill Small, didn't back off. He called Mr. Mollenhoff's statement "clever cop out."

"We know he has talked to reporters [about CBS stories] because we have talked to reporters here and elsewhere," Mr. Small said. "He has accumulated material on CBS and written a memo on it. . . . if that isn't an investigation, it's awfully close to it."

He also stood by CBS charge that White House was engaged in "sub rosa" effort to discredit CBS. "Having failed in that effort," he added, those involved are now "trying to walk away from it."

Mr. Mollenhoff presented his side of controversy Thursday (May 28) in letter his office said had been prepared as response to questions about CBS News allegations. In days following program, White House News Secretary Ronald Ziegler and Herbert Klein, Nixon administration director of communications, denied White House involvement in investigation of CBS.

In his letter, Mr. Mollenhoff acknowledged that Defense Department investigated CBS atrocity story, but said that was in line with its responsibility under Geneva Convention to determine whether American servicemen bore any responsibility in filmed incident showing South Vietnamese soldier stabbing North Vietnamese prisoner. But he said Pentagon, which, he noted was denied cooperation by CBS, was acting on own initiative and was not investigating CBS.

Mr. Mollenhoff, noting fresh detail CBS News added to atrocity story on May 21 program—soldier's assertion that Viet Cong had murdered one of his children and his claim that he acted in self-defense—said "second showing by CBS gave the public a much better balanced picture" of soldier's actions.

Mr. Small said Mr. Mollenhoff was trying to shift ground in pointing up soldier's self-defense claim. That question had never been raised by government before, he said. "We raised it ourselves." Previously, he said, Pentagon had suggested CBS faked incident. But, he added, CBS proved otherwise.

Buying Orlando AM

Group owner Susquehanna Broadcasting Co. is buying WKIS (AM) Orlando, Fla., for $1,475,000, subject to FCC approval.

Selling group comprises Thompson K. Cassel, J. McCarthy Miller and Boris Mitchell, who have interests in WCDA-AM-FM Pensacola, Fla. Mr. Cassel also has interest in WUWU (AM) Gainesville, Fla., and in TV-9 Inc.—applicant for WFTV (TV) (ch. 9) Orlando and one of interim operators of station.

Susquehanna last month agreed to buy Storer Broadcasting Co.'s WSPD-AM Toledo, Ohio, for $275,000, subject to commission approval (Broadcasting, May 11).

WKIS, on air since 1947, is full time on 740 kc with 5 kw days and 1 kw nights.
Her Philadelphia Story made it a town to remember. She was the Dragon Seed lady and Woman of the Year. Always the actress with winning ways.

Eight Hepburns are again available for imaginative programming. For the best combination of titles from MGM's library of film greats, check your MGM-TV representative. He has 710 in all.
"WE KNOW THIS YEAR, WHAT NEXT YEAR'S RATINGS WILL BE LIKE"

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

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

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

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

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

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Datebook

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

m Indicates first or revised listing.

June

June 1-2—Second annual National Institute for Religious Communication conducted by the United States Catholic Conference and Loyola University. Loyola University, New Orleans.

June 2—Hearings begin before House Communications Subcommittees on Senate-passed political-broadcasting bill. Room 212A, Rayburn House Office Building, Washington.

June 2—Annual stockholders meetings, MCA Inc. Sheraton-Blackstone hotel, Chicago.


June 5—Meeting of Vermont Association of Broadcasters. The Tavern, Montpelier.

June 6-7—Meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.

June 7—Telecast of 224 annual Emmy awards presentation of National Academy of Arts and Sciences.

June 7-8—Florida Broadcasters Association convention. Key Biscayne hotel, Miami.

June 7-10—Annual convention of National Cable Television Association. Palmer House, Chicago. (See separate story elsewhere on this issue; also, complete agenda of the convention and description of exhibits that are scheduled will be fully reported in next issue of Broadcastcom.)


June 9-12—World Advertising Week sponsored by The International Advertising Association and The International Institute of Advertising with advertising, marketing and management associations worldwide participating. Week features world advertising forum with theme "World Business—World Advertising—In the Public Interest, in the Public Service." Events also include presentation of international award winning TV commercials followed on June 9 by international television awards luncheon sponsored by IAA and American television commercials festival at Philharmonic hall, Lincoln Center. Registration and forum will be held at New York Hilton hotel. For registration week write International Advertising Association 475 Fifth Avenue, New York, 10017

June 8-19—Communications workshop sponsored by National Religious Broadcasters. Campus center of Nyack Missionary college, Nyack, N.Y.


June 9—Annual stockholders meeting, National General Corp. Fox Wshibe Theatre, Beverly Hills, Calif.

June 10—Radio Advertising Bureau regional sales clinic. Sheraton hotel, Rochester, N.Y.


June 11-13—Montana Broadcasters Association meeting. Many Glacier National Park, Many Glacier hotel.


June 14-15—Meeting of Television Program Conference. Agenda includes network affiliation and independent meetings and presentation on "Changing Attitudes—the Viewers," study of impact of demographics on TV programming. Conference will also include presentation on use of computers in programming, logging, traffic and accounting and "show and tell" sessions featuring video tapes of stations individual approaches to programming. Pre-register with Charles Roudnute, TVPC treasurer, WBMG(TV) Birmingham, Ala. Hilton Inn, Oklahoma City.

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 Piccadilly, London W1, England or cabling Festfilm London W1.


June 16—Annual stockholders meeting, Rust Craft Greeting Cards Inc. Rust Craft Park, Dedham, Mass.

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. Wallewski. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake Lodge, Wyoming.

June 21-24—Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, President of Sears, Roebuck & Co., Chicago; Sam Thurman, advertising VP, Lever Bros., and Henry M. Schachte, chairman of executive committee of J. Walter Thompson. Program will include four advertising workshops devoted to creative, media, production (broadcast and print) and sales promotion. Fitzer hotel, Milwaukee.


June 6—AP, New York.

June 6—KXXL-AM-FM Portland, Ore.

June 6—WBTV-AM-FM Topeka, Kan.

June 13—WFAA-AM-FM-TV Dallas.

Meetings will begin at 9 a.m. in all locations.
You're a tough audience!

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion — but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes," and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us $625 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $725. Audimax Stereo, $1,250. FM Volumax Stereo, $1,445.

Fill out and send us the coupon below. Let us back these claims with a 30-day free trial. Or better yet — call us collect at (203) 327-2000.
Washington.

June 25—Eight annual Canadian Television Commercials Festival sponsored by the Broadcast Executives' Society and the Television Bureau of Canada, Inn on the Park, Toronto.

June 25-26 — Annual spring meeting of Maryland-District of Columbia-Delaware Association of Broadcasters, Henlopen hotel and motor lodge, Rehoboth Beach, Del.

June 26-28 — Meeting of North Dakota Broadcasters Association, Turtle Mountain Lodge, Bottineau.

June 28-July 1—Summer meeting of National Association of Farm Broadcasters. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environmental and rural development. Shoreham hotel, Washington.

June 28—State Department's National Forest Policy Conference for editors and broadcasters, Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20250.

July

July 7—Deadline for complete UHF-VHF's to file new Grade A and B field contour maps with FCC.

July 12-14 — Annual summer management conference of South Carolina Broadcasters Association, Sheraton Fort Sumter hotel, Charleston, S. C.


July 13-14—Meeting of New York State Broadcasters Association, Otesaga hotel, Cooperstown.

July 20—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, previously scheduled for May 4, location to be announced.

Aug.


Aug. 24-Sept. 4—Animation workshop conducted by University Film Association in conjunction with Ohio State University. Workshop will be conducted by Dr. Roy Madden, executive director, Los Angeles Film Commission.

Sept.

Sept. 11-13—Meeting of Maine Association of Broadcasters, Sebasco Lodge, Sebasco Estates.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV, Cheyenne, Wyo.

Sept. 16-18—Meeting of Michigan Association of Broadcasters, Hidden Valley, Gaylord.


Oct.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters, Holiday Inn, Charlotte.


Oct. 15-16—Meeting of Tennessee Broadcasters Association, River Terrace, Gatlinburg.

Indicates first or revised listing.

Not opposed to service

Editor: Your May 18 story, "FCC Upholds Microwave Relay of CATV Programs," correctly reflected the commission's release on the subject, but that release did not accurately reflect the pleading that this company had filed in that proceeding.

Although the National Association of Educational Broadcasters and the Association of Maximum Service Telecasters had filed petitions for reconsideration that attacked various aspects of the rules, adopted in November 1969, that would allow stations licensed in the community antenna relay service to transmit program material originated by CATV systems, Laser Link Corp., had supported those rules.

The pleading filed by Laser Link was entitled "Petition for reconsideration in part." It endorsed the policy decisions behind the adoption of the rules, supported the rules as adopted and asked only that those rules be enlarged to include standards under which its equipment could provide the contemplated service.

The commission last month instituted a new rulemaking proceeding to consider the adoption of such standards. That rulemaking is still pending. The action reported in your May 18 story involved merely the commission's tying up some loose ends left hanging from the earlier proceeding. . . . —Ira Kamen, president, Laser Link Corp., New York.

Putting the record right

Editor: In your May 11 "Changing Formats" you state that KQQT(AM) Bellingham, Wash., is owned by Top-Dial Inc. It is not. It is owned by Bellingham Broadcasting Co. with Ruth Waters as president. Also, KQQT signed on with its new format of up-tempo music April 1, not April 8—Les Cole, program director, KQQT(AM) Bellingham, Wash.
Can an advertising agency help its clients overcome some of the problems of message dilution that occur in the television industry—lack of program control, commercial clutter, limited non-existent product protection, incompa-

tible program environment, no opportunity for billboards, no advertiser-program identification and rub-off, and rising television prices?

Compton Advertising thinks there is a way—there is "something else" to be tried and tested.

Last year, one of Compton's clients, the American Dairy Association, was unhappy about the existing television potentialities for reaching its target audience (12-34 years old) in the 70 markets in which its membership is concentrated.

This year, the association is as con-
tent as the proverbial cow because of a new television direction taken by the agency and client. ADA, through Compton, is producing and syndicating its own half-hour, youth-oriented musical program called Something Else.

Something Else is shot entirely on location—San Francisco, New Orleans, Hollywood, San Diego, Washington, Cape Cod, Williamsburg, Va., and other sites.

Each show features, in addition to regular host-comedian John Byner and the Action Faction Dancers, four or five top groups currently making it in folk, rock, country-western and blues. Talent to date reads like a "Top 40" chart: Three Dog Night, Guess Who, Mother Lode, Beach Boys, Grass Roots, Lou Rawls, Lou Christie, to mention a few.

Compton's television programing department developed the show's concept and format with film-maker Bob Delinger of Robert E. Peterson Productions. A third and key member was Bill Rehmann, director of advertising and sales promotion for ADA. Mr. Rehmann's extensive background and experience in broadcasting and advertising added extra depth and dimension to the project. He was instrumental in obtaining the approval of ADA membership to embark upon the $2,200,000 outlay necessary for the series.

The agency felt that to achieve acceptance by the stations, the show must have a totally new format. It must break out of the four walls of the studio for a fresh and exciting look.

San Francisco was chosen for the location of the pilot, and to shoot it Mr. Dellinger brought together a team of top talent: cinematographer Laszlo Kovacs ("Easy Rider") to head the camera crew; Bob Abel ("Sophia Loren in Rome" and "The Making of a President 1968") for the directorial chores, and Don Camburn ("Easy Rider") as editor. Choreographer Bob Banas (who did both the Jonathan Winters and Nancy Sinatra specials) was enlisted to put the Action Faction dancers through their exuberant routines. As host they wanted a man who could interject both humor and pace. The unanimous selection was comedian-mimic John Byner. His youth and his instant rapport with the idea for the show made him a natural choice.

Starring in the pilot were Jim Webb, Merrill Rush and Three Dog Night. Upon completion, it met with unanimous approval. ADA agreed to underwrite 34 original programs.

Production was but a part of the total syndication effort. Station sales were assigned to Media Syndication Services, an organization set up originally to service syndicated shows for Compton's program department. Owner-President Larry O'Daly and his staff began a round of meetings with station managers and program directors around the country.

The proposition offered to stations was that the ADA would retain two commercials plus the opening and closing billboards and would give the local station the option of up to four spots, depending on time period, for local sale. In this way the station could acquire high-quality programing at no out-of-pocket expense while ADA obtained efficiencies at least equal to local spot rates.

A prerequisite of the package offer was that the program be placed in good time periods. Approximately 25% of the markets placed the series in prime time; the remaining stations placed it in highly acceptable fringe time.

Apparently stations recognized that Something Else filled a serious programing gap—a gap which called for a contemporary youth-oriented show with a "different" look. The networks were not providing them with this caliber of show and the stations could not afford to produce one of comparable quality and scope. The popularity of Something Else is growing and the show is building audience each week.

ADA's Bill Rehmann says: "Something Else is just that. It's worth all the work we put into it. Its natural ingredients, its blend of creative and performing talents, its ability to fill a need at the local level, and its natural appeal to the largest segment of milk drinkers, just has to make it one of the most unusual programs in television today. It really is 'something else' for our dairy farmer members."

Client-syndication is not new. It has increased significantly over the past few years and undoubtedly will continue to do so as long as it remains an efficient way of reaching a television audience.

Richard M. Mumma has held the title of senior vice president and director of programing and broadcast affairs at Compton Advertising, New York, since 1965. He joined the agency in 1961 as an executive radio-TV producer. Previously he was a unit manager, news and program department, ABC-TV. Mr. Mumma is a member of the International Radio and Television Society and a member of the broadcast administration committee of the American Association of Advertising Agencies.
“Dear Mr. Shevlin,” the woman’s letter began, “this is the first time I have written a letter . . . I am grateful that you have taken the time to teach us more unfortunate people how to read and write.”

Thousands of similar “first” letters have been received by Dr. Alexander Shevlin as teacher/host of Triangle Stations’ educational series for illiterate adults, “Operation Alphabet.”

It was early—1943 to be exact—when Triangle Stations led the way in accepting the challenge and the responsibility of providing meaningful educational programming. “Studio Schoolhouse,” a pioneering effort which originated that year, brought songs, stories, scientific experiments and fine literature into Philadelphia classrooms on WFIL Radio. Five years later WFIL Television introduced the video version and “Wiffil Schoolhouse,” as it was popularly known, went on to establish a record for longevity (25 years).

For Triangle, it was the beginning of a commitment to educational broadcasting which has been responsible for a long list of pioneering efforts.

“University of the Air,” for example, began back in 1951 on WFIL-TV. It gained the participation of 20 colleges to bring, for the first time anywhere, degree credit courses to television. It ran successfully for 15 years.

Some of the others to follow would be: “TV High School of the Air”—designed to prepare dropouts, lagging students and young adults for state high school diploma requirements; “Frontiers of Knowledge,” a six award-winning adult education specials produced on film in 1960; and “Operation Alphabet,” which won more than a dozen awards and was provided free by Triangle to stations in over 100 markets and throughout the world.

“Wordland Workshop,” one of Triangle’s most interesting educational projects had its beginnings in 1962. Long-time staffer and educator, Neil Harvey, was assigned to investigate a critical reading problem among Philadelphia school children. As a result, one hundred and fifty-two “Wordland Workshop” children in Binghamton, New York (WNBF-TV) and in Philadelphia (WFIL-TV) became part of a unique, controlled television experiment in pre-school reading. It was the basis of Neil Harvey’s Ph.D. thesis from the University of Pennsylvania. His follow-through research is due this fall, and early indications are that all the students in his control group, now in first grade, are reading well above their grade levels—some as many as five years above.

A Triangle-published handbook on the series, which details Harvey’s research, has been well-received by educators and broadcasters alike. Interestingly, the highly acclaimed “Sesame Street” series employs many of Dr. Harvey’s innovative methods in teaching pre-schoolers. “Dropouts Anonymous,” a continuing campaign offering aid and moral support to potential and recent school dropouts, was developed by the KFRE Stations, Fresno, in 1966.

During the first year alone, more than a thousand individuals were motivated to stay in school or resume their education. Similar results were also achieved by WNHC AM-FM-TV, the Triangle Stations in Hartford/New Haven, when they picked up “Dropouts Anonymous” a year later. And, as with “Wordland Workshop,” Triangle published a complete “how to” handbook on “Dropouts Anonymous” as a guide to broadcasters and educators.

The serious question of smoking and health prompted another recent Triangle educational effort, “Why Not Quit?”. The 20 five-minute programs, narrated by E. G. Marshall, and produced in cooperation with both the University of Pennsylvania and the National Clearinghouse on Smoking and Health, uses non-scary, low-key techniques to inform smokers of the dangers of cigarette smoking.

Following its presentation on all six Triangle television stations, the series was offered nationally last September. A number of stations, including Washington’s WMAL-TV, have already aired it. Currently, it is also being seen on the 47 world-wide facilities of the Armed Forces Television Service. Proceeds from its sale go to the University of Pennsylvania for medical research.

A unique Triangle service, Educasting, utilizes FM multiplex sub-channels to broadcast courses on everything from the management of time to better golf. The information is received over special, inexpensive portable units. The courses were produced by Triangle at the request of the developer, Educational Systems, Inc. and we are making them available on a world-wide basis for home, school, government and industry. Corollary video services for programmed instruction have also been developed, as well as a number of audio tape systems for use in areas where no FM exists.

Educational broadcasting goes on today at a great pace all around the world. Indeed emerging societies in Asia, Africa and Latin America are finding American-style educational broadcasting critical to their continued progress.

America’s needs, of course, are much more sophisticated, but no less urgent. That’s why the work goes on at Triangle. Television and radio documentaries on education are produced frequently by all our stations. The WNHC stations in New Haven offer minority group seminars on effective use of broadcasting. KFRE’s Vernon Slider, a former heroin addict, reaches thousands of high school kids a week with his “like-it-is” talks on drug abuse. Boy scout training classes in radio and television production are held in three of our six markets. A WEBC radio personality serves on the Altoona school board. Lancaster and Lebanon area students learn to write television copy in the WLYH-TV studios. Through efforts like these the Triangle Stations meet their obligation to serve the public interest, convenience, necessity.

George A. Koehler
General Manager
Triangle Stations
Radio bright spot in general gloom

Good sales in recent weeks make reps optimistic about first half as compared to last year's figures

Despite a soft economy with unclear prospects, spot radio is holding its own at a level well above widely held expectations.

It may even be up a percentage point or so in total sales for the first six months of 1970. And the dominant though cautious and by no means unanimous projection is on the side of optimism for the rest of the year.

These conclusions were drawn last week from a Broadcasting canvass of leading radio-station representatives. The canvass showed that as always—but more than usual—sales vary, sometimes dramatically, from station to station, market to market and rep to rep, but that as a whole the first-half total should at least equal last year's and perhaps exceed it slightly.

"Considering how far the economy has gone down," one observer concluded, "just holding an even keel has to be rated quite an accomplishment." Spot radio sales for the first half of 1969, it was noted, ran approximately 7% higher than those for the same period of 1968.

The relative stability thus far has not been maintained without some hurdles being overcome.

Advertiser caution has been reflected in generally shorter market and station lists and shorter flights (see this page). To make up for these cutbacks, salesmen have had to find new customers and persuade others to expand.

There also has been greater pressure on rates, attributed partly to the general economy and partly to the independent media-buying services and their impact on the negotiating styles of agencies. Some reps acknowledge privately that rates at a number of stations had begun to cave. Others maintained that the rate line is being held with few exceptions.

Much of the optimism about first-half results stemmed from a steady pick-up in spot-radio business in recent weeks. The first few months of 1970 were slow, according to most accounts, although some reps said they managed to hold even and others reported gains ranging from a few percentage points to many. The slow early pace, some noted, seemed even slower because it had to stand comparison with a first quarter that was spot radio's fastest-growing three-month period of 1969.

The increased activity in recent weeks was reported to be most general in New York, but offices in Chicago, on the West Coast and in the South and Southwest were variously reported as doing a growing volume of business.

Except for Detroit, hurting from the auto slowdown, sales performance in offices outside of New York tended to vary among reps, with some turning in diametrically opposed reports on the same branch cities.

The reps also were feeling the impact of diminished automobile spending, though many said it remained one of their key sales sources and felt it would increase significantly at new-car introduction time (depending on the outcome of the anticipated strike).

Airline advertising was said to have remained generally strong, though held back by the protracted but now-ended strike at National. Tobacco business was said to be better than expected, considering the slowdown in recent years and the total ban on radio-TV advertising of cigarettes that goes into effect Jan. 2.

Leisure-time products and services—travel, cameras, resorts, restaurant chains and the like—were also singled out as a seemingly growing advertiser category.

Colgate-Palmolive, General Foods, Arco Oil and Getty Oil were among major companies reported to have stepped up their spot-radio spending, while Bristol-Myers, Trans World Airlines, American Airlines, Johnson & Johnson and Wrigley's were others said to be spending at least as much as in the past, and in some cases more. The Glass Container Institute, Union Carbide's new Prestone motor coolant and the new "Story of Life" weekly magazine

Radio spot campaigns are shorter, reps agree

Tendency to short flights in spot-radio campaigns—plus implicitly, the flexibility that enables radio to handle short flights on short notice—is shown in the table below, compiled by Alan Torbet Associates, radio station representatives.

ATA's study concentrated on the lengths of 584 new breaking schedules reported during the preceding 20 weeks. Note that 38% were for four weeks or less, 69.3% were for less than nine weeks and 80.6% were for less than 13 weeks. Though it is not shown in the table, ATA said over half were for less than six weeks.

ATA had no comparable figures for prior years, but President Alan Torbet said—and other reps agree—that "we know from experience that the average length of campaign is shorter today." Radio's ability to accommodate advertisers needing immediate sales promotions but wishing to avoid long-term commitments was seen as an important factor in radio's relative stability in the soft general economy (story this page).

<table>
<thead>
<tr>
<th>Schedule length</th>
<th>No. of schedules</th>
<th>% of schedules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one week</td>
<td>6</td>
<td>1.0</td>
</tr>
<tr>
<td>One to four weeks</td>
<td>216</td>
<td>37.0</td>
</tr>
<tr>
<td>Five to eight weeks</td>
<td>183</td>
<td>31.3</td>
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<td>Nine to 12 weeks</td>
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<td>40 to 51 weeks</td>
<td>2</td>
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</tr>
<tr>
<td>52 weeks</td>
<td>20</td>
<td>3.5</td>
</tr>
</tbody>
</table>
series (Broadcasting, March 30) were among new spot-radio users singled out. Not all reps gave upbeat reports, by any means.

One representing stations in large and medium-sized markets said his business was down from last year by about five percent and that about one-fourth of his stations are sharing the decline.

Another, with a short list of major-market stations, said his first quarter was off eight percent and regarded the first-half outlook as bleak, though in part because his 1969 first half had been especially good.

A medium-market representative said his business was off 10%-15%, partly because of "a screeching halt" in sales since early May. Another called the first quarter "a nightmare" but said an "excellent" May and June would make the first half "respectable."

On the other hand, officials of many firms gave more upbeat reports: The radio division of Avco Radio Television Sales reported business up 22%.

Henry I. Christal Co. reported a definite improvement in the second quarter and a bullish regard for the third, despite a disappointing first.

Robert E. Eastman Co. said volume to date was at least even with last year's, and that sales for June were running 25% ahead, for July 29%.

H-R Representatives said business for the first quarter was slightly up from a year ago or at least as good, and regarded the summer outlook as promising.

Katz Radio reported business at least equal to last year's through May, with a promising outlook for June and July.

Major Market Radio said business to this point was at least up to 1969 pace and that June and July looked promising.

Edward Petry & Co.'s radio division reported first-quarter sales approximately equal to last year's period and was optimistic that the first half would show a rise.

Radio Advertising Representatives said it was three to five percent ahead thus far and expected business to remain healthy.

Alan Torbet Associates reported "substantial" gains this year.

In addition, among firms that asked not to be identified three leading companies said their first quarters were slightly higher or about even with the same 1969 period, and they were confident, on the heels of stepped-up activity in the last six weeks, that their respective first-half totals would be four to five percent above the first six months of 1969.

They were also hopeful for a full-year improvement but, like many others, tempered their projections with the caution that the tenor of the general economy will be a pivotal factor.

Another leading firm reported a "flat" first quarter followed by a satisfactory bounce-back for May and June that generated optimism for a good third as well as second quarter.

One thing all agreed on, regardless of present sales or future outlook, was that the spot business is a mixed bag with some markets and stations up and others down for no apparent reason to account for the difference and no discernible pattern of ups and downs. Though it is generally held that stations in bigger markets tend to do better than those in smaller ones, reps noted instances where the reverse was true.

They also showed a keen awareness of costs, both their own and at the stations they represent.

Among factors cited as pushing rep costs sharply up were more sophisticated and expensive research and sales presentations, special-service projects and analyses, more travel, higher rents and payrolls, the growing use of short flights by advertisers (in effect requiring salesmen to sell the same account two, three or more times) and the extra negotiating time required to justify rates in the face of mounting efforts to grind them down.

To offset rising costs as much as possible reps said they were taking a variety of measures ranging from curtailment of entertainment and travel to the more general "closer management scrutiny" of all costs.

The reps also appeared to agree generally that in the current unsettled economy spot radio is doing—and stands to do—relatively as well as any of the competing media and may do better than most.

It was also felt that some of radio's so-called problems—the trend to shorter flights, for instance—would in fact prove to radio's advantage if they had not already done so, by attracting new money from advertisers who want to avoid long-term commitments but make maximum impact with minimum dollars.

M. S. Kelnner, managing director of Station Representatives Association, noted that he had "seen many more smiling faces lately" than had been in evidence a few months ago. He felt one important factor in the change in countenance was the sales efforts being made by reps and also by the Radio Advertising Bureau in particular, as well as through SRA.

Miles David, RAB president, called attention to radio's built-in opportunities as well as RAB's major promotional efforts and also reported that a new
sales tool—a research study showing that "radio's impact is comparable to television's"—would be revealed this week at the radio workshop sponsored by the Association of National Advertisers and RAB (story page 18).

"Radio," Mr. David said, "has the potential of going against the trend in much of the rest of the advertising business and closing out this year with growth. I believe we have to sell very aggressively to do it, but the opportunity is really there.

"Why do we say this when budgets are holding even or being cut back and when the economy is very uncertain? Look at it from the point of view of an advertiser (and very many we're calling on agree). If the future is uncertain, why not use a medium which can change rapidly. You can buy radio and change your advertising much faster than in magazines or television with their built-in delay to get high-quality production. If a competitor shifts to a promotion which you must counter, you can do it almost instantly in radio. If you decide to start emphasizing lower-priced lines, you can do it overnight in radio.

"Even more important, with radio a frozen advertising budget can act like one that's still growing. If last year you were buying a certain number of impressions, you can expand your use of radio while holding total advertising dollars constant and still get more impressions. And now there is new evidence about how effective those radio impressions are.

"At the ANA/RAB radio workshop this week we'll be breaking results of new research which adds to the document that radio's impact is comparable to television's. In fact what seems to be developing is a pattern which indicates it's not so much the question of whether it's a TV commercial or a radio commercial but how good a commercial. We'll be telling advertisers and agencies about these new developments very intensively all year long.

"A major presentation we're using a RAB in 1970 is called 'radio and your bottom line.' It is addressed specifically to business executives concerned about the profit squeeze and shows how radio's economical delivery of impact can allow an advertiser to achieve jumps in selling power while holding costs even or making budget cuts. This has to be reflected in the bottom line, the presentation concludes.

"In addition, we're doing many printed reports and bulletins for distribution to advertisers and agencies all over the country stressing radio's natural advantages in a tight-money period."

**Code board acts to cut clutter**

It proposes stiffer standards for counting multiproduct spots, sharpens toy-ad rules

The Television Code Review Board of the National Association of Broadcasters has moved gently to ease the much-criticized "clutter" of commercials (Broadcasting, April 20), by trying to avoid the appearance of increased commercial time in programing. The board has recommended a change in the TV code provision regarding advertising of more than one product within the framework of a single announcement.

The action came during a day-and-a-half meeting in Washington last week during which a wide range of subjects was discussed. Stockton Helfrich, director of the NAB Code Authority had said earlier that much of the criticism of "clutter" is due to piggyback practices or the technique of splitting commercial spots to advertise different products. This gives the appearance of more commercial time while the actual minutes for commercial use have not been increased, he said.

The proposed new code language declares: "A multiple-product announcement shall be counted as a single announcement provided the same voice(s), setting, background, and continuity are used throughout so that the announcement appears to be the viewer as one single unit."

Previous code language had merely stated that a multiproduct announcement shall be counted as a single announcement provided the products "are so treated in audio and video throughout the announcement...." The change is subject to approval of the full NAB television board, which meets in Washington June 25. If approved, it will be effective Feb. 1, 1971.

The review board said it hopes that the new provision will encourage better integration of multiple-product announcements. "Where such integration is not possible, the impact appears to be more than one and contributes to charges that there is commercial clutter or an excessive number of commercial spots," the board said.

The review board also voted a major change in toy-advertising practices, commended broadcasters' efforts to discourage the use of illegal drugs, and set up a subcommittee to work with the NAB Code Authority staff on a review of sedative and stimulant advertising.

The continual nagging problem of personal-product advertising, the board rejected commercials for a sanitary napkin and a hemorrhoidal remedy. It was learned from other sources that a proposed commercial advertising Pris-teen, a feminine hygiene product of Warner-Lambert, would not be acceptable under code standards, but would be produced and tested on non-code stations. It was reported that the agency, Doyle Dane Bernbach, planned an audience survey to determine reaction and NAB indicated it would review the design of the survey and the results. However, NAB officials denied they would undertake such a survey.

Regarding the advertising of toys on television, the code review board took steps to curb a tendency to promote some toys as superior to others the child already owns. The board voted to disallow competitive superiority claims in broadcast advertisements. This new interpretation of the NAB Code Authority's toy-advertising guidelines becomes effective as soon as possible but no later than Feb. 1, 1971.

Regarding the use of illegal drugs, the TV code board said, in part:

"The Television Code Review Board commends the contributions made by broadcasters to discourage the use of illegal drugs and to help educate the public on the destructive, far reaching effects of the illegal drug problem."

The board directed the appointment of a subcommittee of the board to work with the authority staff on a review of the content of pertinent advertising.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV Code Review Board, named the committee in addition to himself, as:

Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S. C.; Alfred R. Schneider, ABC; William H. Tankersley, CBS; and Herminio Travesias, NBC.

The review board said it would study the findings of the subcommittee with members of the TV Code Authority's medical and science advisory panel and take appropriate follow-up action, including guidelines, if necessary.

The review board also upheld the code's authority in its rejection of documentation offered by U. S. Automotive Inc. for "Powr" battery additive. The board offered the firm the services of the NAB research department to help establish research procedures necessary to substantiate its claims.

It was reported that the firm contended it was being discriminated against by the code authority.
A move to cut commercial costs

Jefferson Productions sets new TV pricing and services for agencies, advertisers

Jefferson Productions, Charlotte, N. C., said last week it is the first "large" independent (video-tape) production company to offer advertisers and agencies a "flat, daily rate" for their TV commercial assignments.

Details of the new pricing, which goes into effect today (June 1), were announced at a news conference in New York. Jefferson said clients will be charged $2,950 a day for facilities and crews. This rate was said to be between 25% and 30% under Jefferson's previous comparable charges.

The announcement of Jefferson's new pricing was made by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co. (Jefferson-Pilot Corp. is a multiple-station owner, and Jefferson Productions has been operated as a separate division for the past eight years).

Jefferson officials explained at the conference that the production company's commercial pricing was from "one-half to two-thirds" that of other production companies. They said this was made possible principally because Charlotte is away from the "high-rental" centers, such as New York. The new rates, Mr. Crutchfield said, would be available for program production as well as in the making of commercials.

Mr. Crutchfield cited "a dangerous, alarming trend among major clients to produce commercials outside the U. S."

He said a few of these "are for scenic values, but most are produced strictly for economic reasons." In the U.S., he said, "everyone is talking about the ridiculously high cost of commercial production."

Mr. Crutchfield and other officials with Jefferson Productions said that high costs in commercial production were eating away advertiser budgets and posed a threat to TV in that some advertisers might be inclined to either cut back drastically in the medium or pull out altogether. The new pricing by Jefferson, Mr. Crutchfield said, "will enable the producer to very accurately determine in advance the cost of his commercials or programs."

Jefferson will provide complete service from pre-production to completed commercials, said Mr. Crutchfield, who explained that facilities include three color cameras, studio or remote shooting, a staff director, lighting director, full production and technical staff, three video-tape machines, editing and mixing facilities, stock set and props. He also said that the company has in operation a Central Dynamics Ltd. CDL-101 computerized electronic editing system costing over $100,000. The system allows for automatic aborting of any splice that is not perfect, edits frame-by-frame and can be programmed for dissolve or wipe of any duration.

The company also has a price of $2,150 a day for editing and mixing only. Half-day prices will be $1,750 for shooting and $1,200 for editing.

Business briefly:

3M Co., Minneapolis-St. Paul, through BBDO, New York, will sponsor two one-hour specials on ABC-TV in 1970-71 that will measure and analyze American public opinion. Results of nation-wide polls conducted by the Louis Harris organization up to 24 hours before air time will be tabulated and posted live in the studio during the show. Mr. Harris and a panel of ABC News correspondents will analyze results.

Mrs. Paul's Kitchen, Philadelphia, through J. M. Korn & Son, Philadelphia, will sponsor either one-half or all of America, one-hour special, on TV network to be selected this fall. Program, with Glenn Ford as host and featuring top musical talent, will examine country's mood, developments and history through music. It will be taped on location around U.S. by Talent Associates, Studio City, Calif., with Mrs. Paul's underwriting half ($450,000) of the production cost.

Kemper Insurance Group, through Clinton E. Frank, both Chicago, will sponsor the Kemper Open Invitational Golf Tournament, to be covered on 15 stations June 6-7 by Hughes Sports Network.

The Toni Co., through North Advertising, both Chicago; Frigidaire Division of General Motors Corp., Detroit, through Dancer-Fitzgerald-Sample, New York; Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., New York, and Oldsmobile Division of General Motors Corp., through D. P. Brother & Co., both Detroit, will join in sponsorship of the Miss America Pageant on NBC-TV, Saturday, Sept. 12 (10-12 p.m. NYT).

Purchases on ABC Radio include Chevrolet Division of General Motors, through Campbell-Ewald, both Detroit, or ABC's American Contemporary and Information Networks, and S. C. John son & Son, Racine, Wis., through Foote.

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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Report's network-TV dollar revenue estimate—week ended May 17, 1970
(Net time and talent charges in thousands of dollars)

<table>
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<tr>
<th>Day parts</th>
<th>ABC Week ended May 17</th>
<th>Cum Dec 31, May 17</th>
<th>CBS Week ended May 17</th>
<th>Cum Dec 31, May 17</th>
<th>NBC Week ended May 17</th>
<th>Cum Dec 31, May 17</th>
<th>Total minutes week ended May 17</th>
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<tbody>
<tr>
<td>Monday-Friday Sign-on-19 p.m.</td>
<td>$119.3</td>
<td>$2,514.3</td>
<td>$328.0</td>
<td>$6,454.2</td>
<td>86</td>
<td>$447.3</td>
<td>1,681</td>
<td>$8,968.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>1,738.7</td>
<td>34,923.9</td>
<td>2,973.6</td>
<td>63,153.0</td>
<td>1,909.6</td>
<td>36,772.1</td>
<td>970</td>
<td>6,621.9</td>
<td>16,688</td>
<td>134,849.0</td>
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<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>945.3</td>
<td>22,822.2</td>
<td>1,245.8</td>
<td>29,923.9</td>
<td>745.9</td>
<td>14,369.3</td>
<td>324</td>
<td>2,937.0</td>
<td>5,831</td>
<td>67,164.8</td>
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<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>217.2</td>
<td>4,646.0</td>
<td>731.8</td>
<td>16,690.7</td>
<td>556.5</td>
<td>12,366.7</td>
<td>87</td>
<td>1,505.5</td>
<td>1,526</td>
<td>33,703.4</td>
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<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>87.5</td>
<td>2,632.0</td>
<td>200.4</td>
<td>5,804.2</td>
<td>187.9</td>
<td>5,162.8</td>
<td>23</td>
<td>475.8</td>
<td>493</td>
<td>13,599.0</td>
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<td>Monday-Sunday 7:30-11 p.m.</td>
<td>5,107.5</td>
<td>11,001.7</td>
<td>6,368.1</td>
<td>144,467.4</td>
<td>6,468.5</td>
<td>143,880.5</td>
<td>453</td>
<td>17,944.1</td>
<td>8,510</td>
<td>398,349.6</td>
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<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>178.4</td>
<td>6,022.1</td>
<td>571.9</td>
<td>7,586.2</td>
<td>602.6</td>
<td>13,369.1</td>
<td>129</td>
<td>1,352.9</td>
<td>2,149</td>
<td>26,887.4</td>
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<tr>
<td>Total</td>
<td>$8,274.6</td>
<td>$131,057.9</td>
<td>$12,230.9</td>
<td>$270,189.1</td>
<td>$10,799.0</td>
<td>$232,374.7</td>
<td>2,022</td>
<td>$31,284.5</td>
<td>36,018</td>
<td>683,621.7</td>
</tr>
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</table>
Media buyers treated to TV demonstration

A TV-station representative in New York covered nine leading advertising agencies at their offices simultaneously last Tuesday (May 26) to circulate a special report by the American Research Bureau on a market area served by a client station.

Harrington, Righter & Parsons Inc., New York, claimed an unusual if not a "first" broadcast sales presentation in using closed-circuit TV to announce to agency media buyers, planners and supervisors a special ARB report prepared for WTC-TV Hartford, Conn., detailing the confluence of the Hartford/New Haven. Conn.-Springfield/Holyoke, Mass. areas as a "single television market." The station urged the agencies to buy what it termed "a city called Southern New England" when considering that region of the country in a TV campaign.

A taped 16-minute presentation in color was sent simultaneously to four agencies—J. Walter Thompson Co., Young & Rubicam, Dancer-Fitzgerald-Sample and McCann-Erickson—using the facilities of the Hughes Television Network. Hughes fed the telecast to a switching center at the New York Telephone Co and the four agencies, each equipped to receive a feed sent by closed circuit, were patched in. They all received the telecast at 9:30 a.m. (A fifth agency, Grey Advertising, encountered technical difficulty in the TV transmission and was shown the presentation at a later time.)

Another five agencies, which were unable to receive the simulcast, rolled film by projector or tape on playback machines at the same time as the simulcast was fed. These agencies were Foote, Cone & Belding; Benton & Bowles; Ted Bates & Co.; BBDO; and Ogilvy & Mather. Still another major agency, Doyle Dane Bernbach, was covered by an earlier showing of the presentation.

This stepped-up use of facilities for a presentation was put into motion because the rep considered the report to have an immediate impact for buyers. Any delay in its presentation, officials believed, would have served to dilute the "freshness" of the report. At least two representatives of HR&P were present at each agency to answer questions or discuss the report. The rep firm said a total of 152 agency personnel saw the presentation in nine agency offices that Tuesday morning.

Cone & Belding, Chicago, for Johnson Car Wax, on the American FM Network.

Purchases on CBS Radio include Pfizer Inc., through DKG Inc., both New York, for Hai Karate and Unburn; PepsiCo Inc., Frito Lay division, through Young & Rubicam, both New York, and Monroe Auto Equipment Co., Monroe, Mich., through Aitkin-Kynett, Philadelphia, all on news and feature programs. Also, Ashland Oil & Refining Co., Valvoline Oil division, Ashland, Ky., through the Ralph H. Jones Co., Cincinnati, on Correspondent's Report and the 5 PM News; Cameo Inc., Toledo, Ohio, through Shaller-Rubin Co., New York, for Pearl Drops tooth polish on Morning Report and the 9 AM and 5 PM News; and Buick division of General Motors, Detroit, through McCann- Erickson, New York, on weekend news and sports programs.


Also on NBC Radio; Frito-Lay Inc., through Young & Rubicam, both New York, for its potato chips; Colgate Palmolive Co., through Ted Bates & Co., both New York for Ultra-Brite toothpaste and Fab detergent, both on Monitor, Emphasis, and News On The Hour; National Association of Home Builders, through William Magnus Advertising, both Washington, on News On The Hour; General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, for Jell-O and Birds Eye frozen vegetables, on The Galleping Gourmet; the State of Georgia (Department of Industry and Trade), through Cargill, Wilson & Acree Inc., both Atlanta, to promote tourism on Monitor and R. J. Reynolds Tobacco Co., Winston-Salem, N.C., through William Esty Co., New York, on News On The Hour.

Tootsie Roll finds spokesman, daytime slot

Tootsie Roll Industries, Englewood Cliffs, N. J., is adding daytime TV to its network schedule in hopes of adding new customers—teen-agers, young adults and parents.

A long-time advertiser on children's TV, Tootsie Roll will add 10 ABC-TV daytime programs to its customary children's show line-up, also on ABC-TV. New 30- and 60-second spots feature actor Sir Cyril Ritchard as a "Tootsie inspector." He will inform that every large-size Tootsie Roll candy offers "ex-ca-a-tack-ally 700 chews."

Tootsie Roll's new daytime line-up includes: One Life To Live, Dating Game, Bewitched, Best of Everything, A World Apart, Dark Shadows, All My Children, Let's Make a Deal, That Girl and General Hospital.

Tootsie Roll has allotted over $1 million for the advertising of all its candy products in 1970. Agency is W. B. Doner and Co., Detroit and Baltimore.
SOMETHING VERY FUNNY IS GOING ON.
Most people start smiling as soon as Tim Conway lopes onto the screen and just stands there, sort of swaying. Then all those smiles broaden into laughter when he wipes his hand in the air and says “Hi.” Now how many comedians have you seen get a laugh out of a line like “Hi”? Tim Conway can because he is one of the great physical comedians of our time. For him the very, very ordinary becomes very, very funny. As a matter of fact, most people find it difficult to keep a straight face when he makes one. Consequently, there’ll be a lot of straight faces disappearing, for an hour every Sunday night on the CBS Television Network, starting in September.

In the meantime, if you want to see something funny, close your eyes and try to imagine him just swaying there saying “Welcome to The Tim Conway Comedy Hour.” You see, you’re laughing already.
Petry expands TV-sales groups

Reorganization of its television-sales department was announced last week by Edward Petry & Co. The move includes the creation of a fifth TV sales group and the promotion of two salesmen to positions of TV group sales manager.

Martin J. Nierman, president of Petry, told station clients in a letter that there will be a rearrangement of client TV stations by sales groups and the reorganization takes effect today (June 1).

Michael J. Corken, vice president and national sales manager of Petry Television, said the company has hired additional salesmen and is seeking to employ others. Reporting to Mr. Corken as group sales managers are Roger La Reau and Bill Bee, both vice presidents; Art Scott, and Bill Coldwell and George Blinn. Messrs. Coldwell and Blinn have been promoted from salesmen to group sales managers.

Mr. Nierman stated that Mike James, who has been a vice president and group sales manager, has been assigned to the Petry marketing department, reporting to William Rohn, vice president and marketing director.

Political broadcast bill fate in House uncertain

Hearings on the Senate-passed political-broadcasting bill begin tomorrow (June 2) before the House Communications Subcommittee.

The bill, which cleared the Senate several weeks ago (BROADCASTING, April 20) and has been dormant ever since, gained new steam late last month after the House Democratic caucus got behind the bill and urged subcommittee hearings as soon as possible ("Closed Circuit," May 25).

Opposition to the measure is expected to come primarily from Republicans, as in the Senate. However, the Democratic wall of support that prevailed in the Senate may be less secure in the House. Some Democrats reportedly are still not well-informed on the sweeping changes that were written into the bill on the other side of Capitol Hill, and some are said to have reservations about the provision that would limit campaign spending for television and radio.

In its present form, the bill would permanently suspend Section 315 for presidential and vice presidential campaigns; it would permit any legally qualified candidate for public office to buy time at a station's lowest unit rate for a particular time period; and it would limit the amount candidates for national office could spend on broadcast time. They would be prohibited from spending more than an amount equal to seven cents for every popular vote cast in the preceding election for the office they seek (or $20,000, whichever is greater).

Moss still expects his pound of flesh

Senator Frank E. Moss (D-Utah), the principal architect of the law that will ban broadcast cigarette advertising after next Jan. 1, last week said broadcasters will still be expected to air antismoking announcements.

"In payment for decades of broadcast advertising," Senator Moss said, "I believe that broadcasters still have a moral, and legal, obligation to air health announcements until the residual effects of more than a billion dollars of commercial advertising have been dissipated."

Presently, the FCC holds that broadcasters who air cigarette commercials have a corresponding obligation under the fairness doctrine to air a "significant" number of antismoking messages.

Senator Moss, who spoke before the National Tuberculosis and Respiratory Diseases Association in Cleveland, also said he expects a noticeable increase in nonbroadcast cigarette advertising after the commercials leave television and radio on Jan. 2, 1971. If the increase becomes a flood, he said, the government will move again.

"I can see no way to stop this activity," he said. "But if the tobacco interests plan to flood the country with their outrageous ads, whether it be in print, on billboards or on the sides of racing cars, or by whatever means, I will not hesitate to call upon the Federal Trade Commission, at the earliest possible date, to put into effect its trade regulation requiring a health warning in each piece of such advertising," Senator Moss said.

Full-service agency's demise is predicted

During the next decade advertising agencies are likely to evolve into facilities that will offer clients marketing and creative services but no execution, according to Robert W. Castle, chairman of the executive committee, Ted Bates & Co. division, New York.

He told an American Association of Advertising Agencies management development seminar in New York on May 22 that two other possible directions that agencies might take are to continue as full-service organizations providing all basic services or to offer creative services only. He rejected both of these approaches.

The full-service agency, Mr. Castle maintained, cannot survive because the traditional 15% commission cannot support the proliferation of services. In addition, he said the more sophisticated client now has expertise in a number of fields, such as consumer research and merchandising, that once were the responsibility of the agency.

He disposed of creative service agencies by saying that "sheer inspirational creativity in most product categories has limited opportunity for success" because it is "developed in a vacuum and seldom is oriented toward sound, pre-defined objectives."

The agency of the future, he said, will be staffed by people who are totally creative in art, copywriting and production and they will work together with a marketing service force, consisting of men who will not be specialists but possess professionalism in all areas related to marketing, merchandising, research and media planning.

Charlie Brown special includes short lecture

Viewers of the June 10 animated Charlie Brown special on CBS-TV may recognize the live-action counterparts of two Peanuts characters in a commercial for Minute Maid ades. A domineering little girl (Lucy?) and a meek little boy (Charlie?) are featured in the new 60-second spot.

The little girl lectures her friend on success in the business world—"you have to make a buck"—while he quietly drinks up her lemonade and profits, unnoticed.

This spot marks the television debut of Minute Maid ades fruit drinks, products of the Coca-Cola Co. foods division, Houston. The commercial and a 30-second lift—which mark the start of a continuing campaign—were created by The Marschalk Co., agency, and N. Lee Lacy Associates, the film house.

Florida reps formed

MTM Communications, Miami, has formed a new firm, Florida Media Representatives, to serve both broadcast and print media based in Florida. The company, which will represent clients...
on local, regional and national levels, will be headed by Thomas R. Winters, former executive with the New York State Radio Network and later with the Greater New York Radio Group. The new rep firm's address has not been announced. MTM Communications is located at 260 Northeast 70th Street, Miami 33138.

Agency appointments:
- Warren, Muller, Dolobowsky Inc., New York, has been chosen by Frank Foods Inc., Cincinnati, to handle its account. Broadcast and print campaigns are now being prepared for Mister Mustard, Frank's red hot sauce and other condiments in national distribution. Former agency was Stockton-West-Burkhart Inc., Cincinnati.
- Burlington Industries, Klopman Mills Division, New York, has named Benton & Bowles there to handle its advertising. Former agency was Jerry Della Femina & Partners, same city.
- Spencer Foods, Spencer, Iowa, independent meat packer, has appointed Montgomery and Associates of Bala Cynwyd, Pa., as its marketing, advertising and public relations agency. Plans include development of a marketing program for Spencer's new line of frozen meat products in four test markets—Cleveland; Des Moines, Iowa; Denver and Omaha. Print and TV activity budgeted at $200,000 is scheduled for late June in the four cities and TV spot production will begin this month in Denver. Spencer operates plants in Iowa, South Dakota, Minnesota and Wisconsin and has annual sales of over $300 million.
- Lennen & Newell Inc., New York, has been named to handle the Newark district of the Ford Dealers Advertising Association, effective June 1. Account has been billing about $1.8 million, of which more than $1 million has been in TV-radio. Account has been at the J. Walter Thompson Co., which has the Ford Division and the accounts of the nation's 35 Ford dealer districts.

Also in advertising:
Diversifying acquisition — Berger, Stone & Partners Inc., New York, has acquired Lee Sanna Associates Inc., reuniting old friends and a large medical advertising team. Sanna, with Lee Sanna, president, and Bill O'Brien, executive vice president, will become a wholly owned subsidiary, with both men joining Berger/Stone as partners, retaining their current titles. Likewise, J. J. Berger, chairman, Joseph Stone, president, and partners will join the board of Sanna. Formerly Sanna's account at Ted Bates was handled by Messrs. O'Brien and Stone, then supervisor and creative director, respectively, of the Bates medical advertising division. San-

**In Sioux City...**

The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Truth or Consequences daily. And attractive news buys, early and late.

Lassie is KMEG-TV

The ideal broadcasting home for top-rated Lassie is KMEG-TV, CBS affiliate, Sioux City's own. From the Transitter Station in Sioux City, to the studio in the Channel 14 building on the corner of 14th Street and Sibley Avenue, Lassie is always ready for you.

KMEG-TV - CBS Station
Sioux City, Iowa

*A CBS Affiliate*

**Broadcasting, June 1, 1970**
Happiness is CATV's trip to Chicago

Cable-TV operators may be entering an era of great growth, and next week's convention could indicate how, when and where

If it is possible to roll into Chicago on the crest of a wave, that is how delegates to the annual convention of the National Cable Television Association will get there next week.

A year ago, when the NCTA met in San Francisco, the mood was as bone-chilling as a wind off the bay and the future as murky as an early-morning fog. There were bigger local franchise fees; the federal government was applying tighter restrictions on cable operations; an accord on regulatory proposals worked out by the staffs of the NCTA and National Association of Broadcasters had been rejected by the NAB's board of directors. It was hard for cablemen to find a friend anywhere.

Now, a year later, conditions have radically changed. The FCC, by a 4-to-3 vote, has instructed its staff to draw up a plan to liberate cable television. Earlier the agency had elevated its four-year-old CATV Task-Force staff to the status of a Cable-Television Bureau—on a bureaucratic par with the Broadcast Bureau. Both moves had been engineered by the FCC's new and high-powered chairman, Dean Burch.

The appearance of Mr. Burch next week in Chicago is almost certain to be greeted with expressions of affection. Cablemen feel it has been a long time since they've had someone up at the top in government that they can cheer about. For a long while, only Sol Schildhause, original chief of the CATV Task Force, and now of the Cable-Television Bureau, was what cable operators could term a friend.

Certainly the status of CATV has risen in government circles since the first of the year. Last year at the NCTA convention, delegates heard from FCC Commissioner Kenneth A. Cox, certainly not a CATV partisan, and from Representative Torbert Macdonald (D-Mass.), who as chairman of the House Commerce Committee's Communications Subcommittee is considered sympathetic—although he hasn't delivered anything of substance yet.

This year the 4,000 who are expected to attend the convention are scheduled to hear notables. In addition to Mr. Burch, they will be addressed by Herbert Klein, President Nixon's director of communications; two former chairmen of the FCC, Newton N. Minow, now a Chicago lawyer, and Frederick W. Ford, now a Washington lawyer (who also is the immediate past president of the NCTA); as well as Eugene V. Rostow, an undersecretary of state under President Lyndon B. Johnson and chairman of the President's Task Force on Communications Policy during the Johnson administration.

The task force found that CATV held more promise than broadcasting for increasing diversity in TV programming.

If that doesn't indicate the rising status of CATV, there was significance in the appearance of Dr. Clay T. Whitehead, a White House assistant, as the main speaker at the NCTA conference on programming in Chicago only last month. At that time Mr. Whitehead, who was chairman of President Nixon's committee on domestic satellite policy (which gives him his telecommunications bona fides), virtually promised that the administration would look more kindly at CATV if the cables did more than just siphon off programs from the air—meaning if they got into program origination.

The participants going to Chicago next week will arrive with a sense of being on the brink of something big. In fact, the theme of this meeting is "CATV Comes of Age." And they have good cause for this optimism—beyond the most recent moves at the FCC.

During the year, the FCC ordered cable systems with 3,500 or more subscribers to begin program origination. And to sell advertising if they so desire. And to interconnect systems if they want to. That was a big move, and it takes cable TV out of the ranks of service businesses into the communications media, according to some. This gives great pleasure to many cable operators, if not so much to others, mostly smaller operators, who are reluctant to leave their passive role as conveyors of TV programs for the more active position of originating their own.

Then the FCC also moved against CATV's most pressing competitors, the telephone companies. It ordered the telephone firms to divest themselves of CATV systems they were operating in communities in which they furnished the telephone circuits.

More recently, the FCC has opened the door to domestic-satellite applications, which promise to offer another technique for interconnecting CATV systems.

Promised also, from another end of government, is a proposed new copyright bill that contains a section on CATV which, in the opinion of many cable operators, would strip away the FCC's current barriers to growth—particularly in the major cities. The copyright bill was approved by a subcommittee of the Senate Judiciary Committee and is now pending before the parent committee. It was the imminence of this bill in the view of observers, that persuaded Mr. Burch and his FCC colleagues to attempt to work out a settlement. That persuasion was helped along, it's known, through the urgings of Senator John McClellan (D-Ark.), chairman of the copyright subcommittee and number-two Democrat on the parent committee, and Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Senate Commerce Committee.

Senator McClellan's subcommittee had come up with a copyright-law amendment that would, in effect, regulate CATV while embracing it in the copyright law. The McClellan plan would obligate CATV's to make payments to a copyright-owners' pool ranging from one percent on the first $40,000 of gross revenue to five percent on revenues over $160,000. For that, cable systems would be permitted to carry three network services plus one educational station in the first 50 markets and three network, two independent and one educational elsewhere.

The copyright subcommittee's legislation was proposed after the NAB had dissuaded a compromise tentatively reached by its staff and that of the NCTA. The NAB-NCTA staff plan would permit cables to carry three network and three independent stations plus one educational station, and to originate entertainment programming with advertising. Under the plan, cable systems would be subject to copyright payments and to exclusivity provisions in contracts between stations and program suppliers. They would also be
prevented from interconnecting into cable networks.

Both the NAB-NCTA plan and the McClellan subcommittee legislation would be superseded if the FCC's new rulemaking, now in the final drafting, were put into effect. Details were reported in Broadcasting a week ago but may be summarized as follows:

Cable systems would be required to carry all local television stations. Beyond that they could import four independent stations plus any needed to fill out full network service plus any number of educational stations to which local educational stations did not object.

Commercials would be deleted from the distant signals and the vacated positions turned over for local sale by local UHF stations or, where none existed, by local V's.

Pay television would be permitted on any number of cable channels. Local origination of news and political broadcasting would be required. In general the proposed rules would be intended to open larger markets to cable development.

The latest happenings in Washington are grounds for optimism among cable TV operators. Too many in the CATV industry, however, recall other years, when the omens seemed bright but were never translated into realities. So cable TV leaders are playing it cool, extremely hopeful but knowing that they still will have a hard battle.

Broadcasters have unanimously denounced the new trend of FCC thinking on cable regulation.

The National Association of Broadcasters termed the proposal dangerous to local television service and warned that it could result in the conversion of over-the-air TV into "a wired pay-TV system."

The Association of Maximum Service Telecasters has called the plan infeasible, warned that stations inserting commercials into the deleted advertisements of imported distant signals would encounter impossible technical difficulties. Even the All-Channel Television Society, representing UHF stations, was not happy; it noted that the costs of selling advertisements and inserting them into the distant-signal breaks would outweigh the benefits.

Even copyright spokesmen were sour about the plan, charging that the royalty fees were too low and that a five-percent-of-gross tithe by cables to the Corp. for Public Broadcasting would really come out of revenues that should be going to the copyright licenses.

In the forefront of the broadcasters' battle against what they term "unlimited" CATV is the Free TV News Bureau, underwritten by the NAB, whose function is to disseminate the broadcasters' position on CATV.

The most significant move by this group has been a series of forums held in various cities presenting "free" broadcasting's viewpoint to newsmen.

Aside from relating the alleged impact of unbridled CATV on local TV stations, particularly UHF, the meetings have heard CATV strongly equated with pay TV.

The broadcaster point of view on CATV regulation has also been re-
counted at these meetings: That cable operators must pay copyright fees, that broadcasters' exclusivity contracts with program suppliers must be honored; that same-day duplication protection must be practiced, and that cable systems that originate must abide by the same policies and regulations that apply to broadcasters—equal time to political candidates, fairness, lotteries and obscenity.

They also would like to see a hold put on CATV's ability to compete with TV for such on-the-air programs as sports, even to the curb that has been placed on pay TV stations.

The Free TV News Bureau began operating in January, with a $100,000-plus-expenses grant from the NAB. Phil Dean & Associates, a New York public-relations firm, is handling the job.

Broadcasters, and the telephone companies that now have to get FCC permission to provide facilities for non-affiliated CATV operators, are not the only adversaries in the cable TV industry's mind.

Also counted must be the 50 state public utility commissions that are moving rapidly to take over local responsibility for CATV. For years, cable TV lawyers held the PUC's at bay by successfully claiming that CATV is not a utility. A few states attempted to move into this field by law, and the question came to a head in Nevada when the legislature imposed utility status on CATV. Challenged by the cable industry, the legal case moved upward until the U. S. Supreme Court last February held that the state of Nevada did have the power to impose utility regulation on CATV. The National Association of Regulatory Commissioners moved quickly, sending a draft law to its members and the betting is that many states will begin to encompass CATV as part of their jurisdiction. At present, similar to Connecticut and Rhode Island have such laws on their books. Only two weeks' ago the Connecticut Supreme Court upheld that legislation.

The movement toward state regulation alarmed the cable industry. Last month the NCTA board of directors took an eventful step. It recommended to its members that the association go on record favoring FCC primacy in the cable field.

Facing the cable industry is another jurisdictional point that, standing by itself, could be touchy. This is the decision, not long ago, by the U. S. Court of Appeals for the Sixth Circuit, that held invalid a gross income tax levied by two Ohio cities on CATV revenues. The court said that CATV is engaged in interstate commerce, thus coming under control of the federal government; it also found the ordinances vague in standards.

Cable operators were taken aback.

For the last decade they have been sharing a portion of their revenues with local municipalities; principally as a sweetener in getting franchises. The decision, which went counter to ordinances enacted by Sandusky and Fremont, Ohio, is being considered for petition to the U. S. Supreme Court, but the whole matter may become academic if the FCC enacts its newest set of proposals for CATV. One of these would forbid franchising authorities to charge cable systems more than 2% of gross income.

Beyond this activity in the governmental field, CATV, now in its 21st year, is healthy if not exactly thriving. Ahead are the breakthroughs into the major cities, already evident in early manifestations in New York, in sections of San Francisco, Los Angeles, and in San Diego, and by the 15 applicants seeking authority to start CATV operations in Chicago.

On May 20 groundbreaking ceremonies were held in Phoenix, for the construction of a $1-million, 60,000-square-foot plant covering 23 acres. It expects production of aluminum-sheathed coaxial cable and house-drop cable to begin toward the end of the year.

Kaiser CATV, a division of Kaiser Aerospace & Electronics Corp., and a principal manufacturer of cable-TV equipment, sees CATV's future as bright. In fact, it's putting money on that estimate.

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One rosy view of cable

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On the financial front is the looming merger of two giants of the CATV industry. The merger of Teleprompter Corp. and H&B Communications, first announced in mid-1969, moved past its final step before completion only two weeks ago when stockholders of both firms approved the move. The surviving company, Teleprompter, will serve more than 350,000 customers in what is considered a $160-million transaction.

The completed merger of Cypress Communications Corp. with Harriscop Cable Corp., in an estimated $23-million transaction, was announced just last week (see page 39). The survivor, Cypress, will now serve more than 165,000 customers. Harriscop principals, who are also the major stockholders in Harriscop Broadcasting, a group broadcaster, end up owning 41% of Cypress.

Only last month, the substantial Citizens Financial Corp., Cleveland, agreed to become a major stockholder in Communications Properties Inc. of Austin, Tex., in an estimated $14-million transaction, by turning over its Tower Communications division to Communications Properties. The combination of Tower Communications and Communications Properties cable TV systems will result in a multiple CATV entity serving 65,000 customers.

This merger activity, which may be a symptom of the general economic situation, also points up the interest of the financial community in what everyone sees as a "growth" industry which has seen the number of public CATV firms jump from nine at the beginning of 1966 to 17 today.

This interest, which has taken the form of innumerable studies of CATV by financial houses, was exemplified earlier in the year when the prestigious Philadelphia investment-brokerage house of Drexel, Harriman & Ripley held a full-day CATV financial seminar in Washington, attended by over 300, most of whom were definitely interested financial advisers and investment managers.

But not only brokers and investment managers have shown their interest in CATV; earlier this year a Rand Corp. study recommended that CATV pay royalties to copyright owners and in return be permitted to import all the distant signals it wanted to. And even before that, the Electronic Industries Association told the FCC in a voluminous filing that the future of domestic communications was wire.

In the area of operations, perhaps the best example of growth is the recently announced plan of American Television & Communications Corp. to wire up 18 communities in central Florida into a single, 1,000-mile, 32-channel, two-way system covering 300 square miles. ATC already holds franchises for three of the 18 towns, is seeking franchises in the 15 others. The aggregate system, estimated to cost $7.7 million to complete, would cover a population of 500,000 with a potential of 150,000 homes.

Perhaps more to the point is the latest Nielsen survey of CATV markets showing the distribution of the 3.73 million CATV homes—6% of the nation's TV households (see page 58).

Notable is the fact that in many areas, cable TV is fast reaching a 50% saturation: Clarksburg-Weston, W. Va.; Fort Myers, Fla.; Johnstown-Altoona, Pa.; Laredo, Tex.; Marquette, Mich.; Salisbury, N. C., and Santa Barbara, Calif.

Small wonder then that when Donald V. Taverner, NCTA's new president, gets up to make his first report to members at the convention next week, his tone can truly represent his own personality: optimistic, energetic and untrammelled by doubts of the future.
A leap into the computer age?

Tarzian offers central system for big stations to do everything but take timebuyers to lunch

There may be a "big brother" in the future of television stations, freeing staff for more creative selling and engineers for monitoring functions, systems planning and equipment maintenance.

Sarkes Tarzian Inc., broadcast equipment maker and station operator, disclosed plans last week to enter the computer program services "software" market on a major scale—offering a central, national 24-hour on-line computer automation system for major-market TV stations. The system would handle everything from basic selling paperwork functions and master control technical operations to billing, accounting and special management reports.

Instant availabilities at any desired time and by any mix of demographics, ratings, etc., would be another of the system's services.

The plans were announced Wednesday (May 27) before some 50 representatives of the TV networks and large station-group operators at an all-day demonstration seminar at WTMJ-TV Milwaukee. The move represents the fruition of the firm's more than five years and nearly $1-million investment in automation systems—development work, according to Biagio Presti, manager of Tarzian's broadcast division, host at the session.

Heart of the service is to be a twin installation (redundancy protection) of the IBM 360-50 computer to be operated by Tarzian. Each participating station would be linked with the computer and supplied a total computer program suited particularly to its needs, the program completely protected by security codes so no leaks or intrusions could occur.

Wide flexibility of the system, interfacing with other equipment and systems, simple self-teaching operation by present station clerical people and adaptability to future automation developments in both the technical and business areas of broadcasting are among the chief features claimed for the new computer service. Savings in make-goods, speeding up accounts receivables and manpower would more than recover cost of the service, Tarzian officials explained.

Tarzian has used an old name for the service—Tascom—but given it new meaning: Television automation system by computer. Originally, when Tarzian introduced its APT-1000 automatic progranmer for television, a small computer-controlled switching system for hands-off master-control operations, the term Tascom described the "traffic-availabilities-scheduling" functions it embraced with certain automation features at the time. That was 1965.

WTMJ-TV purchased the first unit and slowly integrated it into its master-control operation. Last week those at the Tarzian seminar watched the unit handle program and station-break switching functions while the engineer monitored.

The new all-function-embracing Tascom system proposed by Tarzian would include the company's more advanced automated switching system, the APT-2000, introduced about two years ago.

Tarzian proposes to lease both the hardware, including the APT-2000, and the computer program software services, though stations can buy the hardware as usual if they wish.

But because of the immense start-up programming costs for a computer system of the size proposed (about 15 man-years will be needed to make input set-up), Tarzian will not begin until at least 10 stations sign a minimum four-year contract. That is still below the break-even point, but close enough to "go," company representatives said. Regional share-time computer centers may be used until the national spread is sufficient for the central operation.

Ultimately, down the road as stations might wish, the system could even automate such technical functions as some studio operations, or, include read-out terminals for instant availabilities in the offices of the station representative or even key agencies.

Some form of agency or representa- tive input of reservations or intend-to-buy data might even be feasible.

New ratings reports would be entered into the system as soon as the data was available, perhaps even before the station manager got his own personal copy from the ratings service, it was indicated.

The average station lease cost, once the system was in full operation, would be about $9,000 per month. If 10 or 12 stations signed by, say, Aug. 1, Tarzian representatives said, the system would be in full operation by about this time next year.

There would appear to be no FCC regulatory concern if station master-control functions were automatically controlled remotely by a central computer far distant from the station, Tarzian officials said. The licensee

New service analyzes station operations

A new administrative service designed to help station managers discover "what is not being done that they think is being done," has been organized by Cecil Webb of Oakland, Calif. Mr. Webb has been administrative manager with Kaiser Broadcasting for three years. Called "Discovery Audit," the service, according to Mr. Webb, is similar to a financial audit, except that it examines all nontechnical elements of a station's operation. "Tests have proved there is a definite need for a 'short-term' station manager, un-numbed by familiar rou-
The WHDH-TV case goes on

D.C. appeals court hears fourth oral argument
in old, complicated, landmark proceeding

The U.S. Court of Appeals for the District of Columbia had an old friend in court last week—the WHDH-TV Boston case. It was the fourth time around in 12 years for the proceeding, one of the last of the cases that involved the FCC in ex-parte scandal in the 1950's, and considering the estimated value of WHDH-TV—$50 million—at least one more appeal, to the Supreme Court, may be expected.

What ever the appeals court rules, the case is already famous as the one that led the commission to issue a policy statement, last January, asserting that, in comparative hearings in which a renewal applicant is involved, the commission will favor the incumbent if it has a record of providing substantial service.

The commission, in its unprecedented, January 1969 decision, denied WHDH Inc.'s application for renewal of license and granted the competing application of Boston Broadcasters Inc., for a new station. Two other applications for new stations were denied.

The commission based its decision—reached on a 3-to-1 vote—primarily on the grounds of diversification of media interests — the Herald-Traveler Corp., parent of the licensee, publishes daily and Sunday newspapers in Boston and owns WHDH-AM-FM as well as the television station — and integration of management and ownership. But in doing so, the commission relied on a 1965 policy statement on criteria to be employed in comparative hearings involving new applicants only.

The decision thus shook all multimedia owners. It also led WHDH to charge, in its appeal, that the commission had treated it unfairly by changing the rules of the game without warning.

In court last week, it was the standards used by the commission in deciding the case and the rationale behind them that interested Judge Harold Leventhal, who asked most of the questions that came from the three-judge panel. At one point he wondered whether there wasn't a difference between an applicant who has been operat-
Lying to FCC can be fatal

Oregon broadcaster loses license, CP, applications because of 'fabrications'

Radio Broadcasters Inc. was stripped of its license for KFLY(AM) Corvallis, Ore., last week after the FCC found president and chief engineer, James L. Hutchens guilty, of log falsifications, "conscious fabrications," and "deliberate misrepresentations" to the commission.

Also revoked by the commission was a construction permit held by Mr. Hutchens for KPTN(AM) Central Point, Ore., and his applications for a new AM at Gold Beach, Ore., and a new FM at Central Point. In addition the commission denied the applications of Radio Broadcasters for KFLY-FM Corvallis and for an auxiliary transmitter there.

The revocations stem from 1966 FCC inspections at the station which indicated Mr. Hutchens had falsified KFLY(AM) transmitter logs. The inspector found that Mr. Hutchens had made log entries for March 5 and 6 reflecting that he had made required inspections while he had actually been in California and that during the rest of his several weeks' stay there the station had no first-class engineer on duty.

In one of five letters to the commission concerning the alleged violations, Mr. Hutchens maintained that he had instructed Donald Heinen—who was at the time vice president and station manager—that he [Hutchens] would cease to act as chief engineer of the station on March 8 and that Mr. Heinen should hire a new engineer. The letter attributed Mr. Heinen's failure to hire an engineer to "pressures of business, or an oversight. . . ."

However, in a subsequent letter Mr. Hutchens attributed Mr. Heinen's failure to hire an engineer to animosity toward himself and resentment stemming from Mr. Heinen's failure to acquire control of the station, rather than business pressures. (James L. Hutchens and his father, C. C. Hutchens, each own 41.33% of KFLY(AM) and KFLY-FM; Donald Heinen has a 17.34% interest.)

Mr. Hutchens's last letter denied authorship of a March 1966 memo sent to Mr. Heinen in which the former requested 10 blank copies of transmitter inspection sheets to "keep you legal on the daily inspections."

Mr. Heinen testified that he was never told to employ an engineer.

A $4,000 forfeiture was assessed against Radio Broadcasters in July 1967 (the fine was vacated and the

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amount returned by the commission last week). Mr. Hutchens's subsequent representations, which attempted to mitigate his responsibility and reduce the fine, resulted in the setting of the revocation proceeding.

In an initial decision issued in March 1969, the hearing examiner found that two of Mr. Hutchens's five communications contained "deliberate misstatements of fact designed to mislead and deceive the commission."

But the examiner also found that "the false statements seem to be attempts by Hutchens to extricate himself from situations which he found to be unpleasant... his actions do not seem to be so blatant as to require the total forfeiture of the investment which he and his father have made in the Corvallis stations."

Accordingly, the examiner ordered that Radio Broadcasters be allowed to retain its license for KFLY(AM) and its CP applications for KFLY-FM and the auxiliary transmitter, but ordered revocation of the CP's for KPTN(AM) and denial of the applications for facilities at Gold Beach and Central Point.

In its action last week, the commission, taking "significant exceptions" to the examiner's findings, said the record "compels the finding that Hutchens deliberately and willfully misrepresented more than two statements... There is before us a clear record of a long continuing pattern of deliberate misrepresentations and concealments intended to deceive the commission concerning the occurrence of and responsibility for repeated and willful violations of commission rules."

Denying Mr. Hutchens's request that the hearing examiner's opinion be affirmed because of the proposed sale of KFLY(AM) and KFLY-FM, the commission noted: "It is no deterrent to misconduct if a licensee realizes that he can always sell the station if the commission undertakes to revoke or refuses to renew his license."

The commission's unanimous decision was prepared under supervision of Commissioner Robert T. Bartley.

**Concentration issue trips up WYNX sale**

A petition by a Georgia newspaper publisher for immediate grant of its application to buy WYNX(AM) Smyrna, Ga., was denied last week by the FCC because of a concentration-of-media-control question.

The Times Journal Inc. and M. W. Kinney Jr., one of its principals, applied in June 1968 to buy WYNX from Laurence N. Polk Jr.

The commission designated the application for hearing last January to determine whether a grant would cause undue concentration of control of local mass media in the Smyrna area. The FCC pointed out that the Times Journal controls the only Smyrna newspaper, the weekly Smyrna Neighbor; the only newspaper in nearby Marietta, the Marietta Daily Journal, and other weekly newspapers in the area. Principals of Times Journal Inc., also have interests in WBLJ(AM) Dalton, Ga., about 60 miles from Smyrna—the commission added.

In their petition for reconsideration and grant without hearing, the proposed buyers contended that no concentration-of-control issue would have been designated except for the FCC's "far more narrow concern over the potential impact of cross-ownership in the same geographical area, of radio stations and newspapers." They noted that this policy question is the subject of a rulemaking proceeding and suggested that the general rulemaking rather than an adjudicatory proceeding should determine the WYNX matter. The application should be granted subject to the outcome of the broader rulemaking proceeding, they said.

In turning down the petition, the commission concluded that a pending rulemaking proceeding provides no basis for deletion of a concentration-of-control issue from an adjudicatory proceeding where there are substantial public-interest questions. The vote was 3-to-2 with Commissioners Robert E. Lee and Robert Wells dissenting, and Chairman Dean Burch and Commissioner Nicholas Johnson absent.

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man is the principal owner of James Broadcasting Corp., owner of WJTN-AM-FM Jamestown, WDOE(AM) Dunkirk, WGOO(AM) Salamanca, all New York; WWYN(AM) and WWFM(FM) Erie, Pa., and WTOO(AM) Bellefontaine, Ohio. WSYV is full time on 1380 kc with 5 kw day and 1 kw night.


Harassment issue still haunts KRON renewals

Chronicle Broadcasting Co. has lost its bid to have a harassment issue deleted from the hearing ordered in March 1969 on its renewal application for KRON-FM-AM TV San Francisco.

The issue involves charges by two former Chronicle employees that they were followed and intimidated by private investigators hired by Chronicle after they alleged that the KRON stations slanted their news coverage to favor the interests of parent corporation Chronicle Publishing Co. Last August the commission's review board added an issue to determine whether Chronicle's investigation of the complainants constituted harassment (Broadcasting, Aug. 18).

Commissioner Robert E. Lee, in a separate statement in which Chairman Dean Burch joined, dissented to the addition of the harassment issue, saying in part: "I do not feel that we should attempt to interfere with the method by which a party chooses to develop its defense, or present its case, unless conduct during the investigation is clearly shown by affidavit to reflect on the qualifications of The Chronicle Broadcasting Co. to be a licensee of this commission.''

Broadcaster's plaint on fees heard, filed

A lone broadcaster went before the Senate Appropriations Subcommittee on Independent Offices last week to contest the FCC's proposed fee hikes. He got a cordial reception and little else.

Nebraska television executive A. James Ebel told the subcommittee that the proposed fees—which he referred to as "taxes" because many of them would be pegged to broadcasters' income—are disproportionately harsh on broadcasters and bear no apparent relation to the "amount of time and effort devoted to applications before the commission."

But Chairman John O. Pastore (D-R.I.) replied that the problem is now strictly in the hands of the FCC, and is outside the jurisdiction of an Appropriations Subcommittee. If the commission adopts a clearly inequitable fee schedule, Senator Pastore indicated, that matter might be taken up by the Communications Subcommittee, which is also headed by Senator Pastore.

Mr. Ebel is vice president and general manager of KOLN-TV Lincoln, Neb., and its satellite KGIN-TV Grand Island, Neb., and is executive vice president of KMEG-TV Sioux City, Iowa. All are John E. Fezer stations.

As one example of how the proposed fees might have affected a past business judgment, Mr. Ebel noted that his company would have had to pay over $20,000 in fees when it purchased KMEG-TV last year. Since the station has been losing money consistently since it went on the air, he said, this kind of additional payment would have been "completely unreasonable—and might very well have been a reason for not entering into a purchase agreement...."

In an appearance before the same subcommittee the preceding week, FCC Chairman Dean Burch predicted that the commission would impose a new schedule by July 1, despite widespread opposition from the industries it regulates (Broadcasting, May 25). Senator Pastore at that time expressed support for the commission's initiative in proposing the fees. Congress has long urged the FCC to be self-sustaining.

Rounsaville scored over labor practices

Rounsaville of Nashville Inc., group owner of broadcast stations, was found guilty of unfair labor practices and refused to bargain collectively with employees at W VOL(AM) Berry Hill, Tenn., in two National Labor Relations Board decisions announced last week. The station's owner failed to bargain with the American Federation of Television and Radio Artists and threatened employees with loss of jobs to discourage union activity, the NLRB found in upholding a trial examiner report, with exceptions. NLRB dismissed charges of discriminatory discharges in the cases of four employees. AFTRA members have been on strike, seeking a contract at W VOL(AM), since May 15, 1969.

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Cable Bureau urges denials for Telco

Cites FCC decisions on Section 214 requests for Hyde Park, Brookhaven

In a precedent-setting case, the FCC's Cable Television Bureau has recommended that a hearing examiner deny the applications of the New York Telephone Co. (Telco) for authority to provide channel distribution service in Hyde Park and Brookhaven, both New York.

The bureau also recommended that Hearing Examiner David Kraushaar grant Telco's applications to provide service to two CATV's in New York City, but to attach conditions to one grant enabling the city to assert regulatory authority over the system involved.

The recommendations were made in a hearing on the first applications filed in response to a 1968 commission ruling that Section 214 of the Communications Act requires telephone companies to obtain certificates of convenience and necessity before building channel facilities to serve CATV's.

The bureau recommended denial of Telco's applications to serve Hyde Park and Brookhaven because Telco "intentionally favored its tariff customers at the expense of pole-attachment applicants."

Although the case is one of "first impression," the bureau said, the commission in recent decisions has made it clear that it will "deny Section 214(a) applications when it is demonstrated that the telephone company has engaged in anticompetitive conduct."

In New York City, the bureau favored granting Telco's application to serve Sterling Information Services, which is authorized by the city to serve the lower portion of Manhattan. But it said an application grant to serve Comtel Inc.—which does not have a city franchise—should be made only on the condition that Telco refrain from filing additional applications to serve Comtel or any other CATV in New York that lacks a city franchise. (Comtel operates solely through telephone company's channel service; courts have held that this puts the system outside the city's jurisdiction.)

The bureau said Comtel's unregulated channel service operation within New York City "poses a direct threat to the regulatory program which that city is developing, and to the independent CATV companies" franchised by the city. It added that the commission's CATV regulatory program is based in large part on effective CATV regulation at the local level.

The commission's Common Carrier Bureau is reportedly preparing reply comments in the proceeding which will differ at least in part from the Cable Television Bureau's position.

In comments submitted last week, the City of New York urged the commission to deny Comtel Section 214 authorization on the principal ground that the company is not authorized by franchise or consent from the city to render CATV service.

"A grant of the [Comtel] applications would undermine the effectiveness of the city's present and prospective regulation, and would defeat the city's stated objective of cooperative federal-local regulation of CATV," city attorneys asserted.

New York Telephone Co. said there was nothing in the record to indicate that "any undue preference or advantage has been given to Comtel.

Telco maintained that it had "met its burden" in proving that a demand existed for its CATV channel service in Hyde Park, Brookhaven and New York.

Telco added that there was no evidence to show the public interest would be adversely affected by its "favoring its tariff customer over the pole-attachment operator."

Reprisal seen in KFSC bomb attempt

What is claimed to be an attempt to destroy the station and loggings of Francisco V. (Paco) Sanchez, Colorado state democratic representative, last week was only partially successful.

Monday morning (May 25), shortly before 5 a.m., two Molotov cocktails were tossed into the building that houses Mr. Sanchez and his station, KFSC(AM) Denver, "miraculously" only destroying the station's remote broadcasting equipment.

The bombing caused $32,000 worth of damage, and led Mr. Sanchez to announce his withdrawal from the candidacy for re-election as state legislator. Mr. Sanchez said his withdrawal from politics was for the safety of his employees and friends. Mr. Sanchez lives on the second floor of the building. The station's studios are housed in the basement.

The bombing followed the state's Democratic convention held the previous evening. Mr. Sanchez, sole owner of the station, added he has received numerous threats by telephone and "implied threats" by groups he would not identify.

He concluded the bombing "was definitely political," adding: "I hope it's not my own people. (Mr. Sanchez is Mexican-American.) They have called me Uncle Tom and double crosser."

Shreveport stations feel the pressure

UCC, black groups win concessions over threat of license challenges

The Office of Communication, United Church of Christ, announced last week that three Shreveport, La., stations had agreed to "reforms in programming and employment practices" and thus escape license challenges by the Ark-La-Tex Communications Committee. The three stations were KSLA-TV, KTBS-TV and KCLI (AM).

According to Rev. Everett C. Parker, director of the Office of Communication, letters outlining terms of the accord were filed with the FCC on Wednesday (May 27).

The church unit—as it had done with other community organizations—provided the Shreveport group "with technical and legal assistance." A previous church-community group effort resulted in agreement by KTAL-TV Texarkana, Tex., to similar programming and hiring reforms (Broadcasting, Jan. 13, 1969 et seq.).

Also won earlier was court revocation of the license for WINT(TV) Jackson, Miss., on grounds of failure to broadcast in the interest of Jackson's black community (Broadcasting, Dec. 8, 1969).

The following agreements were among those reached last week in Shreveport, according to the church organization:

• Systematic inclusion of black citizens in the full range of locally produced programs.

• Immediate hiring of qualified and qualifiable blacks in specific job classifications such as managerial level positions, on-camera newsmen and technicians.

• Affirmative policies of equal-employment practices, recruitment, training, pay-scale, advancement, benefits, and termination.

• Regular news coverage of the black community on local news programs including representation of black opinion.

• Use of courtesy titles at all times when referring to black persons and exclusion of racial identification except when required for the apprehension of a criminal.

• Recruitment and training programs to provide the opportunity and incentive for black students to develop skills in broadcasting and other related fields.

• Presentation of diverse views on all public-service announcements for black groups and other organizations representing minorities.
WNHC-TV got into color film and got out more promotion spots.

"The one reason why I had more promotion spots on the air last year than before was color film," says Walter Liss, Assistant Promotion Director for Triangle Stations, and former Promotion Manager for Triangle's Hartford-New Haven outlet. "In one year with our Kodak ME-4 Process, I also saw a tremendous difference in news, documentaries, and local commercials.

"Before color film, we used a full production crew to shoot spots. With ME-4 and Kodak Ektachrome films I turned out many more spots, in less time, for less money. I could shoot a spot in the morning and get it in the afternoon in beautiful color.

"We discovered the flexibility of color, too. We rigged up a simple animation method using a light box hung on a wall, and a single frame movie camera that gave terrific effects. We could edit quickly. We were more mobile with film.

"Color film allowed our news people to shoot more documentaries, such as our 'Scene '70' series which covered local problems like traffic safety, unemployment, ghettos, etc. We, on the other hand, used the film to promote the series.

"That's just one way we got double use out of the ME-4 Process capability.

"My job was to get as much on the air as I could—quality and quantity. I did my job better with the Kodak ME-4 Process and Kodak films."

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- When started; channel capacity and the TV stations it picks up
- For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable
- O-A for picked off the air, or MIC for microwave
- Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week
- Officers and owners, with ownership percentages
- Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories— from text to map. All needed data is at your fingertips—in one place.

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  - CATV Suppliers and Equipment Directory
  - CATV Associations, including NCTA and state groups
  - Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least $8.00.
AT&T lowers its radio demands
Choice of three rate schedules is offered to quell objections of small-market stations

Broadcast-industry representatives last week were studying three choices AT&T has offered for reducing by some $2 million the almost $4 million it has proposed to boost its interconnection rates for radio.

The reductions in each of the proposed modifications would come in station-connection charges, the aspect of the proposed rate increase of most concern to small broadcasters.

Each of the modifications, in addition, would equalize the rates broadcasters pay on an occasional basis throughout the week. Under the proposed tariff on file—so-called Plan E—rates would be higher at night and on Saturday and Sunday.

The modifications were proposed in accordance with an agreement broadcast-industry counsel reached with AT&T officials two weeks ago in one of a series of informal meetings they have had on the higher AT&T tariffs for both television and radio. Minor adjustments in the television tariff, which went into effect last fall, were also offered last week in accordance with agreements reached at the meeting.

Unless unanimous agreement on one of the choices is reached among the broadcast interests involved—the National Association of Broadcasters, networks, individual stations and regional networks—AT&T's present Plan E will go into effect July 1, and become part of the hearing to be held on the television tariff.

AT&T has offered to file any one of the modifications of Plan E on which the broadcasters agree so that it would become effective Sept. 1, and to keep it in force without change for at least two years.

AT&T has designated the three modifications of Plan E as E1, E2 and E3. The station connection charge for 3.5 kc lines, now $20 maximum for a 24-hour period, would be $75 under Plan E. But it would be $45 under E1, $35 under E2 and $45 under E3. The rate for 5 kc lines, now $90, would go to $100 under Plan E. It would be $60 under E1, $90 under E2 and $100 under E3.

To equalize the occasional-use rates, AT&T has offered to charge, under each of the Plan E modifications, the same price per mile per hour, per occasion for interconnection. The hourly rate would be 12 cents for 2.5 kc lines, 14 cents for 3.5 kc lines and 19 cents for 5 kc lines. Under Plan E, hourly rates would range from 3.5 cents from 1 a.m. to 9 a.m. Monday-Friday and 19 cents from 1 p.m. to 1 a.m. Saturday and Sunday.

The station-connection charges for 2.5 and 3.5 kc lines per hour, per occasion would be $2.95 under E1, $2.25 under E2 and $1.50 under E3; under Plan E, rates would range from $1.90 to $7.50. For 5 kc lines, AT&T would charge $4.50 under E1, $6.75 under E2 and $7.40 under E3; from $2.50 to $10 for 5 kc lines.

AT&T estimates it would earn $214,240,000 annually under Plan E, compared with $17,893,000 under present rates. But under E1, it estimates, it would earn $19,228,000; $19,326,000 under E2 and $19,342,000 under E3.

OEO looks to cable as aid for minorities

The federal Office of Economic Opportunity, which oversees the U.S. government's war on poverty, is considering underwriting an experimental cable-TV system to determine how CATV can be used to help the underprivileged.

OEO plans to ask for proposals soon that would be aimed at providing a CATV system in an urban area. Provided the move is approved by the agency's general counsel, OEO would ask those making presentations to concentrate on a system that would cover whites, blacks and Latins as well as various socio-economic groups.

An important element in choosing the cable operator, OEO sources said last week, would be the provisions proposed for the number of channels to be made available for use by local governmental agencies as well as by local citizens' groups.

Last month, OEO turned down a proposal to build a $7.5-million cable system in Kansas City, Mo. This had been proposed by the National Laboratory of Urban Communications, and would have covered a 1,200-block area of the inner city. It would have provided a 20-channel system, carrying all local commercial and educational TV stations, as well as a time and weather channel. Other circuits would have been used for special programs from the NLUC studios.

NLUC is sponsored by Andrew Carter, president and owner of KPRS-AM-FM Kansas City, one of the few Negro radio station owners in the U.S., and United Utilities Inc., a holding company for a number of private telephone companies.
Walbridge scores FCC proposals on CATV

Willard E. Walbridge, chairman of the board of the National Association of Broadcasters, warned last week that free, over-the-air broadcasting would be seriously impaired if the newest CATV proposals before the FCC are adopted.

The proposals, sponsored by FCC Chairman Dean Burch (BROADCASTING, May 25) are "ill-conceived and unsound," Mr. Walbridge said at a news conference in Detroit. It would plant the seeds of destruction of free, over-the-air television as viable national service."

The Detroit meeting was one of several previously scheduled under the auspices of the Free TV News Bureau, an NAB-sponsored activity, to combat unrestricted CATV.

Also at the news conference was Arthur Dorfner, president of WDHO-TV (ch. 24) Toledo, Ohio, who commented that the prospective plan, supposedly aimed at helping UHF, would in reality weaken those broadcasters. If TV signals are allowed to be imported from distant cities, as the plan proposes, he said, audiences would diminish for UHF stations. Even if UHF stations are permitted to substitute their advertising for those of the distant station, Mr. Dorfner said, the price would be too high.

The Free Television News Bureau noted that "two of the most damaging proposals in the suggested plan are (1) the allocation of one CATV channel for pay TV, and (2) the elimination of program exclusivity, which would, the bureau said, replace the present system of competitive bargaining for programs with a process of forced sale at a fixed price.

"The plan once again brings into sharp focus the question whether this country is to be served by a form of pay TV or free TV," Messrs. Walbridge and Dorfner are quoted as saying. "It will be one or the other; the plan if adopted would transform CATV from a supplemental service to a form of pay TV."

In other criticisms, the NAB panel emphasized that local UHF stations would have little incentive to provide quality programing; that the cost of equipment, including switching arrangements, to permit the substitution of commercials on distant signals with those of local UHF stations is too costly; that retransmission of a TV station's programs without its consent is illegal under present law; that the leasing plan for CATV channels is vague and irresponsible, and that the cutback on franchise taxes to local communities to $29 under the proposal would be unfair.

The FCC, by 4-to-3 vote two weeks ago, instructed its staff to submit a formal, rulemaking order by the middle of this month.

'Grandfather' rights out in Pa. cable case

A Pennsylvania CATV system, Service Electric Cable TV Inc., was barred by the FCC's review board last week from carrying distant television signals over its Hazelton, Wilkes-Barre and Mahanoy City facilities. At issue was whether the cable systems had carried the signals in question before Feb. 15, 1966, so that they could be considered "grandfathered."

The board prohibited carriage of the programs of Philadelphia stations WCAU-TV, WPHE-TV, WKBV-AMN, and WIBF-TV; WY-ITV, WLVT-TV, Allentown, Pa.; WHYY-TV, Wilmington, Del., and WVF-TV Binghamton, N. Y. over Service Electric's Hazelton facilities, and the programs of WPHT-TV, WKBW-TV, WIBF-TV, WHYY-TV and WLVT-TV over its Mahanoy City and Wilkes-Barre facilities.

In an initial 1968 decision, a hearing examiner found that Service Electric had not established grandfather rights for the signals carried over its Hazelton and Wilkes-Barre systems, but had shown rights to the signals of WPHT-TV, WKBV-AMN and WIBF-TV for the Mahanoy City facility.

The review board, noting that the company had kept no written records of the programing presented over its systems prior to Feb. 15, 1966, observed that evidence was limited to "recollections" of various individuals and filings on behalf of the company.

The board said Service Electric's direct presentation in the proceeding was "inconsistent and irreconcilable" with representations made earlier. While it was in essential agreement with the hearing examiner's findings in the Hazelton and Wilkes-Barre cases, the board said, Service Electric failed to meet its burden of proof in establishing grandfather rights to any of the contested signals in its Mahanoy City facility, and "continued carriage of these distant signals... would not be consistent with the public interest..."

New NBC-TV affiliate

KTVN-TV Butte, Mont. (ch. 6), has joined NBC-TV as a full-time affiliate. The new station operates in association with KOVO-TV Missoula, Mont. Both stations are owned and operated by the Western Broadcasting Corp.

Blast at pay-TV bill

In the first Senate reaction to the House Commerce Committee's pay-TV bill, Senator George Murphy (R-Calif.) last week attacked it as a "blatant attempt by special protective interests to restrict the public's use of their own air."

Senator Murphy said that pay TV—which he invariably refers to as "free-choice TV"—would "not only expand the program selection available to the public, but also help the American film industry regain its number one rank in the world."

However, he said, the House bill places so many restrictions on pay TV that it would "choke the life out of this new baby before it gets born."
Cypress ties knot with Harriscop

Gains ownership of 42 cable systems; estimate of deal now $19 million

The merger of Harriscope Cable Corp. into Cypress Communications Corp., Pacific Palisades, Calif., has been completed, reportedly making Cypress the third largest cable TV firm in the country.

Under the agreement Cypress has issued 800,000 shares of common stock, constituting approximately 42% of the 1,887,626 shares outstanding. In addition, the company agreed to assume debts of $1.1 million incurred by Harriscope when it purchased United Transmission Inc., cable-TV company in Kansas City, Kan. Original estimates placed the value of the merger at $23 million, but based on prices of Cypress stock (Tuesday: 9½ bid, 10½ asked) the value has dropped to approximately $19 million.

Burt I. Harris becomes the new president of the combined Cypress Communications Corp., which will move into Harriscope's Los Angeles offices. Mr. Harris succeeds Leon Papernow, who has been named executive vice president and chairman of the executive committee. Six of 11 new members of the board of directors are Harriscope nominees. Mr. Harris said that recent FCC decisions on CATV would be a major boon to the industry and that his company anticipated seeking out franchises in previously unserved areas (Broadcasting, May 25).

As a result of the merger, Cypress will own and operate 42 cable systems serving more than 117,000 subscribers in 17 states. Cypress also manages but does not own systems serving an additional 48,000 subscribers in four states. The total of over 165,000 subscribers ranks Cypress third behind Teleprompter Corp., New York—which is merging with H&B American—and Cox Cablevision, Atlanta.

An FCC-required spin-off of KTXL-TV Stockton, Calif., was completed prior to the merger with Cypress stockholders receiving one share of the parent firm's common for each share of broadcasting common.

Approximately $500,000 cash held by Cypress in KTXL was contributed for working capital and operation-developmental purposes.

Assets of the merged companies total $30 million with annual revenues of approximately $8 million yielding earnings of $1.24 per share.

CBS-Premier buy is off

CBS said last Wednesday (May 27) that it has canceled plans to buy Premier Photo Service Inc., a film processor-developer company. Premier, whose stock is traded over the counter, has plants in Ohio and California. Price of the planned transaction, when first announced on April 13, was $9.8 million (Broadcasting, April 13). No reason was given last week for the deal being called off. A terse CBS announcement noted only: "We regret that we have been unable to conclude an agreement with Premier Photo Service Inc. and therefore plans have been terminated for the acquisition of Premier."

TV-radio profitable, but LIN still shows loss

LIN Broadcasting Corp., New York, suffered a $6.5-million loss last year—principally from operations that have since been discontinued—but its broadcasting and other remaining divisions were "substantially profitable."

This is the gist of the company's 1969 annual report, which showed that LIN's television stations had sales of $3,580,000 and operating profit (profit before depreciation and amortization, interest and finance expense, corporate expenses and income taxes) of $1,040,000 in 1969. Sales in the radio division were $6,170,000, producing operating profit of $2,260,000. The combined sales of LIN Communications Services Inc. (telephone answering and related services) and Advercom Inc. (mail order firm for Disneyland Records) were $3.7 million with an operating profit of $880,000. LIN's Star- day-King recording and publishing companies had sales of $4,760,000 and
The operating profit of $630,000.

The LIN stations are WAWY-TV Portsmouth-Norfolk-Newport News, Va.; WAND-TV Decatur, Ill.; KILT-AM-FM Houston; WIL-AM-FM St. Louis; WBBR-(AM) and WBBR-FM Rochester, N.Y.; waky(AM) Louisville, Ky.; KEEL-AM-FM Shreveport, La., and KAXY(AM) Little Rock, Ark.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
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</thead>
<tbody>
<tr>
<td>Net income</td>
<td>$12,180,000</td>
<td>$12,180,000</td>
</tr>
<tr>
<td>Net income</td>
<td>($6,520,000)</td>
<td>($2,355,000)</td>
</tr>
</tbody>
</table>

Company reports:

CCA Electronics Corp., Gloucester City, N.J., broadcast equipment manufacturer, reported a 17% increase in sales and a 22% increase in net income for the first six months of its fiscal year. The company is buying WAWY-(AM) Albany, N.Y., for $400,000 subject to FCC approval (Broadcasting, March 30).

For the six months ended April 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net income</td>
<td>$4,153,229</td>
<td>$2,075,229</td>
</tr>
<tr>
<td>Net income</td>
<td>1,255,000</td>
<td>1,275,000</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>$0.12</td>
<td>$0.10</td>
</tr>
<tr>
<td>Sales</td>
<td>$40,000,000</td>
<td>$40,000,000</td>
</tr>
</tbody>
</table>

Tele-Communications Inc., Denver-based multiple owner of CATV and microwave systems, reported a 30% increase in revenues and a 30.4% increase in cash flow for 1969.

CATV revenues derived from monthly service fees were $4,615,447 last year vs. $3,699,372 in 1968—a 24.8% gain. Net income from the CATV division before nonrecurring gain amounted to about $400,000 last year, while the microwave division suffered a $325,000 loss.

TCI, which went public last year (Broadcasting, Oct. 20, 1969), has 57 cable systems in 16 western states serving 86,165 subscribers. Bob Magnus is president and chief executive officer of the company and George C. Hatch, senior vice president. Hatch is also president of KALL(AM), and KATT(FM) and KURT(AM) all Salt Lake City.

TCI also announced the formation of a subsidiary—TCI Programs Inc.—to

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 27</th>
<th>Closing May 21</th>
<th>Closing May 14</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outa (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 27</th>
<th>Closing May 21</th>
<th>Closing May 14</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outa (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

CATV

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<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing May 27</th>
<th>Closing May 21</th>
<th>Closing May 14</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outa (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

40 (FOCUS ON FINANCE)
develop and produce TV programming and to build a library of TV shows for distribution to stations and CATV systems.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.20</td>
<td>$0.07</td>
</tr>
<tr>
<td>Revenues</td>
<td>5,736,962</td>
<td>4,405,288</td>
</tr>
<tr>
<td>Cash flow</td>
<td>1,874,060</td>
<td>1,430,120</td>
</tr>
<tr>
<td>Net Income</td>
<td>665,108</td>
<td>(23,723)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,254,472</td>
<td>2,042,708</td>
</tr>
</tbody>
</table>

**General Instrument Corp., New York**, owner of Jerrold Corp., multiple CATV owner and constructor of cable systems, reported record sales but a decline in net income for its fiscal year.

Moses Shapiro, board chairman and chief executive officer of GIC, attributed the lower earnings in part to the FCC's continuation of the freeze on importation of distant signals, affecting the Jerrold systems. Jerrold owns or has interest in 22 systems serving a total of 125,000 subscribers.

**For the year ended Feb. 28:**

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.47</td>
<td>$0.26*</td>
</tr>
<tr>
<td>Sales</td>
<td>298,913,071</td>
<td>248,096,653</td>
</tr>
<tr>
<td>Net income</td>
<td>4,517,130</td>
<td>10,313,381</td>
</tr>
</tbody>
</table>

Average shares outstanding 6,091,180 6,091,111* Adjusted for stock dividend in May 1969.

**American Diversified Industries Corp., New York**, diversified company with interests in motion pictures, TV programming and CATV, reported increases in revenues and net income for the first half of its fiscal year.

**Loss for Reeves**

Reeves Telecom Corp., New York, reported last week that the company had a net loss of $1,546,800 in the first quarter ended March 31, including loss of $775,445 from Realtone and other computer activities which no longer are part of the company. In the comparable 1969 period, Reeves showed a net loss of $482,710. A spokesman said that a full report will be issued shortly.
In Chicago they slug it out editorially

Four Windy City VHF's have no-holds-barred policy in presenting viewpoints on major questions of day

Chicago's appellation as the windy city used to be a meteorological reference. Now it fits just as well to points of view.

Four major daily newspapers, diversified ethnic publications, a vigorous suburban press, several dozen AM and FM radio stations and the street-hawked underground sheets combine to give the local citizen a surplus of opinions that range from literate logic to incendiary radicalism.

But a new forum of editorial viewpoint has emerged on the local scene: television.

But it is not new in the sense of time. TV editorials have been aired in Chicago for perhaps a decade.

But it is new in the sense of sufficient frequency to command notice and sufficient diversity and candor to reflect a new stage of journalistic maturity.

Editorializing on a regular basis is now considered a significant service by all four of Chicago's commercial VHF stations. The daily output of their positions on vital issues is commanding attention in the market—and response.

It is true, as deprecators say, that some of the editorials wave the flag, protect motherhood, fight pollution and deplore narcotics. But, as one station executive notes, is there an editorial writer in any medium who doesn't occasionally dip into the bromides? And since when did these subjects lose their relevance, in proper context, considering the grave problems of the day?

But it is also true that television editorials in Chicago have come to have bite even more than in some other major markets. Get out of Vietnam. Cambodia: too far. Give public funds to private (parochial) schools. Don't give them public funds. Ease abortion laws. Legalize off-track gambling. Boost Blackmun. Defeat Carswell (ditto Haynsworth).

Major national issues are covered usually in local context and not too often. Local and state issues make up the bulk of TV editorial topics. But in many of them the station management viewpoint is no less hard-hitting and direct than some of the recent positions on national or general subjects.

All of this does not mean Chicago TV stations outclass other stations in the country when it comes to editorial excellence. True, the Chicago stations are proud of their product. Collectively they reflect a major market that is considered typical of mid-America—and a sampling of their production serves as a useful criterion against which others may measure.

CBS-owned WBBM-TV was the first Chicago station to begin on-air editorials, infrequently, in the early 1960's. It also claims to be one of the first major-market TV stations in the U.S. to begin daily editorials (March 12, 1962).

ABC-owned WLS-TV (then WBKB-TV) began to editorialize occasionally in 1963, and has piled up frequency with the years.

In recent months WLS-TV and WBBM-TV have been joined on the Chicago editorial scene by independent WGN-TV and NBC-owned WMAQ-TV. (All of them also regularly air rebuttal views as required by FCC regulations.)

Chicago's four UHF stations do not presently editorialize. WSMN-TV expects to by the year's end as part of its unique bulletin-board and music format. And WLVT-TV Aurora, Ill., hopes to eventually, but it is concentrating now on becoming a stronger suburban entity. The others are WCTU-TV, an independent that includes ethnic programming and has black news and commentary in the 10 p.m. spot, and WFLD-TV, owned by Field Enterprises Inc., parent of the Chicago Daily News and Chicago Sun Times.

WBBM-TV, WGN-TV and WMAQ-TV
use a staff editorial spokesman format while at WLS-TV by tradition the station manager presents the editorial.

All four stations have editorial boards consisting of department heads and similar executives, but the degree of formality in the editorial board operation varies. At one station the first time a board got together all at once was for a picture to accompany this article. Each station keeps the editorial function distinctly apart from news.

To date only WBBM-TV will endorse a political candidate (local or state).

Though WMAQ-TV began editorializing only the first of this year, shortly after NBC authorized its owned-and-operated stations to do so, it probably has stirred up the most comment, much of it favorable, for the frankness of its position as voiced by Bob Smith, editorial director. Comments on Vietnam and the trial of the Chicago Seven have drawn heavy reaction. The station and Mr. Smith have been lauded several times by Norman Mark, television and radio columnist for the Chicago Daily News, who normally is reserved in his compliments.

WBBM-TV appears to come in next on Mr. Mark's list of favorable mentions about TV editorializing. Over-all he rates Chicago TV editorials as perhaps too timid.

Johanna Steinmetz of Chicago Today cited an early WMAQ-TV editorial on pollution as particularly effective because for once a big station put its "clout" on the line to fight abuse and took the side of the viewers instead of scolding them to do something about it. She also cited WMAQ-TV's "stinging" comment on the Chicago Seven trial.

Clarence Petersen of the Chicago Tribune hasn't written on the subject yet because the other columnists were commenting, but he personally feels the NBC station is leading the way with "some pretty strong stuff." He noted his "hate" mail focuses on NBC News these days, especially since the remarks by Vice President Agnew, but he suspects the station's strong editorial views may be part of it.

Robert Lemon, NBC vice president and general manager of WMAQ-TV, is chairman of the station's editorial board and approves the final product. Mr. Smith, who reports directly to him as editorial director, had many years as an award-winning journalist in both the broadcast and print media when he joined WMAQ-TV in 1966.

When President Nixon announced the U.S. entry into Cambodia, WMAQ-TV several times on May 4 said:

"The Vietnam war is a mistake and accelerating it is another mistake. . . . We have no doubt that no one is better informed about our military possibilities in Vietnam than the President. And it would be ridiculous to charge the President with making a capricious decision. But we feel that our conduct in Vietnam is too serious an issue for one man to control, no matter how qualified the man is."

"If you agree with this viewpoint, it is your privilege to tell your representatives in Congress and the Senate that you'd like a new law that would stop any President of this country from making serious military decisions all by himself."

Earlier, when the heat of the Chicago Seven conspiracy trial was more evident, WMAQ-TV on Feb. 18-19 described the trial as "a farce, a circus, a waste of time and money and a regrettable experience for all thinking men."

On an issue more local, a controversial proposal to build an airport in Lake Michigan, WMAQ-TV was as pungent as pointed: "At this point in the city's history, we need an airport in the lake about as much as we need sewage in our drinking water."

WMAQ-TV has aired various rebuttals but hasn't waited for them to be requested. It took its mobile tape unit to various community sites and let the public speak its mind. Two 90-minute specials, What This Country Needs . . . were aired in Sunday 1 p.m. slots on April 5 and 12 with a 30-minute highlight of the best personal views aired at 10:30 p.m. on April 12.

Apart from Messrs. Lemon and Smith, the WMAQ-TV editorial board includes W. C. (Bud) Prather, WMAQ-TV station manager; George Vaughn, director, NBC News, Chicago; Harry D. Trigg, WMAQ-TV program manager, and Dillon Smith, writer-researcher, WMAQ-TV editorial department.

WBBM-TV editorials have taken strong stands questioning certain aspects of Vietnam policy as explained in speeches by President Nixon, but two weeks ago the CBS-owned station said Cambodia may be going too far because, among other things, it is driving college moderates into the radical camp.

It was a Tuesday (May 5), a few minutes after 3 p.m., and a veteran broadcast journalist, Dick Westerkamp, WBBM-TV's editorial director, sat in a studio awaiting his cue to make the tape. His copy was heavily penciled-marked, fresh from his typewriter and cleared by phone with Leon Drew, vice president of CBS and general manager of WBBM-TV, who then was in Los Angeles at the CBS-TV affiliates meeting.

It was an instance when an editorial
had not evolved through the formal editorial board process. But then it was only hours after fateful events at Kent State University, the tragedy that triggered Messrs. Drew and Westerkamp to crystallize what they had been studying for months, the mood on campus. Both have college-age offspring.

Mr. Westerkamp hadn't whipped up the piece out of emotional whims. He had poured over the Linowitz (Sol M.) Report, "Campus Tensions: Analysis and Recommendations," issued April 26 by a special committee of the American Council on Education. For several hours he had interviewed a member of that committee, M. Brewer Smith, professor of psychology at the University of Chicago.

To the control room crew it was just another editorial taping, their professionalism functioning instinctively as personal banter filled the voids, and a comment about the President's decision cut the atmosphere far more caustically than the wbbm-tv editorial would on the air.

Now, Mr. Westerkamp began, got half-way through a better-than-average presentation and blew it trying to decipher his written corrections. Start again. Average reading. Adequate, but without the verve of the first.

It came out long, 2:33, but it was cancelled:

"The nation has been overwhelmed by the events of the past five days. There is numbness among the people. . . . It is difficult . . . to make a judgment on what the President of the United States has done. We presume he has had information we do not have and we automatically trust him and his office.

"We are not convinced this Cambodian push will shorten the war in any way. The President's speech last Thursday, his subsequent statements, and above all, the war action has stirred up turmoil on the campuses. . . . We believe the President contributed unnecessarily to the campus disturbances by his own words . . .

"Rioting is always bad. It must be stopped. . . . We were fearful from the night of the Cambodian speech that the widening of the war would push moderate students into the camp of the dangerous militants. . . ."

"One of the most obvious ways to reverse the course on campus is to reverse our course in Indochina. Meanwhile we need those 'lowered voices' which the President called for in his inauguration speech."

Having editorialized six days a week for a number of years, wbbm-tv has covered a waterfront of topics. Though most of these have been local issues, the station also has taken such positions recently as opposing the Supreme Court nominations of Clement F. Haynsworth Jr. and G. Harrold Carswell (while giving tentative support to Harry A. Blackmun), questioning whether Senator Edward Kennedy (D-Mass.) has told everything about Chap-\-paquidick and, in an editorial series, commenting on various issues raised by the Chicago Seven trial ("suppression leads to violence," but "dissent [should be] kept within nonviolent limits").

Mr. Westerkamp explained the editorial board meets weekly to consider topics but does not decide on position, an ultimate decision to be made by Mr. Drew. Other board members include Charles E. Hinds Jr., program director; Paul Cahill, director of community relations, and Hal K. Biard, director of promotion and information services. Mr. Westerkamp for many years was news anchorman at wbbm-tv Detroit.

To reach an audience spread, the editorials are aired at 5:55 p.m. Monday, Wednesday and Friday and 10:25 p.m. Tuesday, Thursday and Saturday. Public response varies, is often emotional and does not always relate to the more important issues.

Clark George, now president of CBS Radio, began on-air editorials at wbbm-tv on an occasional basis in the early 1960's when he was vice president and general manager there. It was he who chose a veteran broadcast and print journalist, John Madigan, to become wbbm-tv's daily editorial voice starting March 12, 1962. Before that only wtvj-\(tv\) Miami had editorialized on a regular basis, Mr. Madigan recalled, but wbbm-tv was the first major market station to do so daily, a major market being considered one where any of the networks owned and operated stations.

John C. Severino, named in March as ABC vice president and general manager of wls-tv, personally airs that station's editorials, prepared by an editorial director, Con O'Day. It is a policy followed by Mr. Severino's predecessors. Dick O'Leary, Tom Miller and Sterling C. (Red) Quinlan. The latter began them initially in 1963.

Mr. O'Day has more than ample journalistic expertise under his belt, having worked for United Press in New York and Washington 1937-43, ABC in Washington a year after that and then in the network's central division until named to his present post in 1964.

Wls-tv had three (monthly) editorials in 1963, 29 in 1964, 43 each in 1965-66, 73 in 1969, "more than" 80 in 1968 and 119 editorials and 12 re-broadcasts in 1969. In the past two or three years the editorials have been spotted about six times daily on the average. Wls-tv sticks almost completely to local issues.

So far in his on-air comments Mr. Severino has said hello, promised responsible service and asked for views; urged citizens to "be a pest" about rising taxes by constantly contacting their local politicians; welcomed industry executives to the National Association of Broadcasters Convention; saluted Mayor Richard J. Daley on his 15 years in office; urged state lawmakers to table the public aid to private schools controversy until after the U.S. Supreme Court ruled, and called for a truce on evictions of contract home buyers until that local real estate battle in a black area is settled in court.

Earlier editorial thrusts by wls-tv Mr. O'Day recalled, have won night hours for drivers to accommodate workers; since 1964 earned plaudits for an annual summer jobs for youth project, effected distribution of 50,000 "crime stop" information cards to help police; gained repeal of an unfair state inheritance tax; won approval for off-duty police to moonlight as cab drivers and help cut taxi assaults and robberies; helped improve police recruiting practices and through constructive criticism got the board of education to change a voluntary basis of selective school busing for integration.

Wls-tv has been especially proud since 1964 of its annual booklet, "Who's
Who in Public Office," distributed in cooperation with the League of Women Voters. Hundreds of thousands of copies have been sent out.

On controversial broad issues WLS-TV has favored aid to private schools and supported giving the vote to 18-year-olds. On the school-aid question it has presented a dialogue of rebuttal and supporting views.

In addition to Messrs. Severino and O'Day, the WLS-TV editorial board includes Bill Fryfe, news director; George Reising Jr., program director; Chris Duffy, promotion director, and Clarence Heider, administrative assistant to Mr. Severino.

WGN-TV began editorializing late last November with its farm service director, Orion Samuelson, chosen to be the on-air voice. The initial editorial called for a complete overhaul of the city's forestry bureau in the light of a $3-million boondoggle disclosed concurrently by the better-government association. WGN(AM) also airs the editorials.

WGN-TV's editorial board is under the chairmanship of Bruce Dennis, vice president and manager of news, WGN Continental group stations. The other board members are Robert Manewitt, manager of news, WGN-AM-TV; Alexander C. Field Jr., vice president and manager of public affairs, WGN Continental Group stations; Daniel Calibraro, vice president and assistant to the president of WGN Continental Broadcasting Co., and James G. Hanlon, vice president and manager of public relations and advertising, WGN Continental.

Though the WGN stations are part of the corporate family of The Tribune Co., a holding company that also has subsidiaries publishing the Chicago Tribune and Chicago Today, the WGN stations are operated completely autonomously of the newspaper division.

WGN-TV's editorials have on occasion differed from those in the Tribune, particularly with respect to public aid to private schools (WGN-TV favored it). The editorial board meets several times each week as the progress of events or editorials require. The main meeting is 7:30, Monday morning.

"We consider WGN Continental the author of company position," Mr. Hanlon explained, "however the bread-and-butter writing comes from several internal sources. Frank Hart of public affairs does most.

"Jack Rosenberg, sports editor, did one on baseball and four people had a crack at the Thanksgiving prayer. Our gal news reporter, Nina Herrmann, did one we selected."

Mr. Hanlon said members of the editorial board also write them and Mr. Samuelson wrote one. Editorial cartoons are included in some.

Presently the editorial schedule on WGN-AM-TV includes multiple exposures covering Saturday through Tuesday. The range has included editorials on overhauling the coroner system, implied consent law, pollution, defective TV receivers, Conspiracy Seven contempt sentences, missile race ("unacceptable risk"), access to news, earth day and drug abuse. A week-long full schedule saturation campaign on drugs was aired April 26-May 2.

Mail response to WGN editorials continues to increase, Mr. Hanlon reported, with the daily response ranging from a few letters to a couple of hundred.

"From the moment we began editorializing we became a different—more respected—entity than we had ever been before," Mr. Hanlon observed. "Without a doubt, it is one of the most important if not the most important thing that has happened in recent broadcast history," he said.

The decision to move into on-air editorializing came only after long planning and thorough research, according to Ward L. Quaal, president of WGN Continental Broadcasting Co. "We made this move in 1969," he explained, "after many years of producing editorial documentaries for both radio and television. Of course, that phase of our programming will continue."

Mr. Quaal pointed out that "we have developed an independent news organization second to none among radio and TV stations in the nation, with bureaus in Washington and Springfield, Ill., to augment our Chicago news headquarters. With our knowledgeable news staff, together with our stations' expert research personnel and facilities, we felt we were ready to present our own editorial viewpoint."

(The foregoing special report was researched and written by Lawrence C. Christopher, senior editor, Chicago.)

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**Equipment&Engineering**

**Avco joins race for home-TV dollar**

Cartrivision is its entry, offering single-unit record and playback capabilities

Avco Corp. with its subsidiary, Cartridge Television Inc., both New York, last week became the latest entry into the home cartridge color-television sweepstakes, with announcement of development of its Cartrivision CTV system.

Also disclosed was the "imminent availability" of a hand-held "video-tape" camera, allowing the user to shoot "home movies" and then show them—via tape—on his TV set immediately. While CTV has sound capability, Avco officials reported, sound-picture capability also is being perfected in the camera. Price of the camera has not been set.

The new equipment will be demonstrated publicly for the first time at the Consumer Electronics Show in New York June 28 to July 1, it was announced last week.

CTV, expected by its developers to sell in early 1971 in the $800 to $900 range, has as its principal component a solid-state combination receiver-recorder playback unit consisting of a cartridge video-tape deck and a full-size TV color receiver built into a single self-contained unit. Admiral Corp., Chicago, will be the first TV-set manufacturer to incorporate the new system into its sets, according to James R. Kerr, Avco president, and Frank Stanton, president, Cartridge Television Inc.

Avco officials said Cartrivision is capable of recording programs off the air, in addition to allowing the showing of home movies on the TV screen. In both cases, it was stressed that Cartrivision permits immediate playback, with no outside processing necessary.

The other systems in the running for the leisure time and classroom educational dollar are the CBS Electronic Video Recording (EVR) color film player, manufactured by Motorola and expected to hit the market in the summer of 1971 (Broadcasting, Nov. 3, 1969 et seq.); RCA's Selectavision color TV-tape system home player, aimed for the market in 1972 (Broadcasting, Oct. 6, 1969 et seq.); and Sony Corp.'s Videoplayer, due on the market in late 1971 (Nov. 24, 1969).

Cartridges to be used with Cartrivision will be sold in 15-minute, 30-minute, one-hour and two-hour formats, on blank or prerecorded cartridges. Hundreds of prerecorded, full-length movies will be made available for rental.
for as little as $3, according to Avco spokesmen.

Avco has purchased a 128,000-square-foot plant on 11 acres in San Jose, Calif., for manufacture of cartridges for Cartivision.

IATSE strikes two Metromedia outlets

Broadcast operations continued uninterrupted last week at WNEW-TV New York and WTTO(TV) Washington following a strike at the Metromedia stations on May 22 by engineers and technicians affiliated with the International Alliance of Theatrical Stage Employees. The stations used management and other nonunion personnel to replace the striking workers, who were seeking a new pact to replace one that expired on May 12. A spokesman for Metromedia said: "Operations are proceeding very well."

In New York, the New York State Mediation Board held several meetings with officials of Metromedia and IATSE, but it was reported that scant progress had been made.

Ralph Parisi, business agent of New York local 794 of the television broadcasting studio employees of IATSE, said the major problem centered around the company's demands that he said "would destroy jurisdictional and manning provisions of the contract." In Washington, the strikers are affiliated with Local 819 of the same union.

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Whitehead on AFCEA agenda

Dr. Clay T. Whitehead, special assistant to President Nixon and chairman of the White House committee that recommended policy for a domestic satellite communications system early this year (BROADCASTING, Jan. 26), will be the keynote speaker at the opening-day luncheon at the annual convention of the Armed Forces Communications and Electronics Association. AFCEA meets in Washington June 2-4. Other principal speakers at the convention will be Dr. Simon Ramo, TRW Inc., and General John D. Ryan, Air Force chief of staff. More than 7,000 participants are expected.

Technical topics:

Acquiring unit • Telemation Inc., Salt Lake City-based TV equipment manufacturer specializing in CATV equipment, has acquired Video Systems Division of Ward/Davis Associates. Division, to be known as Telemation California Inc., has sales and service offices in California, and designs, sells and maintains TV systems for educational, instruction and cable TV users.

Mobility in mind • Arbor Systems Inc., Ann Arbor, Mich., has designed a solid-state communications system for mobile television use in model SYS603. The system gives the mobile operator a four input, ten output matrix including a simultaneous switchable program channel. Each self contained system contains preamplifiers, switching cards, power and remote amplifiers and power unit. Write Box 1325, Ann Arbor, Mich. 48106 or phone 313-663-6656.

Personal touch • Interlock, Montrose, Calif., manufacturer of modular electronic enclosure, is introducing handcrafted customer designed consoles and enclosures. Customers are encouraged to "dream-up" the design, not being forced to choose from a standard equipment catalogue. All consoles are guaranteed for one year and a 20-day delivery is assured. Interlock's specialties include designing and constructing television studio control consoles. All products are constructed with add-on feature enabling expansion of facilities.

Digital clock readouts • Television studio digital clock systems, providing precise central digital time source displaying the time in the corner of TV monitors, has been introduced by Chrono-Log Corp., Broomall, Pa.

Portable center • A single-cabinet portable television control center has been introduced by Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif. The new model, A-125, provides complete video monitoring and control, according to the company. In addition, wave form monitoring and audio mixing capabilities are also provided. The control center can also electronically combine picture and sound from a variety of sources. It weighs 90 lbs. and measures 22" x 16" x 19¾" and has a built-in special effects generator. A new model M67 audio mixer featuring an illuminated VU meter is also incorporated.

Two for one • Melco Electronics Corp., Farmingdale, N.Y., has developed a dual microphone preamplifier with two microphone preamplifiers on a single PC card. The balanced input retains the hum canceling features of the transformer input construction while eliminating distortion, phase shift, size and weight associated with magnetic elements. The unit (AM220) is suited for operation from high level capacitance microphones. 1750 New Highway, Farmingdale, 11735.

Stereo console • QRK Electronic Products Inc., Fresno, Calif., has introduced new five-channel stereo audio console. Model QRK-5S handles nine audio inputs and mixes five inputs into single output stereo stage. Price is $1,595.

Time-lapse video tape recorder • A new time-lapse video tape recorder allowing manipulation of time and action in any of four modes has been announced by Concord Electronics Corp., Los Angeles. Four models which can record continuously from 6-to-48 hours and replay the information on a single 40-minute tape are available. Playback modes include real time, accelerated time, delayed time and still time. The recorder can be switched from record to playback modes or "instant replay" at any time or place in the tape during recording. Each model uses 1½-inch video tape and may also be used for normal applications in training and communications. Additional data is available from Concord Electronics Corp., 1935 Armacost Ave., Los Angeles 90025.

TMI's $1.5 million unit • Transmedia International Corp., New York, has ordered a new 40-foot custom unit from the Ampex Corp., which, when fully equipped with six color cameras and accessories, will cost about $1.5 million. This will be the sixth mobile unit to be operated by TMI, which is a supplier of color teleproduction equipment to the broadcast industry.

Ampex spec sheets • Two specification sheets have been made available by Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif. Sheet V70-1 describes the full line of one-inch video tape recorders and play-
ers, and V70-7 details the firm's AC-116 vertical interval switcher-fader special effects generator. Both are available from Ampex Corp.'s educational and industrial products division, 2201 Estes Ave., Elk Grove Village, Ill. 60007.

Adding mobile unit • Transmedia International Corp., New York, has bought a new custom designed RCA mobile color teleproduct unit to be delivered later this month. TMI now has five mobile units which it makes available to TV networks, local stations, independent producers and advertising agencies for location production.

Low profile mixer • Elcom Systems, Deer Park, N. Y., has introduced an integrated circuit double balanced mixer which occupies .08 cubic inches and is designed to plug into a standard 14-pin dual in-line socket or mount directly to a printed circuit board. The unit, model DBM-500PC, has an RF and LO input frequency range of from 2 to 500 mc and is usable as a mixer, balanced modulator, RF switch and phase detector. The price ranges from $12 to $24, depending on quantity. The address is 151 West Industry Court, Deer Park, N. Y.

Westel moves • Consolidation of three operations supporting engineering and manufacturing and the move to a new facility have been announced by Westel Co., Mountain View, Calif., makers of commercial and military video-tape recording systems. The new 31,000-square-foot building will accommodate the company's anticipated growth to 200 employees. The company's Redwood City, Calif., operations will be closed. The new address is: 2555 Charleston Ave., Mountain View, Calif., 94040. Telephone is (415) 961-7145.

CCA in automation • A broadcast automation section has been established within the engineering department of CCA Electronics Corp., Gloucester City, N.J. Headed by John F. Bostwick, the section will concentrate on development of new automated broadcasting systems. CCA Electronics manufactures broadcast transmitting and communications equipment. It also operates WABY-(AM) Albany, N.Y.

DMI appoints Canadian distributor • The manufacturers of the Videodisc recorder, Data Memory Inc., Mountain View, Calif., have appointed Richmond Hill Laboratories Ltd. to handle sales and service for company's products in Canada. Richmond Hill, with offices in Toronto, Montreal and Calgary, will service Canadian broadcasters and cable TV firms with DMI's line of CATV equipment as well as the Videodisc recorder.

Microphone improvement • Ingenuics Inc., Gaithersburg, Md., photo-optical research and development firm, has developed a microphone that can be switched from omnidirectional mode that accepts background noises, to a noise-canceling mode that responds to near sources of sound and suppresses sounds that originate at a distance. Company is testing device and will offer licenses to manufacturers soon. Cost of the new equipment should be between $150 and $200 a company source estimated.

Price cuts at Sparta

An across-the-board price reduction was announced by Sparta Electronic Corp., Sacramento, Calif., on all AM and FM transmitters. The over-all reduction averages 11% with some models showing decreases of as much as 15% over previously published prices.

The reduced prices are on Sparta's newly acquired Bauer broadcast products transmitter line and company president William J. Overhauser said there would be no change in design or quality. He attributed the decrease in prices to reduced overhead resulting from consolidation of Bauer operations into existing Sparta facilities.
Bias charges mar study of TV violence

But HEW Secretary Finch defends advisory panel
in face of bickering over method of selection

An intraprofessional dispute among social scientists threatens to blemish the work of the surgeon general’s study of TV violence and children.

The dispute, apparently sparked by Dr. Edwin B. Parker of Stanford University, centers on the methods used in choosing members of the 12-man advisory committee.

Also at issue is the fact that two members of the committee are employees of two TV networks and that three others are, or formerly were, engaged in consulting work for the broadcasting industry.

The controversy includes charges that the TV networks and the National Association of Broadcasters were permitted to object to nominees to the committee when it was established last year.

Robert H. Finch, secretary of health, education and welfare, defended the methods used in composing the advisory panel.

"And Eli A. Rubinstein, assistant director of the National Institute of Mental Health, who is directing the study, commented that he has seen no bias in the work of the committee.

"All the members," he said, "have worked extremely well and have been concerned exclusively with the scientific rigor and quality of the investigation."

But another side of the controversy was presented by one of Dr. Rubinstein’s own staff, Douglas A. Fuchs, senior research coordinator of the study, was quoted as saying that "the scientific independence of this study has obviously been subverted to some kind of political consideration."

On the advisory committee are Joseph T. Klapper of CBS and Thomas E. Coffin of NBC. The other three whose impartiality has been questioned are Ira H. Cisin of George Washington University, Harold Mendelsohn of the University of Denver and Gerhardt D. Wiebe of Boston University.

The study, TV violence and its effect on children, now known as the study on television and social behavior, was initiated last year by Senator John Q. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Senate Commerce Committee, the group dealing with radio and TV legislation. Senator Pastore persuaded HEW to put up $1 million for the study planned along the lines of the earlier study on smoking and health.

At the present time, it is understood, all the money has been earmarked for about 25 independent investigations, all by outside consultants—some of whom, it is believed, are among seven behavioral scientists allegedly blackballed by the broadcasting industry.

A final report is anticipated by next summer.

The dispute began last February when Dr. Parker, attending a meeting of the advisory committee, expressed surprise at the make-up of the panel and at the fact that the broadcasting industry had been permitted to question the impartiality of some among a list of 40 prospects. He also indicated objection to the fact that two industry representatives were on the committee.

Dr. Parker is said to have complained to the American Psychological Association and have also originated a complaint signed by 20 fellows of the Center for the Advanced Study in the Behavioral Sciences. In April, Dr. Parker enlisted the support of Senator Lee Metcalf (D-Mont.), a Stanford alumnus, who asked Mr. Finch to comment on the charges.

A commentary on the controversy appeared in the May 22 issue of Science, the journal of the American Association for the Advancement of Science.

In replying to Senator Metcalf, Mr. Finch acknowledged that the broadcasting industry had been invited to indicate those under consideration that it felt might not be completely impartial. Seven of the 40 names were so characterized, Mr. Finch said. This principle had been followed in the smoking and health study, Mr. Finch said, noting that Surgeon General William H. Stewart, who has since resigned, made the final appointments.

This method was followed, Mr. Finch explained, to protect the government from any charge of establishing a biased committee since it was anticipated that "substantial criticism" of the industry would result.

And he added, "since protection of

Haldeman’s bon mot has to be explained

Presidential Assistant H. R. Haldeman, in a speech in Los Angeles, tried a little humor in the course of an effort to rebut charges that President Nixon is isolated by his staff from thoughts and feelings of those who disagree with him. But one of Mr. Haldeman’s sallies appeared to hit Vice President Spiro T. Agnew.

"Yes, somewhere in the jungle labyrinth of Manhattan island there is a secret nerve center where, every Sunday afternoon, an enormously powerful group of men gather to decide what the Eastern Establishment media line for the coming week will be," he said.

The current line, he added, is "isolation of the President."

When asked about the comment by newsmen, White House News Secretary Ronald L. Ziegler said he had checked and that Mr. Haldeman said his reference to a setting of an Eastern Establishment media line was "in jest of press technique."

To some reporters, the comment paralleled, in burlesque form, the remarks of Vice President Agnew, in his Des Moines, speech in November attacking the media. He had referred to "a small group of network newsmen who live and work in or near New York and Washington, maintain contact with one another and, by their control of network news, wield immeasurable power to "create national issues overnight" (Broadcasting, Nov. 17, 1969)."

BROADCASTING, June 1, 1971
the First Amendment rights of the television industry is so important, it was considered essential that the government be protected from any possible charge that it was intimidating the broadcasting industry.

He also noted that the "competence and professional capability" of members of the TV advisory committee, and of the smoking and health committee, have never been questioned.

The three networks last week conceded that they had been invited by the surgeon general to comment on the impartiality of the prospects and that, except for CBS, they had done so.

Dr. Frank Stanton, CBS president, at that time told Surgeon General Stewart that he must decline to indicate any preference. "Because the investigation is to be yours, while the subject under investigation will be the industry of which CBS is a part," he said then, "we feel the selection of the study group should be left entirely in your hands." And, he concluded: "... I would be most reluctant to introduce even a suggestion of bias into the selection of the investigators...."

ABC's James C. Hagerty, vice president for corporate relations, said last week that in response to the request of the surgeon general, ABC had indicated five among the 40 listed who seemed, in light of the surgeon general's words: "not [to] be appropriate for any impartial scientific investigation of this nature." All five, Mr. Hagerty said, had previously published books or research on the subject "and did not seem to us to fall under the 'impartial' classification requested by the surgeon general."

NBC in its statement last week noted that it had also responded to the surgeon general's request for indications of impartiality and that "on that basis the network had responded. "There was no commitment," NBC said, "that our advice would be accepted."

NBC also noted that it had submitted a list of six names for the advisory committee following an earlier request from the surgeon general, and that it had suggested that research experts from the network be included if appropriate "because they had been engaged in research in the areas the committee would be studying."

Massive tune-in

A total of 28.4-million households, or 48.5% of all U.S. television households, watched President Nixon's May 8 news conference, according to A. C. Nielsen Co. This represented the second highest combined network audience reported by Nielsen this year. Mr. Nixon's Jan. 26 NEW appropriations message drew an audience of 35.2 million, or 60.1% of all TV homes.

NBC wins 12 Emmys in crafts contests

CBS takes eight awards; ABC totals five, and NET's 'Sesame' honored once

Dividing its awards presentation into two parts for the first time, the National Academy of Television Arts and Sciences honored its craftsmen in dual ceremonies in New York and Hollywood. It was the first half of industry laurels that will culminate on June 7 with the annual telecast of the programming Emmy awards.

NBC took the most statuettes of the three networks; 12. CBS collected eight, ABC, five and NET received one. The academy also honored the National Aeronautics and Space Administration and Westinghouse with an Emmy for outstanding achievement in engineering resulting in color television pictures from space. A citation for engineering achievement went to Ampex Corp., for development of the H-S 200 color television system.

Individual honors were accorded Lee Shulman, chairman of the national awards committee for service to the academy.

The winners were:

- For outstanding achievement in choreography: Norman Maen for This Is Tom Jones (ABC).
- For outstanding achievement in music composition: Morton Stevens for "A Thousand Pardons, You're Dead" on Hawaii Five-O (CBS).
- For outstanding achievement in music direction of variety, musical or dramatic program: Peter Matz for "The Sound of Burt Bacharach" on Kraft Music Hall (NBC).
- For outstanding achievement in music, lyrics and special material: Arnold Margolin and Charles Fox for Love, American Style (ABC).
- For outstanding achievement in art direction or scenic design: Jan Scott for "Shadow Game" on CBS Playhouse.
- For outstanding achievement in lighting direction: Leard Davis and Ed Hill for "Appalachian Autumn" on CBS Playhouse.
- For outstanding achievement in costume design: Bob Mackie for Diana Ross and the Supremes and the Temptations On Broadway (NBC).
- For outstanding achievement in make-up:
  Ray Sebastian and Louis A. Phillipi for The Don Adams Special: Hooray For Hollywood (CBS).
  For outstanding achievement in cinematography for entertainment programs:
  Walter Strenge for "Hello, Goodbye, Hello" on Marcus Welby, M.D. (ABC).
  Lionel Lindon for "Ritual of Evil" on the NBC Monday Night at the Movies.
- For outstanding achievement in cinematography for news and documentary programming:
  Thomas A. Priestley for Sahara, La Caravanne du Sel (NBC).
- For outstanding achievement in film editing for entertainment programming:
  Bill Mosher for "Sweet Smell of Failure" on Bracken's World (NBC).
  Edward M. Abroms for "My Sweet Charlie" on World Premiere (NBC).
- For outstanding achievement in film editing for news and documentary programming:
  John Soh for "The Desert Whales" on The Undersea World of Jacques Cousteau (ABC).
- For outstanding achievement in film sound editing (TIE):
  Douglas H. Grindstaff for "The Immortal" on Movie of the Week (ABC).
- For outstanding achievement in live or tape sound mixing:
  Bill Cole and Dave Williams for The Switched-On Symphony (NBC).
- For outstanding achievement in video tape editing:
  John Shults for "The Sound of Burt Bacharach" on Kraft Music Hall (NBC).
- For outstanding achievement in technical direction and electronic cammework:
  Heino Ripp, tech. director, for "The Sound of Burt Bacharach" on Kraft Music Hall (NBC).
- For outstanding achievement in children's programming:
  Joe Raposo and Jeffrey Moss, music and lyrics, for the Children's Television Workshop's Sesame Street. (NET).
- For outstanding achievement in sports programming:
  Robert R. Rote, film editing, for Pro-Bowl Game, and its pre-game show (CBS).
Another expansion of fairness sought

Yale, black groups demand same opportunity
President is given to speak to TV audience

Growing restiveness among critics of the administration's Southeast Asia policy over President Nixon's relatively frequent use of the television networks to address the public on the Indochina war led last week to the filing of a petition with the FCC aimed at a new dimension to the fairness doctrine—one that would set new standards of fairness for broadcasters who carry presidential addresses.

The petition was filed in behalf of a group of Yale University professors and law students and members of the New Haven Black Coalition, operating as a Committee for the Fair Broadcasting of Controversial Issues. The committee, noting that the President has discussed the war on nationwide television four times in prime time since November, said broadcasters should be required to afford spokesmen for opposing points of view an opportunity similar to that given the President for reaching the public.

The petition was directed specifically at WCBS-TV New York and WTIC-TV Hartford, Conn., a CBS-TV affiliate, but was not in the form of a conventional fairness-doctrine complaint. Rather, it was a request for an order directing the two stations, which they said both reach New Haven, Conn., the site of Yale, to show cause why they should not be directed to stop violating the fairness doctrine "by their consistent, wilful and repeated failure to afford a fair and reasonable opportunity for the balanced presentation of the contrary views when the President of the United States addresses the nation on television on the administration's policies in Southeast Asia." Both stations declined immediate comment.

The committee acknowledged that stations have considerable discretion to choose the means of achieving fairness. But, it charged, the two stations involved made no effort to exercise their discretion, "in that they made no reasonable attempt to comply with elementary requirements of the fairness doctrine."

This would require, in the committee's view, an attempt "to present...views in conflict with those of the President on the controversial issues presented by him, in prime time, by a connected discourse which might be fairly said to apprise the viewers adequately of the contentions of the other side."

The committee, while noting that televised presidential addresses to the nation achieve great impact, said no rules can or should be imposed on licensees to prevent or hinder the President in communicating with the public. But, it added, "the enormous power" of the Presidency to influence public opinion "raises difficult problems in a free society for the exercise of an informed judgment by the citizenry." And the fairness-doctrine requirement for a balanced presentation of opposing views, it said is designed to assure the public "the fullest opportunity for a maximum understanding of the issues to which they must respond as citizens."

The petition was filed at a time when administration opponents were contrasting the President's ability to summon the cameras to the White House with the difficulty of a group of antiwar senators in responding, on nationwide television, to the President's speech announcing the allied incursion into Cambodia. The senators were unable to obtain, free or for payment, time on CBS or ABC. NBC sold them a half hour at a reported price of more than $70,000.

However, the committee appears to be moving against a tide of commission fairness-doctrine opinions stressing the latitude given broadcasters in discharg-

'1985' seeks to inspire action on pollution

Orson Welles's 1938 adaptation of H. G. Wells' "War of The Worlds" led some listeners to near hysteria before the realization that it was fiction calmed them. In 1970, Metromedia television is adapting the Orwellian, "1984" theme to the Mercury Theater's dramatized newscast in the hopes that it will stir people into action. Orson Welles advanced his wordy holocaust one year to 1939. His modern-day counterpart, Zev Putterman, director of program development for Metromedia television, has done the same to produce "1985," a one-hour special on what can result from continued pollution of the atmosphere, the seas and the land.

"The entire concept is based on what some ecologists and environmental scientists say could happen within 15 years if pollution continues at its present rate," according to Mr. Putterman. The dramatized newscast makes use of Metromedia's facilities and anchormen in New York, Washington, Kansas City and Los Angeles and details not what has occurred, but what could.

A total of 30 video "crawls" will advise viewers throughout the broadcast that "1985" is a fictionalized newscast taking place in the future. During the actual broadcast, a similar disclaimer will be voiced in Spanish for metropolitan viewers who may not read English. Local programs, focusing on the specific problems in their markets, will be aired by the Metromedia stations immediately following the special.

The various pollution topics covered by the special include air pollution in Los Angeles, water pollution in New York and Washington and damage to the land caused by insecticides in the Midwest.

Worldwide ramifications of pollution are also presented. Although fictional, each segment discussed on the special will be based on research already conducted and prognostications made by ecologists during the past year. The format of the programs following "1985" are designed to be solution oriented, according to Mr. Putterman.

The program is being offered to other stations free of charge and Mr. Putterman expects between 50 and 100 stations to request copies. Metromedia is also preparing a booklet based on the script of the program to be sent to members of Congress and various civic, business, educational and political leaders around the country.

"While we don't want to panic people into doing something rash as a result of the program, we do want to move them into action," says Mr. Putterman.

"We will be painting a picture of reality as some scientists predict it will be and hopefully, sounding an alarm that will get people to head off what has been prophesied."

Metromedia stations will air the program June 1 at 8 p.m. with their local specials following at 9 p.m.
Faked TV newsfilm fingered by Fulbright

Senator charges Pentagon staged Vietnam events for network airing

In the same week a Defense Department report and White House memo were leaked to newspaper columnists—the former detailing alleged fakery by CBS News in coverage of Vietnam atrocities, the latter charging the same network with "irresponsibility" in that instance and three others (BROADCASTING, May 25)—an informant told Senator J. William Fulbright (D-Ark.) that Pentagon news crews in Vietnam had staged events last year on at least three occasions.

Senator Fulbright, chairman of the Senate Foreign Relations Committee, said he received the information from the head of one of the crews. He promptly demanded in a letter to Secretary of Defense Melvin Laird that the Pentagon drop the newsfilm program, which supplies footage to the television networks.

A staff member of the Foreign Relations Committee said the Pentagon had not responded as of the middle of last week. It has, however, confirmed privately that some of the films were faked, although it said Washington was unaware of this at the time.

Whatever the Pentagon says or does, Senator Fulbright reportedly plans to push for discontinuance of funds for the newsfilm crews.

Of the three films cited by Senator Fulbright, one purported to show local Vietnamese protecting villages with the help of American advisers; another supposedly depicted Vietnamese flying gunships at night, and a third was presented as a report on Vietnamese and American support operations.

A statement issued by Senator Fulbright showed the difference between what the films appeared to show and what the senator's informant said actually happened. For example, the film showing "protection of a village" contained sequences depicting an apparent sweep against the Viet Cong. Here is Senator Fulbright's account:

"At the time the film was shot there were no sweeps planned, but in order to satisfy the needs of the film crew one company of regional forces, dressed in their battle gear and camouflage helmets, spent two hours in a sweep to get footage for the film program."

New CPB arm to focus on environmental issues

The Corp. for Public Broadcasting has launched an orientation campaign on environmental problems that includes development of radio and TV programs on the subject for noncommercial educational stations.

CPB announced last week the formation of an independent Public Broadcasting Environmental Center to produce Quality of Life, a series of weekly general-audience radio and television programs exploring how the environment can be restored and preserved. PBEC also plans to develop a series of classroom instructional programs, teacher training programs and programs to train others for careers created.

CPB President John W. Macy Jr. said the center will focus attention on all forms of threats to the environment.

The Office of Education of the Health, Education and Welfare Department—one of the original underwriters of Sesame Street—has awarded a $600,000 grant to PBEC for planning over the next six months.

CPB estimated that full funding for PBEC's first-year operations after the initial planning stage will total about $8 million. Mr. Macy said he anticipated half that amount from "private funds." CPB anticipates funding from government agencies, foundations, private corporations and labor unions.

Wayne Miller, former assistant to the director for environmental affairs with the National Park Service, will be executive director of PBEC. Bernard Cherin, a consultant to CPB and developer of the PBEC concept, will serve as deputy executive director.

BROADCASTING, June 1, 1970
Young couples target of Info-Radio vignettes

Several series of original timeless vignettes, tabbed *Imagination Radio*, are being offered by Info-Radio Corp., New York.

Actors using original scripts written primarily for audiences of young married couples present a variety of features—from sports to drama and finance. The vignettes, according to Ellis M. Agee, Info-Radio president, come in 30-, 60-, or 90-second lengths.

Mr. Agee, formerly a vice president of Mark-Century Corp., New York, said his firm also helps program directors to select the sequence of shows they want and aids in selling local retailers on sponsorship.

The company has reported that the initial offering has already brought in 37 station contracts.

Anthony Quinn signs TV pact with Four Star

The ranks of movie actors and actresses signing to do television programs were increased last week with the signing by Four Star International Inc., Los Angeles, of Anthony Quinn. The multimillion dollar agreement calls for Mr. Quinn to become a major stockholder in Four Star in return for his functioning as an executive, creator and performer.

Four Star, long active in network and syndicated television programming, has recently become involved in the motion-picture field, both in production and distribution. Under the new agreement, Mr. Quinn will be featured in and direct motion pictures and television programs. It is the actor's first official entry into the TV field. No specific series obligations were announced by either Four Star or Mr. Quinn.

Acceptance of the take-over of Mr. Quinn's wholly owned Franlor Co. must be approved by Four Star stockholders and federal regulatory agencies. Included in the take-over, according to Four Star executives, are several original stories as well as those Franlor Co. has under option.

March on 'Cavett'

Extra excitement was added to the tapping of last Tuesday's (May 26) Dick Cavett Show on ABC-TV when two of the guests, representing the women's liberation movement, accused another guest, publisher Hugh Hefner of Play-boy magazine, of making millions by exploiting women's bodies. That's how it started. Before the scene was over, a couple of women, during showing of a commercial, rushed to the stage screaming epithets at Messrs. Hefner and Cavett. The charging feminists were restrained by studio ushers and escorted out of the theater. The only thing deleted from the show, according to producer John Gilroy, was one profanity "bullshit," shouted by one of the women.

News network absorbs Mississippi operation

Interstate Broadcasting Co., newly created radio news network based in Dallas, has acquired the Mississippi Radio Network, Jackson. Price of the network—which has 20 affiliate stations throughout the state—was not disclosed.

James T. Johns, president of Interstate Broadcasting, announced that IBC will begin operations in Mississippi today (June 1) and that Henry McClurg, president and general manager of MRN, will be associated with IBC and will direct IBC's operations in Mississippi.

However, IBS's five-minute packaged newscasts to Mississippi affiliates will emanate from IBC's Dallas headquarters and will be carried over microwave links and AT&T lines to Mississippi stations using a computerized switching system.

IBC also begins broadcasting 110 five-minute newscasts per week to its affiliates in Texas and Louisiana June 1. The network is moving to establish affiliates in other states and plans eventually to be a national network, providing state and area news within each locality.

Cable firm to show programing ideas

International Tele-Cable Productions, Towson, Md., will show nine local-live program formats created for CATV systems exclusively at the annual convention of the National Cable Television Association in Chicago, starting Sunday (June 7).

The package consists of 10 hours of programing each week, covering shows for youngsters, housewives, sports enthusiasts and the family (the latter, game programs). The formats, designed for local community participation, were devised by Bert Claster, originator of the *Romper Room* syndicated TV program and consultant to International Tele-Cable. CATV subscribers will receive scripts, props and stage settings for each of the programs.

Koop gets degree

Theodore F. Koop, Washington vice president of CBS, will receive an honorary degree of Doctor of Humane Letters from Wesleyan College, Mount Pleasant, Iowa. The degree will be conferred during commencement exercises today (June 1).
Program notes:

New addition: Michael Kearney, actor who has appeared in various television programs, has been signed by Beckwith Presentations Inc., New York, to a feature role in Mr. I. Magination, a new children's television series now being produced by Beckwith.

Encore: "Toby" the CBS Children's Hour special, originally shown April 16, will be rebroadcast Sunday, June 14 on CBS-TV (4:30-5:30 p.m. EDT).

Love experts in syndication: A new series designed for daily airing has been produced by Bob Stewart Productions, New York, for syndication by Western Video Industries, Hollywood. Program host Jack Cassidy questions panel of three celebrities on the romantic problems of the 18-to-25-year-old-set. First panel group consists of June Lockhart, Alejandro Rey and Totie Fields.

"Nanny" and the family: Juliet Mills, who plays the title role, has been named "real-life family involved in an episode of Nanny and The Professor" on ABC-TV next season. Her mother, Mary Hayley Bell is writing the script for the segment and John Mills, her father, has been signed for one of the roles. The show is moving to a new timeslot, Friday, 8 p.m., NYT.

All-pro co-star: Fred Williamson has joined the cast of Julie as the romantic interest for series star Diahann Carroll. He was a former football player with the Kansas City Chiefs and has guest-starred in several series since turning to acting a year ago. His first acting job was on Julia.

Golden West restructured: Establishment of the Golden West Production Center, to be located at the studios of KTLA(TV) Los Angeles, has been announced as part of the restructuring of KTLA's subsidiary operations. The KTLA videotape division has been renamed the Golden West Videotape division. Don Patton was appointed manager of the division last December.

"Willis Reed Show" - Stadium Productions, New York, is syndicating The Willis Reed Show, featuring Willis Reed, star of the National Basketball Association champion New York Knicks, in a half-hour of interviews and demonstrations of fine points of basketball. Series will be prepared for a 26-week run, starting in October.

From court to salon: Showcorporation, New York, has placed two TV specials into syndication, the half-hour "For Fashion Olympics 1970," narrated by Heather MacRae and Vidal Sassoon and the one-hour "Knicks - They're Beautiful," narrating the story of the New York Knickerbockers' triumph in the National Basketball Association tournament. Initial sales on the programs have been made in New York, Los Angeles, San Francisco, Philadelphia, Baltimore, Detroit, St. Louis, Cincinnati, Washington, Atlanta, Syracuse, N.Y., and Spokane, Wash.

WBC anti-smoking series: A six-part series of commentaries by Rod MacLeish, The Addict's Journal, broadcast earlier this year on WBC radio stations, will be used by the National Tuberculosis and Respiratory Disease Association in its anti-smoking "Kick-the-Habit" campaign.

Specials for Faberge: Screen Gems has signed to produce four one-hour entertainment specials to be sponsored by Faberge Inc., New York, for either network programming or syndication, it was announced last week. They will be produced for SF by Jackie Barnett. The programs will center around a well-known personality, who will be surrounded by guest stars.

Granddaddy comes up Rosey: Joining the cast of Make Room For Grand-daddy with Danny Thomas to be seen on ABC-TV (Wednesday, 8 p.m., NYT) this fall is Roosevelt (Rosey) Grier. He will play the continuing part of Danny Thomas' accompanist. Mr. Grier appeared regularly on Daniel Boone on NBC-TV and has his own weekly TV program in Los Angeles.

Sinatra radio special: A 60-hour Frank Sinatra marathon is planned by KLAC-AM Los Angeles, following the success of a similar broadcast on KNEW (AM) San Francisco. Both are Metromedia stations. Response to the broadcast which featured the singer's records came in the form of 3,000 letters to the San Francisco station praising the program. A repeat broadcast is scheduled there in June. Metromedia executives report plans to syndicate the program in 25 major markets.

Pigeons return to TV: Monica Evans and Carol Shelley, the original Pigeon sisters in both the Broadway and movie versions of "The Odd Couple," have been signed to recreate the roles in the television series based on the Neil Simon comedy. The show has its premiere this fall on ABC-TV, starring Tony Randall and Jack Klugman, the latter also having appeared in the stage version.

Remembering Kent: A folk ballet called "A 41,000 plus in the ballad of the Kent State massacre" sung by actress-singer Ruth Warrick is being distributed to radio stations - mostly underground FM stations - around the U.S. on Peace Records label.

Bing's Irish bit: ABC films has placed A Little Bit of Irish, a one-hour special starring Bing Crosby, into worldwide distribution to stations and advertisers on a first-run basis. The program, taped on location in Ireland, co-stars Kathryn Crosby, Milo O'Shea, Siobhan McKenna, The Luddows and The Rory O'Connor dancers.

Ludwig special: CBS-TV will present a 90-minute special early next winter of composer Ludwig Van Beethoven's music, marking the 200th anniversary of his birth. Leonard Bernstein will conduct the Vienna Philharmonic on the telecast.

Station switch: WNBC(AM) New York has signed a three-year contract with Madison Square Garden to carry home games and selected road games of the New York Knickerbockers basketball team and New York Rangers hockey club. WTM(AM) New York carried the games for the past three years. Marv Albert, WTM sports director, will do the play-by-play from the Garden.

Family Affair in daytime: Selected episodes of Family Affair, now in its fourth year on CBS-TV, will be rebroadcast weekdays beginning Sept. 7 (11-11:30 a.m. EST). Night-time broadcasts will continue Thursdays (7:30-8 p.m. EST).

Expansion in Hollywood: Robert E. Petersen Productions has announced the construction of a new 14,000 square foot, $1,250,000 television and film center. The fully equipped center will be at 8480 Sunset Boulevard. Petersen Productions is currently producing the syndicated series Something Else, sponsored by the American Dairy Association, The Amateur Athlete special, and others.

Look at draft The Draft: Who Serves?, originally scheduled to air this month, will be televised Saturday, June 6, from 9:30-10:30 p.m. (EDT), and will study feelings of the drafted, draftable and interested observers.

Meet athletes-entrepreneurs A one-hour sports special, The Golden Athlete, which depicts the off-field business activities of today's superstars, is being offered to major agencies and network clients by Transmedia International Corp., New York. The program will be produced by TMI in association with Larry Lindberg, who was responsible for The Globetrotters, recently carried on CBS-TV.

Target: Drugs The drug problem will be highlighted the weekend of June 13-14 by NBC Radio with special reports and interviews on Monitor and in a two-hour NBC News special, "Drugs: The Deadly Escape" from 8:05 to 10 p.m. (EST) Sunday, June 14, as part of NBC's Second Sunday series.

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Doubleday in film Doubleday & Co., New York, publisher and broadcast group owner, announced its entrance into the film business last week with the establishment of Doubleday Productions Inc. The company has formed an association with Kotler Productions, New York, headed by Joseph Kotler, formerly vice president in charge of television for Warner Brothers, who will be active in the planning and distribution of the films. The programs will consist of TV series and specials and features made for TV.

Promotion

Call for Action the road to Washington The growing success of Call for Action—a public-service campaign conducted in conjunction with the Urban Coalition, participating radio stations and civic groups—will be on display this week in Washington.

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Canadians step up radio timebuying

Majority of 1968’s top advertisers spent even more money last year; leading 100 clients are listed

The top-100 national radio advertisers in Canada increased their time investments by 12.7% last year ($31.3 million compared to $27.7 million in 1968) and 33 of them put over 50% of their total media budgets into radio. The data, prepared by the Radio Sales Bureau, Toronto, from figures provided by Elliot Research Corp. Ltd., also shows that 47 of the 70 advertisers who made the list two years running increased their radio budgets in 1969.

The largest advertiser on the list—General Motors of Canada Ltd.—spent $1,895,918 last year, exceeding its 1968 expenditure of $1,707,377 by 11%.

Coca-Cola Ltd., with 60% of its budget in radio, held down the second spot with a 10.8% increase ($1,600,628 in 1969 vs. $1,444,088 in 1968).

The food and food product advertisers predominated last year with 21 companies listed; automotive, including oil companies, ran second with 16. Financial and insurance was the third largest category with 10, and drugs and medicines accounted for 9.

The figures listed are for radio time charges only, with consideration given to earned discounts. They do not include any estimate of production costs.
Now Canada acccents its own

CRTC approves programing balance of 60-30, limits ads to 12 minutes per hour

The Canadian Radio-Television Commission has adopted regulations based on proposals announced in February (BROADCASTING, Feb. 23) that will force Canadian broadcasters to increase the proportion of Canadian content on their stations and to abide by new structures on commercial time.

The new rulings require TV stations to increase the Canadian content of their programming to at least 60%, with no more than 30% to be filled by programs from any other country. Acknowledging pressures from the industry, the CRTC made the implementation of these ruling mandatory by Oct. 1, 1972, rather than the proposed deadline of September 1971. However, the publicly owned network, Canadian Broadcasting Corp., has only until October 1970 to meet the 60% requirement.

Despite the extended time granted to private broadcasters, the CRTC warned that it would be observing stations for evidence that broadcasters are beginning now to live up to their “frequently expressed intentions” to develop programming through “their own initiative.”

Radio stations were also affected by the new regulations. AM stations in Canada must now program a minimum of 30% Canadian music by Jan. 18, 1971.

The Canadian commission stated that the 30% figure referred to the total compositions of titles of work, not to the duration of time the music is broadcast. And to allay fears by broadcasters that these new rulings would thrust on them undue amounts of paperwork, the CRTC said that it would keep reporting processes to a minimum.

The new rulings were initiated with the intention of creating new opportunities for Canadian performers and a stronger Canadian broadcasting system. At present, during prime viewing hours on some major privately owned Canadian TV stations, material which can be classified as Canadian amounts to only 30%; much of the rest originates in the U.S.

In another ruling, advertising time came under new controls that forbid more than five commercial interruptions totaling 12 minutes in a one-hour telecast.

And advertisements during the “ordinary news” portion of a TV newscast will not be allowed. No commercial interruption of any kind will be permitted in any news broadcast of less than 10 minutes in length. In a news broadcast longer than 10 minutes, a minimum of 10 minutes must pass before there is a commercial break. “Ordinary news” is separate from sports or analytical commentary, or weather reports.

3 satellite channels to carry soccer matches

The World Cup soccer matches that take place in Mexico City May 31 to June 21 with 16 countries represented have evoked so much interest in Europe and Latin America that on three dates three TV satellite channels have been ordered on the Atlantic route—a first for satellite communications.

The matches are in such demand that already 90 hours of TV time have been ordered for relay to 35 countries. On June 3, 11, 14 four games take place simultaneously and that’s why the three TV channels have been ordered—one to Europe, one to South America and one to Kuwait. On other days of the three-week contest, there will be normal two-channel TV links.

It’s another one for Ogilv & Mather

Argentina agency joins O&M group to serve its international clients

Ogilv & Mather has added a fifth firm to the alliance of Latin American advertising agencies designed to serve the New York agency’s international clients. Ogilv & Mather has purchased minority interest in Ortiz, Scopesi & Ratto (formerly Berg, Henderson), Buenos Aires, bringing the combined billings of Ogilv & Mather’s Latin American network to $35 million. Ortiz, Scopesi & Ratto reported billings in excess of $6 million last year. Among that agency’s clients are Union Carbide and Shell Oil.

It has been Ogilv & Mather policy to leave controlling interest of these agencies in the hands of nationals, creative director David Ogilv said in announcing the acquisition. The five agencies are located in the five countries that contain 75% of Latin America’s population and are responsible for over 80% of the gross national product of all Latin America, Mr. Ogilv noted.

The four other agencies making up Ogilv & Mather’s Latin American operation are Corpa in Venezuela, Pato-Ponce de Leon in Colombia, Panamericana de Publicidad, Mexico, and Standard Propaganda.

Abroad in brief:

Michelson in Japan • Transglobal Television Inc., Tokyo, independent buyer of TV programing in Japan, has appointed Charles Michelson Inc., New York, as exclusive U.S. program purchasing representative. Michelson currently purchases programing for TV network and stations in 18 countries around the world, including Australia, the Philippines, Mexico and Korea.

Foreign exchange • Benton & Bowles International’s six partner agencies in the United Kingdom and Europe have established a European Coordinating Committee. Group will exchange advertising knowledge, experience and techniques and help develop new business for the entire group. European billings are approximately $60 million.

Going Dutch • BBDO and Franzen, Hey and Veltman, Amsterdam, reported they are in final steps of negotiations on a partnership in the Netherlands. BBDO will hold a minority interest in the new agency, which is to be called FHV/BBDO and is expected to be formed by July 1. On Aug. 1, FHV and BBDO plan to open an agency in Brussels called BBDO/FHV.
Pinpointing 3.7-million CATV homes
With FCC giving impetus to cable-TV expansion, new Nielsen data shows where growth already is

After growing at a rate of over 20% a year for the past five years, cable television now reaches 3.73 million U.S. households—more than 6% of all American homes. The figure has acquired new significance now that the FCC has moved to liberate CATV from its regulatory shackles (Broadcasting, May 25); many observers see today's cable systems as only the nucleus of new and dramatic expansion.

The following data, prepared by the A. C. Nielsen Co.'s statistical research department, shows CATV penetration as of November 1969. Nielsen Designated Market Areas (DMA) are listed alphabetically, along with the number of CATV households and the penetration in each market.

Designated market area  Nielsen estimated CATV households November 1969  CATV % of DMA TV households

- Ablone-Sweetwater, Tex.  20,050  27.3
- Aiken, S.C.  10,450  13.5
- Albany, Ga.  6,000  8.5
- Albany-Schenectady-Troy, N.Y.  24,950  6.4
- Albuquerque, N.M.  14,300  7.8
- Alexandria, La.  9,550  15.3
- Alexandria, Minn.  14,250  19.5
- Amarillo, Tex.  27,900  19.1
- Atlanta  11,450  1.8
- Augusta, Ga.  2,950  2.1
- Austin, Tex.  13,900  13.5
- Bakersfield, Calif.  38,180  34.6
- Baltimore  5,150  0.8
- Bangor, Me.  4,200  5.3
- Baton Rouge  1,000  1.1
- Beaumont-Port Arthur, Tex.  3,350  2.6
- Beckley-Bluefield, W.Va.  19,950  27.0
- Billings, Mont.  15,350  25.1
- Binghamton, N.Y.  48,480  33.7
- Birmingham, Ala.  23,900  5.7
- Boise, Idaho  6,250  7.4
- Boston-Manchester, N.H.  39,650  2.6
- Buffalo, N.Y.  38,760  7.0
- Burlington, Vt.-Plattsburg, N.Y.  22,450  20.1
- Butte, Mont.  9,260  26.2
- Casper, Wyo.  11,400  36.4
- Cedar Rapids-Waterloo, Iowa  15,300  6.7
- Champaign-Springfield-Decatur, Ill.  27,700  10.9
- Charleston-Huntington-Parkersburg, W.Va.  75,770  18.8
- Charleston, S.C.  0
- Charlotte, N.C.  20,820  5.5
- Chattanooga, Tenn.  6,600  3.3
- Champaign-Urbana, Ill.-SШlerling, Colo.  15,700  28.9
- Chicago  34,550  1.4
- Chico-Redding, Calif.  25,570  28.8
- Cincinnati  4,200  0.7
- Clarksville-Western, W.Va.  29,990  47.3
- Cleveland-Akron  45,590  3.6
- Colorado Springs-Pueblo, Colo.  10,990  8.5
- Columbus-Jefferson City, Mo.  19,900  9.4
- Columbus, S.C.  2,400  1.8
- Columbus, Ga.  4,150  3.0
- Columbus, Miss.  8,500  18.5
- Columbus, Ohio  15,600  4.4
- Corpus Christi, Tex.  1,350  1.0
- Dallas-Ft. Worth  46,200  5.5
- Davenport-Iowa-Rock Island, Ill.-Moline, Ill.  4,430  1.7
- Dayton, Ohio  11,050  2.9
- Denver  7,100  1.7

Designated market area  Nielsen estimated CATV households November 1969  CATV % of DMA TV households

- Des Moines-Ames-Fort Dodge, Iowa  1,210  0.5
- Dallas  6,320  0.5
- Dothan, Ala.  8,220  13.9
- Duluth, Minn.-Superior, Wis.  11,200  8.0
- Eau Claire, Wis.  10,700  31.5
- El Paso, Tex.  16,550  8.5
- Erie, Pa.  12,700  12.7
- Eugene, Ore.  27,800  28.3
- Eureka, Calif.  1,850  4.8
- Evansville, Ind.  4,650  3.0
- Fargo-Valley City-Pembina, N.D.  8,150  5.3
- Flint-Saginaw-Bay City, Mich.  9,350  2.9
- Florence, S.C.  6,950  9.9
- Fort Myers, Fla.  10,650  40.2
- Fort Smith, Ark.  10,250  17.4
- Fort Wayne, Ind.  3,200  2.1
- Florence, Ala.  13,000  33.9
- Fresno (Visalia), Calif.  5,000  2.1
- Glendale, Mont.  1,020  24.7
- Grand Junction-Montrose, Colo.  8,500  26.5
- Grand Rapids-Kalamazoo, Mich.  18,150  4.8
- Great Falls, Mont.  11,250  23.8
- Greensboro-High Point-Winston Salem, N.C.  7,500  2.5
- Green Bay, Wis.  5,500  2.3
- Greenville-New Bern-Washington, N.C.  4,500  2.2
- Greenville-Spartanburg, S.C.-Ashville, N.C.  9,350  2.6
- Hagerstown-Westlaco, Tex.  8,350  10.1
- Harrisonburg, Va.  3,160  12.4
- Hartford-New Haven, Conn.  0
- Hattiesburg-Laurel, Miss.  6,400  15.7
- Honolulu  4,850  2.7
- Houston  10,700  1.6
- Huntsville-Decatur, Ala.  22,450  23.7
- Idaho Falls-Pocatello, Idaho  4,930  9.7
- Indianapolis-Lafayette-Muncie, Ind.  39,230  6.0
- Jackson-Greenwood, Miss.  21,300  9.3
- Jacksonville, Fla.  29,650  8.4
- Johnstown-Altoona, Pa.  52,800  41.0
- Joliet, Mo.-Pittsburgh, Kan.  22,000  17.3
- Kansas City-St. Joseph, Mo.  17,150  2.9
- Klamath Falls, Ore.  4,850  29.1
- Knoxville, Tenn.  21,150  8.4
- La Crosse, Wis.  13,100  17.8
- Lafayette, La.  6,100  5.3
- Lake Charles, La.  2,000  4.8
- Lancaster-Harrisburg-Lebanon York, Pa.  60,750  17.8
- Lansing, Mich.  8,550  5.6

BROADCASTING, June 1, 1970

- Telestatus
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<tr>
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<td>Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.</td>
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<td>Medford, Ore.</td>
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<td>Jackson-Jonesboro, Ark.-Memphis</td>
<td>28,250</td>
<td>5.5</td>
</tr>
<tr>
<td>Meridian, Miss.</td>
<td>7,059</td>
<td>12.3</td>
</tr>
<tr>
<td>Miami-Fl. Lauderdale, Fla.</td>
<td>17,350</td>
<td>3.0</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>0</td>
<td>—</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>9,500</td>
<td>1.4</td>
</tr>
<tr>
<td>Missoula, Mont.</td>
<td>8,859</td>
<td>35.7</td>
</tr>
<tr>
<td>Mobile-Pensacola, Fla.</td>
<td>12,990</td>
<td>4.9</td>
</tr>
<tr>
<td>Monroe, La.-El Dorado, Ark.</td>
<td>17,500</td>
<td>13.9</td>
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<tr>
<td>Monterey-Salinas, Calif.</td>
<td>52,880</td>
<td>37.0</td>
</tr>
<tr>
<td>Montgomery, Ala.</td>
<td>4,459</td>
<td>4.1</td>
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<tr>
<td>Nashville-Bowling Green, Tenn.</td>
<td>17,210</td>
<td>3.9</td>
</tr>
<tr>
<td>New Orleans-Biloxi, Miss.</td>
<td>11,400</td>
<td>2.5</td>
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<tr>
<td>New York</td>
<td>95,610</td>
<td>1.7</td>
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<tr>
<td>Norfolk-Portsmouth-Newport News, Va.</td>
<td>2,200</td>
<td>0.7</td>
</tr>
<tr>
<td>Odessa-Midland-Monahans, Tex.</td>
<td>18,600</td>
<td>26.8</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>23,200</td>
<td>6.5</td>
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<tr>
<td>Omaha</td>
<td>1,550</td>
<td>0.6</td>
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<tr>
<td>Orlando-Daytona Beach, Fla.</td>
<td>40,430</td>
<td>12.7</td>
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<tr>
<td>Ottumwa, Iowa</td>
<td>1,500</td>
<td>3.5</td>
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<tr>
<td>Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.</td>
<td>8,690</td>
<td>4.0</td>
</tr>
<tr>
<td>Panama City, Fla.</td>
<td>3,950</td>
<td>13.2</td>
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<tr>
<td>Paterson, III.</td>
<td>0</td>
<td>—</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>186,150</td>
<td>8.9</td>
</tr>
<tr>
<td>Phoenix</td>
<td>19,350</td>
<td>6.0</td>
</tr>
<tr>
<td>Pittsburg</td>
<td>91,380</td>
<td>9.4</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>45,570</td>
<td>9.2</td>
</tr>
<tr>
<td>Portland-Poland Spring, Me.</td>
<td>34,550</td>
<td>7.5</td>
</tr>
<tr>
<td>Presque Isle, Me.</td>
<td>6,380</td>
<td>26.8</td>
</tr>
<tr>
<td>Providence, R.I.</td>
<td>2,000</td>
<td>0.4</td>
</tr>
<tr>
<td>Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa</td>
<td>21,080</td>
<td>16.9</td>
</tr>
<tr>
<td>Raleigh-Durham, N.C.</td>
<td>7,000</td>
<td>2.3</td>
</tr>
<tr>
<td>Rapid City, S.D.</td>
<td>4,300</td>
<td>9.5</td>
</tr>
<tr>
<td>Reno</td>
<td>15,550</td>
<td>20.0</td>
</tr>
<tr>
<td>Richmond-Petersburg, Va.</td>
<td>14,000</td>
<td>14.7</td>
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<tr>
<td>Riverton, Wyo.</td>
<td>3,000</td>
<td>30.7</td>
</tr>
<tr>
<td>Roanoke-Lynchburg, Va.</td>
<td>8,380</td>
<td>3.4</td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>3,850</td>
<td>1.5</td>
</tr>
<tr>
<td>Rockford, Ill.</td>
<td>8,300</td>
<td>5.4</td>
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<td>Roswell, M.M.</td>
<td>13,100</td>
<td>22.8</td>
</tr>
<tr>
<td>Sacramento-Stockton, Calif.</td>
<td>29,060</td>
<td>5.6</td>
</tr>
<tr>
<td>Salisbury, N.C.</td>
<td>13,700</td>
<td>45.2</td>
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<td>Salt Lake City</td>
<td>12,700</td>
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<tr>
<td>San Angelo, Tex.</td>
<td>6,800</td>
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<tr>
<td>San Antonio, Tex.</td>
<td>22,050</td>
<td>6.5</td>
</tr>
<tr>
<td>San Diego</td>
<td>44,050</td>
<td>11.7</td>
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<tr>
<td>San Francisco-Oakland</td>
<td>124,950</td>
<td>8.9</td>
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<td>Santa Barbara, Calif.</td>
<td>37,180</td>
<td>46.9</td>
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<tr>
<td>Savannah, Ga.</td>
<td>3,000</td>
<td>3.3</td>
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<table>
<thead>
<tr>
<th>How total CATV households increased in five years</th>
<th>Year (Fall)</th>
<th>U. S. CATV households</th>
<th>% U. S. TV households</th>
<th>Yearly growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1965</td>
<td>1,760,200</td>
<td>3.3</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>1966</td>
<td>2,067,900</td>
<td>3.8</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>1967</td>
<td>2,641,800</td>
<td>4.0</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>1968</td>
<td>3,128,570</td>
<td>5.5</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>1969</td>
<td>3,278,880</td>
<td>6.4</td>
<td>19%</td>
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<table>
<thead>
<tr>
<th>A CATV-home growth by county-size</th>
<th>County-size</th>
<th>CATV households</th>
<th>% County-size households</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>380,590</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>781,530</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>1,775,900</td>
<td>16.8</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>970,860</td>
<td>10.2</td>
</tr>
</tbody>
</table>

**Fates & Fortunes**

**Broadcast advertising**

Sal Lanza Jr., executive producer; J. Walter Reed, associate media director, and James Guthrie, account supervisor, Foote, Cone & Belding, New York, elected VP’s.

John J. Meskil, VP and media director, Warwick & Legler, New York, elected senior VP. Donald Green, senior account executive, and Alden Ludlow III, art director, Warwick & Legler, New York, elected VP’s.

William J. Kisel Jr., merchandising manager for bar soap group at Lever Brothers, New York, joins The Mennen Co., Morristown, N. J., as VP and director of advertising.

Vance Harrison, retail sales manager, wcbs-TV New York, appointed national sales manager.

Greg Stone, with waga-TV Atlanta, appointed sales manager of newly opened Tele-Rep office there. Lloyd Brummett, research director, wcbs-TV New York, appointed a research manager at Tele-Rep, New York. Pete Weisbard and Pete Albertini, with wfre-FM (FM) New York and William Esty, respectively, appointed sales research analysts with Tele-

BROADCASTING, June 1, 1970
AFCCE officers elected

Julius Cohen, Washington consulting engineer, elected president of the Association of Federal Communications Consulting Engineers. He succeeds

Bernard R. Segal.

Others elected: John A. Moffet, VP; Alvin H. Andrus, secretary, and Elizabeth Dahlgren, treasurer.

Named to the AFCCE's executive committee were Raymond E. Rohrer, for the term expiring next year, and Ogden Prebholdt and Paul L. Wimmer, for terms expiring in 1972.

Weiss. Arnold Weiss, VP of agency, named president replacing Mr. Tillis.

Herbert Zarkin, sales promotion manager, Zayre Corp., Natick, Mass., department store owners, appointed advertising and sales promotion director.

William J. Shuel, formerly with retail advertising department of Indianapolis Star-News, joins Wyatt Advertising Agency there as principal of firm. Agency is now named Wyatt and Shuel Advertising.

Bob Klek, senior producer, Lennen & Newell, New York, joins Ogilvy & Mather there in same capacity.

Richard L. Cochrane, general sales manager, KXTV(TV) Sacramento, Calif., joins KIRO-TV Seattle as sales manager.

Neil Harrison, with Weightman Inc., Philadelphia agency, appointed media director.

Bernhard F. Ziegler, former promotion director, KCMO-AM-FM Kansas City, Mo., joins WTVJ(TV) Miami as sales development manager.

Bruce L. Small, associate media director, MacManus, John & Adams, New York, joins Ross Roy of New York as media group head.

Frederick G. Neuberth, appointed the first executive director of New York Market Radio Broadcasters Association, an organization for 21 stations in metropolitan area. Mr. Neuberth has been in sales, research and promotion positions for more than 20 years with such organizations as Avery-Knodel, Blair Radio and Avco Radio-Television Sales. Association's headquarters will be in offices of Radio Advertising Bureau at 555 Madison Avenue.

Neil B. Smith, director for educational TV program Sesame Street, joins Motion Associates East, New York, as commercial director. Motion Associates East produces TV commercials and films for TV, theater and industry.

Media

Noel Berman, labor counsel for CBS Inc., New York, appointed director of labor relations. E. Thayer Drake, assistant general attorney in corporate section of law department, appointed CBS general attorney in charge of newly created corporate relations sections of law department.

Charles T. Bates, attorney in corporate section, elected assistant secretary of CBS and assistant general attorney in corporate section.

Sy Dreuner, with WCCC-AM-FM Hartford, Conn., named president and general manager of stations.

J. C. Sparkman, district manager at large, Community Tele-Communications, Denver-based CATV systems owner and operator, appointed general manager-operations.

Gale Molovinsky, assistant director of practice programs, American Institute of Architects, Washington, joins National Association of Educational Broadcasters there as staff associate in educational TV stations division.

John F. Corkill, electrical engineer in international and satellite communications division, Common Carrier Bureau, FCC, Washington, appointed branch chief of division's cable, radio and satellite facilities branch. Norman D. Schwartz, trial attorney with Common Carrier Bureau's domestic rates division, appointed branch chief of rates branch.

Marc Goldstein, former administrator of sales proposals, NBC-TV, New York, joins Screen Gems, Hollywood, as manager of research.

Lavon Carter, former accountant with Phillips Petroleum, Bartlesville, Okla., joins WJXT(TV) Jacksonville, Fla., as business manager. He will consolidate accounting and business procedures there which have previously been handled by station's owner, Post-Newsweek, Washington.

James S. Webb, in sales at stations in Detroit, Dallas, and San Francisco, joins KITY(FM) San Antonio, Tex., as station manager.

Bob Bochlicchio, operations manager, KFI(AM) Los Angeles, appointed director of administration.


Dr. Lawrence T. Frymire, former executive director of Illinois Telecommunications Commission, named executive director of New Jersey Public Broadcasting Authority. He will assume full-time duties at end of current academic year.

BROADCASTING, June 1, 1970
**Programing**

Richard Zimbert, VP, administration, ABC-TV, joins Aaron Spelling Productions, Los Angeles, as executive VP.

Phil Rogers, talent executive, Universal studios, Universal City, Calif., named VP, Universal Television, in charge of TV production.

Vicente Ramos, former Latin American sales director for Warner Bros., joins newly formed Telcom Associates, New York, as VP in charge of international division. Telcom is company formed as extension of TV Stations Inc., TV servicing organization.

Mel Berman, program manager with WJAS(AM) Pittsburgh, joins WPIT-TV there as producer and moderator of station's weekly series, *Pittsburgh Now*.

**News**


Pat L. Polillo, news director, WNAC-TV Boston, appointed news director of KGO-TV San Francisco. He replaces Elliot Bernstein, appointed weekend news manager for ABC network news.

Jerome Smith, news editor, KGO-AM-FM-TV San Francisco, appointed news director, KXYZ-AM-FM Houston. Both are ABC-owned stations.

Dick John, assistant news director and newscaster, KHOU-TV Houston-Galveston, Tex., appointed news director.

Ben W. Gilbert, temporary editor of *Newsroom* program on noncommercial WETA-TV Washington, appointed permanent editor. He has been serving in temporary capacity since William J. Woestendiek left editor's position in April (*Broadcasting*, April 27). Mr. Gilbert is former associate editor of *The Washington Post*.


**Promotion**

Joseph M. Areddy, member of PR staff, Caldwell-Van Riper, Indianapolis agency, appointed director of PR division.

Della Abrams, formerly with The Hertz Corp., New York, vehicle rental & leasing company, joins Wyse Advertising there as head of agency's PR department. She will also have account management responsibilities.

R. W. Clarke, VP and director of sales, Weston Merchandising Corp., New York, joins Hanna-Barbera Enterprises, newly formed merchandising subsidiary of Hanna-Barbera Productions there. Mr. Clarke will direct world-wide licensing operations for its TV series.

Don Jackson, formerly sales manager, WYON(AM) Chicago, forms Don Jackson & Associates, 333 North Michigan, Chicago, to specialize in merchandising and consumer promotions for black market.

Larry Andersen, account executive with David Evans & Associates, Portland, Ore., joins KEX(AM) there as promotion/merchandising director.

Tim McDonald, promotion manager, KN Kaw-TV San Francisco, joins WNEW-TV New York as assistant director of advertising and promotion. Both are Metromedia stations.

**Equipment & engineering**

Kenneth B. Schneider, former product manager for AM/FM broadcast equipment with New York-based Visual Electronics Corp., joins Telemation, Salt Lake City-based equipment firm, in newly created position of product manager.

Frank Rush, Warde Adams and Marvin Wachtel, with Ampex Corp., Redwood City, Calif., appointed regional managers in northeast, central-southern and western regions respectively.

Joseph Missick, assistant chief engineer, KXTV(TV) Sacramento, Calif., appointed chief engineer, WISH-TV Indianapolis. Both are Corinthian stations.

John F. Bostwick, with CCA Electronics, Gloucester City, N.J., equipment manufacturers, appointed manager of broadcast automation section, newly formed group within company's engineering department.

John E. Kluwe, formerly with Structural Technology Inc., joins Westel Co., Mountain View, Calif., as treasurer and controller.

**Allied fields**

John J. Houhalan, former director of research, Hunt-Wesson Foods, Fullerton, Calif., appointed to head West Coast operations for Marketing Evaluations and McCollum/Spielman & Co., two complementary research companies with offices in Santa Cruz, Calif. Marketing Evaluations supplies both structure research services and custom designed research and McCollum/Spielman specializes in research of TV and radio commercials and programs.

**International**

Emil Adamyk, general manager of Canadian operations for International Video Corp., Sunnyvale, Calif.-based equipment manufacturer, named VP and general manager of IVC's newly created subsidiary, International Video Corp. of Canada. Canadian outlet, which will handle all products, including color TV cameras and video-tape recorders, has headquarters at 9545 Cote de Liesse, Montreal.

Nellie Cournoyee, with CHAR(AM) Inuvik, Northwest Territories, appointed manager.

Jack Van Dusen, parliamentary bureau chief with CJOH-TV Ottawa, Ont., appointed news director of station. He succeeds Joseph Gibson, who enters teaching field.

William M. Hutton, news director, CKWX(AM) Vancouver, B.C., appointed head of Ottawa Radio News Bureau, which serves Canadian stations.

**Deaths**

Frank Covello, 34, known professionally as Larry Mitchell, program director of KSJO-FM San Jose, Calif., died May 19 in Berkeley, Calif. He is survived by his wife, Jane, and three children.

As compiled by Broadcasting, May 19 through May 25 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aura.—aural, CATV—community antenna television, ch.—channel, cp.—construction permit, D-day—directional antenna, ERP—effective radiated power, kec.—extraneous, kw.—kilowatts, ls.—local service area, mx.—mechanical, mod.—modulation, N.—not exempt from equal opportunities provision, org.—organization, par.—parliamentary, psa.—public service announcement, Rulemaking—Rulemaking proceeding, ssa.—special service authorization, trans.—transmitter, uhf.—ultra high frequency, vhf.—very high frequency, vis.—visual, w.—weeks, wtv.—educational.

New TV stations
Other actions
- Review board in response to request by the Dudley Station Corp. CP applicant in comparative hearing for ch. 2 (Doc. 17759), seeking for clarification of commission's policy statement on comparative hearings involving renewal applicants, that it is in initial stage of proceeding only evidence of past performance of applicants is relevant, and program policies of challenger are neither necessary nor relevant. Action May 20.

Rulemaking petition
- FCC issued rulemaking notice asking for comments on assignments to accommodate KTVV in Bowling Green, Ohio, and TTS in Glen Ridge, N.J., both of which are in channel 70-83 area reserved for land-mobile use, Commission proposed to move ch. 54 to Toledo, Ohio, to permit assignment of ch. 40 to Bowling Green. Action May 20.

Call letter application

Capital City Television Inc., Anaconda, Mont. Granted KSDM-TV.

New AM stations
Actions on motions

Other actions
- East St. Louis, Ill.—FCC granted request by West St. Louis Broadcasting Inc. for review of record board decision granting CP to Metro-East Broadcasting Inc. for new AM and denying East St. Louis Broadcasting application with oral argument scheduled for July 8 (Docs. 17256, 17257). Action May 20.

Rulemaking petition
- FCC in notice of proposed rulemaking advanced AM rules to counter use of radio transmitters excessively powerful modulators capable of producing harm. Interference, limiting positive modulation to 50% and providing separate definitions of positive and negative modulation percentages. Action May 20.

Call letter actions
- Concho Broadcasters, Thousand Oaks, Calif. Granted KXID.

Townsend Broadcasting Corp., Parsons, Tenn. Granted WTPB.

Existing AM stations
Final actions
- KFQD Anchorage—FCC granted request by Judd's note to Section 7321(b)(9)(ii) limiting 760 kc at Anchorage to 10 kw and application to change operation on 760 to 10 kw, to 10 kw, 50 kw-LS-U, and to change format and antenna system has been accepted for filing. Action May 20.
- KZCBS San Francisco—Broadcast Bureau granted CP's to make changes in ground systems. Action May 19.
- KTHO South Lake Tahoe, Calif.—FCC granted application by Emerald Broadcast- ing Co. to change operation of KTHO on 590 kc, from 1 kw-D to 500 w-N, w-kw to local station. Commission by KOWL asking that application of KTHO be denied, or in alternative, set for hearing. Action May 20.
- KNBN Vallejo, Calif.—Granted CP to increase power from 23.0 w to 1 kw and install new trans. Action May 18.
- WAFI Milford, Conn.—Broadcast Bureau granted license covering permit authorizing...
Summary of broadcasting
Compiled by FCC, May 1, 1970

On Air

| Commercial AM | 4,267 | 2 | 13 | 1,812 | 81 | 4,361 |
| Commercial FM | 2,068 | 0 | 15 | 595 | 15 | 2,032 |
| Commercial TV-VHF | 492 | 2 | 13 | 111 | 18 | 206 |
| Commercial TV-UHF | 50 | 2 | 13 | 111 | 24 | 247 |
| Total commercial TV | 523 | 2 | 13 | 696 | 122 | 822 |
| Educational FM | 396 | 0 | 23 | 413 | 45 | 438 |
| Educational TV-VHF | 48 | 0 | 12 | 108 | 12 | 120 |
| Educational TV-UHF | 36 | 0 | 12 | 108 | 12 | 120 |
| Total educational TV | 172 | 0 | 16 | 190 | 16 | 206 |

* Special Temporary Authorization
  * Includes 25 educational AM's on nonreserved channels.
  * Includes two licensed UHF's that are not on the air.


WSRA, College Park, Ga.—Broadcast Bureau granted CP to change from 1570 kc. to 1570 kc., 1 kw-D, to 1570 kc., 5 kw-D, change station location from 200 feet above average terrain 135 feet, location to approximately 425 ft. north of Route 1, 1 mile south of main studio location to 1119 Main St., Forest Park, Ga.; install new trans. Action May 18.

WRNG North Atlanta, Ga.—Broadcast Bureau granted license covering changes. Action May 19.

KOFK, Idaho Falls, Idaho.—Broadcast Bureau granted license covering new station; trans. location redesignated as 102 Riverside Blvd., Idaho Falls. Action May 18.

WIFF, Auburn, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action May 19.

WLXK, Lexington, Ky.—FCC denied petition for reconsideration of hearing order and license-renewal application without hearing filed by Bluegrass Broadcasting Inc., licensee of WLXK. Earlier petition asking remand of decision order to authorize hearing examiner to recommend imposition of forfeiture in lieu of revocation, also denied. (Doc. 18285). Action May 20.

KQRS Golden Valley, Minn.—Broadcast Bureau permitted remote control. Action May 7.

WNYW New York—Broadcast Bureau granted license covering changes: remote control permitted; granted license covering permit for nighttime operation, remote control permitted. Action May 19.

KVIN Visalia and KWLG Wagoner, both Oklahoma applicants filed petition and supporting argument, filed by Lum A. Humphries and Gene J. Mcmanus, in proceedings involving applications for renewal of licenses for KWLG and KVIN and for CP for new FM at Visalia. (Doc. 18067). Oral argument scheduled for July 9. Commission, after consideration of 22 various pleadings, including several motions to strike, petitions for intervention and by petition by Broadcast Bureau to reopen, granted permission to three that petitioned to intervene, to participate in oral argument to limited extent, deferred action on bureau's petition, and denied all remaining motions and petitions. Action May 20.

WJAS Pittsburgh—Broadcast Bureau permitted remote control. Action May 15.

WBZT New Castle, Penn.—Broadcast Bureau granted license to relax MEOV. Action May 18.

WAMB Denelson, Tenn.—Broadcast Bureau permitted remote control. Action May 15.

WPTC Collinsville, Va.—Broadcast Bureau granted license covering new AM. Action May 19.

WQH Newport News, Va.—Broadcast Bureau granted CP for change in nighttime, ant., and studio location; granted license covering alternate main night time, studio location. Action May 19.

WQH Newport News, Va.—Broadcast Bureau granted CP for change in nighttime, ant., and studio location; granted license covering alternate main night time, studio location. Action May 19.

Preservice service authority

Broadcast Bureau notified following AM's granted PSA from 6:00 a.m. or sunset, whichever is later, to sunrise, times specified in authorizations, with D-Ant, system and with power as shown:

- VMLX Chesterfield, Mo., and LomAX Chesterfield, Mo., to be applied by FCC Action March 27.

WQOK Los Angeles, Calif., granted CP for change in nighttime, studio location. Action March 30.

WKXH Salt Lake City, Utah, granted CP for change in nighttime, studio location. Action March 30.


KXNO Cleburne, Tex., granted CP for change in nighttime, studio location. Action March 30.

KXII Shreveport, La., granted CP for change in nighttime, studio location. Action March 30.


KXIV Waco, Tex., granted CP for change in nighttime, studio location. Action March 30.

KXII Waco, Tex., granted CP for change in nighttime, studio location. Action March 30.

KXII Waco, Tex., granted CP for change in nighttime, studio location. Action March 30.
Help Wanted Management

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct talent search program for collection of station clients. Minimum 3 years sales experience needed. Excellent salary and benefits. For more information write to Dr. White, Box E-283, BROADCASTING.

Major Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box F-411, BROADCASTING.

Successful medium market Midwest station is looking for ambitious sales oriented manager. Work for own share in the action. If you know the business, can sell, announce, write, and want to get involved with a strong winner in a peaceful commercial setting and we'll talk later. Box F-44, BROADCASTING.

Wanted...Assistant manager with aggressive sales background. Must have responsibility and go with management. Excellent chance for future management with salary in five figures. Small North Carolina station, good growth. No pressure selling. Responsible and dedicated to top position. Must be the right man. Box -725, BROADCASTING.

Sales

Sales manager, $25,000 plus incentive. Top market. To lead and further develop good sales department. Must stand firm and work for your share of the action. Excellent salary and benefits. Current PC to Box E-269, BROADCASTING.

Black R and B Station in Mid-west top 50 market has opening for sales manager who can lead and develop station and feel soul radio. Will talk with salesman with R and B experience who wants into management. Excellent salary and opportunity for go-getter to get going with multi-station company. Opening is immediate. Box F-24, BROADCASTING.

Beautiful mountain resort area, southeast, needs salesmen-anouncer. Want self starters, interested in selling in small but growing market. Excellent headquarters, excellent family insurance coverage. Travel within the city. Box F-24, BROADCASTING.

St. Louis station has immediate general sales manager position open. Box F-52, BROADCASTING.

Multi-station group of young broadcasters is expanding and needs aggressive street salesman. Not afraid to get his hands dirty. Major New England market. For the guy who can cut it in our sales oriented sales force, there is plenty of management possibilities. Start at $12,500 base. Must travel for interview at your expense. Send brief resume to Box F-64, BROADCASTING.

We want action! (2) dollar salesmen who know radio, enjoy selling, and a challenge. Represent this top rated, southeastern metro market station. Must have good credentials. Write Box F-67, BROADCASTING, with complete confidence.


WV Windover station in Morgantown seeking salesperson. Box F-69, BROADCASTING.

WANTED: Salesmen with experience. Boiling Point, NC.

Help Wanted 36x per word—$2.00 minimum. Additional charge at run-of-book rate. Stations for sale. Wanted to buy stations, Employment Agencies, and Business Opportunity ads. Agency commission only on display space. All other classifications 35x per word—$4.00 minimum. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Announcers continued

Northwest 5kw daytimer, 60 miles from New York City, interviewing for opening about September 1st. Seeking person for voice, play-by-play, newscasts, etc. Must have good imagination and ability to work closely with program director. Box F-25, BROADCASTING.

Major market top 40 seeks first phone announcer for housewife shift. Five figure salary. Box F-18, BROADCASTING.

Carolina small market needs first phone announcer for evening shift. College community. Also needs sports and newscast announcer. Must have experience and ability. New facilities. Box F-25, BROADCASTING.

News-play-by-play sports man-major market formatting solid news and information has opening for experienced, proven man. Excellent salary and potential. For air check and photo to Box F-24, BROADCASTING.

Need strong voiced professional news man for major southeast market. Send tape and resume immediately to Box F-42, BROADCASTING. An equal opportunity employer.

Need mature voice for major New England CW. Must travel for interview at your expense. Send tape and resume to Box F-65, BROADCASTING.

Mid-day heavy sought by major market east coast rocker. Superb opportunity for ambitious-mature pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-41, BROADCASTING.

Wanted: All-around man. Part time announcing, production, writing, typing, public relations. Must be available. Send resume, photo and references to Box F-37, BROADCASTING.

Immediate opening for experienced announcer with ability to handle airshift and news. Good conditions and fringe benefits. WABA, P.O. Box 97, Havre De Grace, Maryland.

We offer good salary, regular raises, paid insurance, truly outstanding 15 year old station with new facilities in excellent small community with good schools and recreation. We want experienced sign -on announcer wanting permanency. Send tape and resume. WAWK, Kendallville, Indiana 46755.

Wiscosin MOR AM/FM in Milwaukee area needs mid-morning drive talent. 2-3 years experience. WBKB, West Bend, Wisconsin.

Top caliber, experienced and mature minded afternoon man. Salary open. MOR music and strong background. Must have this type music. WCST Radio. Box F-72, BROADCASTING.

PROMotions and shift changes have created two open positions. Need experienced MOR mid-day & afternoon drive personalities. Rated by both Pulse and Radio & Records as being very helpful but not necessary. Air conditioned modern studios. Send air check and resume with first letter to WRIT, Alhambra, Pa. All replies noted.

3 station group needs good men. Opening exists for good salesmen, newsroom people, and prom. Interested? Contact announcer 1st and announcer sales management, Box 314-385-8877. No collect.

Situations Wanted Management

Chief engineer for AM directional. $13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to take a good engineering staff. Send resume, references and recent picture to Box F-90, BROADCASTING.

Nice station group now accepting applications for chief engineers. Send resume, picture, salary requirement. Box F-97, BROADCASTING.

Chicago stereo station seeks capable chief engineer. Reply in confidence. Box F-49, BROADCASTING.

Technical

Chief engineer for AM directional. $13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to take a good engineering staff. Send resume, references and recent picture to Box F-90, BROADCASTING.

Immediate opening for experienced man to gather, write and broadcast local news. Top salary for qualified person. Box F-66, BROADCASTING.

Major market opportunity for experienced newsman. Must be a dedicated news pro capable of gathering and airing top flight newscasts with consistence. Stable record and excellent references required. Send air check, resume and picture to Box F-84, BROADCASTING.

Oklahoma's top small market news station has immediate opening for news director. New Mart's, mobile unit, excellent equipment and pro staff. Good salary. 405-224-2890. Jack Brewer or Mike McKee.

Programming, Production, Others

Wisconsin's third largest market, middle of the road, only full time AM looking for program director. Right music background and good ideas. Able to supervise staff. Take air shift. Send resume, air check, credit references and desired salary. Box F-61, BROADCASTING.

PD-morning man. Take charge type for contemporary Pennsylvania daytimer. Clean non-mining community; company benefits. Tape, photo, resume to Box F-72, BROADCASTING.

Growing east coast station needs mature morning man strong on production to fill assistant program director position. Send resume to Program Manager, WASA, Havre De Grace, Maryland.

Production assistant for major AM-FM public radio stations. Salary to $8,000. Box F-92, BROADCASTING.

Production manager in development of public affairs programming plus general production and announcing. Working knowledge of serious music essential. A B.A. level degree and prior broadcasting experience required. Applicant should be willing to work flexible schedule including some weekend and evening hours. Position is open July 1st and provides good opportunity for man or woman interested in a public radio career. Resume and audition tape to: Donald Forling, WOAI-FM, Iowa State University, Ames, Iowa 50010. An equal opportunity employer.

*Gal Friday 27-35 from Neb., Mo., Ky. key position in Kansas City. Must be professional in attitude and background. Must be able to handle phone and night money for 2 weeks. Must interview our studio a Must. Send detailed background and picture to P.O. Box 16005, Kansas City, Mo. 64112.

BROADCASTING, June 1, 1970
Situations Wanted
Management continued


Metromedia: former vice president and general manager. Seeks growth position with a medium market. Experience in most major cities. Excellent communication skills. Box F-14, BROADCASTING.

General location-local regions sales manager. Impressive background. Radio ready. Box F-56, BROADCASTING.

General manager said "Up the organization" in a management meeting. Seeks general managership. Box F-55, BROADCASTING.

General Manager with predominantly FM experience knows how to make FM work. If your FM isn't working for you, perhaps I should be. No miracles promised, but expertise and proven methods are. Box F-56, BROADCASTING.

Manager—15 years—will phases-formats-sales-programming-FCC—first phone—will invest in small-medium-midwest-southwest. Box F-71, BROADCASTING.

Sales

Carolina Hills, wishes to relocate primarily in Carolina's, Georgia, Florida. 8 years radio experience in sales, advertising, promotions-engineering. First phone. 2 years television experience including sales-produce-man/weatherman-production. Mature, married, dependable, trustworthy, references. Primary interest sales. Box F-13, BROADCASTING.

Will relocate. Box F-56, BROADCASTING.

Versatile radio personality, strong on news—easy going on the music. No smoker. Will accept supervisory replacement. Will relocate. 3rd ticket. Box F-200, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4½ months experience as D.J., newsreader, available immediately. Tape, resume on request. Box F-237, BROADCASTING.

Talented major market rock jock with background in programing wants medium market PC post. First phone: Box F-65, BROADCASTING.

Versatile radio personality, strong on news—easy going on the music. No smoker. Will accept supervisory replacement. Will relocate. 3rd ticket. Box F-200, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-195, BROADCASTING.

Box F-71, BROADCASTING.

Teacher seeks fulltime announcing position not merely for summer. Two years part-time experience. Strong news, DJ, board, Articulate, creative, reliable. 3rd experience Moore, Calif., M.I., N.Y.C. Box F-8, BROADCASTING.

New York City trained announcer-DJ—newscaster. Moderate experience. Third ended, Mature MOR type. Box F-79, BROADCASTING.

Five years pro seeks move up. Excellent voice, creative, top production, married, dependable. Prefer northeast. Box F-15, BROADCASTING.

Available now...first phone...top ratings...12 months experience. Seeking PC—copywriting. Box F-23, BROADCASTING.

Sports director with twelve years play by play experience in most all sports plus music, special events, talk show director. Seeking position in large midwest market. Box F-26, BROADCASTING.

Talent major market rock jock with background in programing wants medium market PC post. First phone: Box F-65, BROADCASTING.

versatile radio personx, strong on news—easy going on the music. No smoker. Will accept supervisory replacement. Will relocate. 3rd ticket. Box F-200, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4½ months experience as D.J., newsreader, available immediately. Tape, resume on request. Box F-237, BROADCASTING.

Announcers, newscaster, experienced, third ended, tight board, TV experience, dependable, creative feminine, versatile, MOR. Box E-244, BROADCASTING.

First phone experienced CW, BA degree in Broadcast, deep voice with sense of humor and personality. Wants challenge. Young, draft free, knows meaning of work. Box F-253, BROADCASTING.

Personality—top 40 or progressive rock only. Third experienced, married. East Coast only. Box E-282, BROADCASTING.

Teacher seeks fulltime announcing position not merely for summer. Two years part-time experience. Strong news, DJ, board, Articulate, creative, reliable. 3rd experience Moore, Calif., M.I., N.Y.C. Box F-8, BROADCASTING.

Box F-71, BROADCASTING.

Situations Wanted
Management continued

Announcers continued

Broadcast school graduate, 3rd endorsed. Board practice. Seek any style rocker or middle of road station anywhere. Offers and experience are appreciated. Civilized environment more important than interest in news. Box F-43, BROADCASTING.

Young female broadcaster and announcer, seeks job in broadcasting, as announcer, writing and presentation skills outstanding. Done some work in radio, a recent graduate of a famous college. Have soft sexy voice, good for FM stations, and beautiful personality good for newscast, determination to work. Box F-46, BROADCASTING.

Help! I'm being held captive by a country-music station! Box F-57, BROADCASTING.

Box F-58, BROADCASTING.

Fighting top forty—up tempo MOR? Mature personality with strong station opportunity, allowing freedom in music and personality. Work well with sponsors-long association current employer. Box F-59, BROADCASTING.

New Zealand announcer, seeks position with U.S. station or agency. Copywriter/account back-up. Tape available. Box F-62, BROADCASTING.

Former comic actor; has first phone, can bring wit, humor, to any format, seeking permanent position. Box F-68, BROADCASTING.

Help! I'm being held captive by a country-music station! Box F-82, BROADCASTING.

Personality MOR, announcer with B.S. degree Speech-Broadcasting, 12 years experience, 3rd endorsed, seeking permanent home, northeastern area. Authoritative voice, excellent production, reliable. Salary open. Box F-86, BROADCASTING.


First phone—25, married, 15 months on present job. Prefer Western U.S. 915-682-3803, before 8:30 AM. E 北, 1st rate Caricature #32, Midland, Texas 79701.

Struggling dj not a pro, but trying. Seeking announcing position in southeast. Doug Gallinger, 3007, Angel Place, Jacksonville, Florida 32210. 904-711-2905.

Young, experienced seeking announcer position with large format. Draft exempt. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609-962-8652.


Ambitious, 3rd phone, broadcast academy graduate seeks challenging job anywhere. Box CIV, 6621 Wakefield Dr., Alexandria, Va. 22307. 703-765-0910.

Announcers continued

Available immediately, first phone, experienced, 2 years college, veteran, 25, married. John McCloud, 2880 Lake St., Presque Isle, Maine 04769. 207-762-5391.


Top 40 job wants relocate. One year experience, serious. Tape and references available. Box F-67, BROADCASTING.

Extra strong on sports. Draft exempt and available now. Box B-167-221, BROADCASTING.

Top twenty market number one rated MOR afternoons. Available now. 513-825-5472.

Announcer D.J., news, broadcast school graduate, 3rd endorsed, single, draft exempt. Tape and references available. Box F-205, Broadcasting.


Trained D.J.—Ready to move! All formats. (212) MU 2-5140. Suite 43. Noon-5 p.m.

Technical

Chief engineer air personality desires small to medium market as operations manager in Mid-Atlantic. Box E-241, BROADCASTING.

Engineer with 1st class license experienced six years. We're looking for a top candidate. Overseas employment information requested. Box F-3, BROADCASTING.

Chief engineer/announcer wanting to relocate. Six years experience, either AM or FM. WMK formats. Hilly and wooded areas. Box F-75, BROADCASTING.

Chief engineer—lock 7 years of practical experience with a B.S.E.E. to back me up. Good top 40 job to boot. Reliable, competent, California and top 40 preferred. Call John Barcroft, 714-879-1643.

News

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.

Experienced radio-TV news-sportscaster in medium market desires play by play in medium or large market. 26. College grad. Tape and resume upon request. Box F-38, BROADCASTING.

1st phone—10 years award winning journalist/editor/anchor. Local news, sports, middays, PM. Box: New York. Should have complete show package, tape. Overseas employment information requested. Box F-3, BROADCASTING.

Eastern Penna.—Television anchorman for nine months...over 100 live—in studio interviews. Factual and Interesting...Politics-sports—showbiz...Did all legs full Moderated debates. Play-by-play. Consider take show. Gene, 717-645-2664.

Programming, Production, Others

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 and radio. Box E-256, BROADCASTING.

Once-in-a-lifetime opportunity. Versatile江山man. 10 years experience. Anchor to manager. Seeking security—good pay. Box E-286, BROADCASTING.

Copywriter, prepers New England. 203-658-6196 or Box F-21, BROADCASTING.

My quality programming means ratings and loyal listeners. Available now. Needs experienced and degree. Box F-22, BROADCASTING.

Programming executive, after six years, and two 2½'s, desires to move up. You're responsible, first phone. Box F-49, BROADCASTING.

First phone CGW PD available for medium/major market in warm climate. If you think 'country' means steady diet of Johnny Cash and Johnny Cash—don't waste your time or mine. Box F-80, BROADCASTING.

Rating problems? Experienced professional broadcasting executive, top 10 market looking for program director—operations manager position in a large market. If you have big numbers and are willing to pay for top talent with a first phone let me hear from you. 413-422-1283.
Situations Wanted
Programing, Production, Others
continued

Eight years broadcasting, two years as program director. GWU-TV, Binghamton, New York. Married, 25, phone 813-922-7374 after 5:30 EST.

Mod. country personality—PD. 2 major mkt. stations—10 years experience. Will trade happy sound for a home. Call Johnny, 901-458-8889.


Television Help Wanted
Management

Network affiliated UHF with modern facilities, complete color capability, a good staff, and a fine market. The missing ingredient: a manager who can set the categories, following and at the same time keep the lid on expenses. Are you the man? Write Box E-188, BROADCASTING.

Manager wanted with experience in sales and all phases of operations. Stock 125 Independent television station, CBS affiliate, serving Southwest Kansas, including Dodge City, Garden City, and Liberal. The position now vacant. Station is profitable and an excellent opportunity for the right man. Contact Leigh Wannen, KVPL-AM, Southwestern Kansas Television Company, Inc., Cimarron, Kansas 67835.

Announcers
Television on the air: If you have both personality and character; if you turn people on and tune people off, you’ll be a key to a healthy audience. We need you. Write for further information. Box 41-70, BROADCASTING.

Top contemporary TV, $8700 -922-7374. Call Mr. Iry Pfannensteil, 504 South 12th, Omaha, Nebraska 68102.

Television

Programing, Production, Others
continued

Staff expansion will result in several news openings. Essential to send VTR or SOF along with resume indicating your strong interests and abilities: anchoring floor reporting, editing stories, etc. All previous employers contacted for reference prior to hire. Prefer minimum of two years experience in broadcast news. Opportunity to join stable news department in one of Nation’s best stations. All replies answered. Box F-12, BROADCASTING.

TV sports director for midwest network affiliate. workload includes daily, weekend shows. Two daily on camera sportscasts plus specials. Send resume and salary requirements to Box F-47, BROADCASTING.

New film camera needed to handle camera work in major east coast city. Must be able to function without supervision. Men with moderate experience will be considered. All replies confidential and will be answered. Box F-53, BROADCASTING.

Television

Situations Wanted
Help Wanted

Sales

Staff, new employed, proven top biller major market. Dynamic closer, respected television professional seeks market change, all sizes considered. Young enthusiastic graduate wants sales, B.S. Degree in Personnel Management, 3½ years experience in retail television production, draft exempt, single, no children, salary open. Request on resume. Box F-77, BROADCASTING.

Announcers

Television sportscaster play-by-play, 31, college graduate, Box E-285, BROADCASTING.

Need a booth announcer/audio man? Make me an offer!!! Prefer Northeast. Box F-13, BROADCASTING.

Kids’ Show Host-producer. Omnibus quality. Prefer southwest. Box F-73, BROADCASTING.

Does anyone still need a pro? Fifteen years experience, news, weather, talk show, strong commercial man. Married, three children, Resume and VTR on request. Frank Starr, 5040 Sidney Road, Cincinnati, Ohio 45235. Phone (513) 922-0579.

Technical

Engineer, BSEE, P.E., 15 years experience in military R&D with 6 years as engineering manager; communications background, communications and microwave systems. Desire responsible systems engineer position in major equipment supplier. Box E-181, BROADCASTING.

Former director of engineering and operations, now desiring position with network chain. Experience plus home market. Return to broadcasting. Experience in VHF, UHF, construction, remote and live color (ten years). Experience desired, B.S. in Engineering. Box F-6, BROADCASTING.

Help! Reliable, adaptable older first phone with cordless end. Many years experience, news, weather, talk show, strong commercial man. Box F-76, BROADCASTING.

NEWS

I know how to write, edit, produce and deliver a creative, professional remote. Experience in news producing and anchoring major market #1 rated news show. If your station needs a news director-anchorman, write now, Box D-231, BROADCASTING.

Star performer needed to join stable top-notch TV Station. All areas considered. Frank Starr, 5040 Sidney Road, Cincinnati, Ohio 45235. Phone (513) 922-0579.

Situations Wanted Sales
continued

Programing, Production, Others
continued

Attention, wanted: One job in audio either mobile TV production or studio. Have 1st. Military over. 5 yrs. Exp. Poss. Two jims, Apollo 13 recovery ship Salary open Contact Box E-231, BROADCASTING.

Assistant director seeks position with a future. Can read, write, get in top-10 market. Box F-16, BROADCASTING.

Versatile ambitious young radio announcer with pr, program, news, etc. opportunity city. Box F-30, BROADCASTING.

Production director wants to locate in northeast. Aggressive, creative, sales oriented person. All ability. Will be an asset to any station. Available June. Contact Box F-39, BROADCASTING.

Announcers

News director—Aggressive—news—dedicated. The job—Build a top news operation. Beat—local, area, regional, network, national. Qualifications—ability to assign work, direct people, gather, write and deliver news on time. Experience a minimum or TV news producer. (not a 40 hour-a-week job). Box F-11, BROADCASTING.

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Programing, Production, Others
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Wanted To Buy

FOR SALE Equipment


RCA TR-18 VTR, two air bearing headsets, good condition, $600.00. Contact Bob Hayes, 226 E 82nd St, Cleveland, Ohio 44103. Phone: 216-883-2336.


Stereo frequency monitor and modulation monitor, limitor and 500 feet of 1/2 Milex, Contact Obed Gates, BP 60234, Oakdale, Minn. 55065. Phone: 617-756-8856.

FOR SALE Equipment

Ceolax cable—Helias, Strofflex, Spiriole, etc. and fittings. Unused multi—large stock—all prices reasonable. Write for price list. S-V Elect Co., Box 6688, Oakland, Calif. 94628. Phone: 812-435-3572.

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SPARTA IS ON THE MOVE UP . . . ARE YOU?

We have recently acquired the Bauer Broadcast Products Company. With their quality line of AM/FM transmitters to our ever-growing list of audio broadcast products and our airstream growth in recent years, Sparta is now looking for a number of qualified individuals for newly created positions. These are challenging career-position in management, marketing, customer service and engineering. Our expansion program has also created several select sales representative territories East of the Mississippi. If you want to move up with an industry leader, send me all about your ambitions, qualifications, education, experience and previous earnings. All inquiries will be answered and will be strictly confidential.

W. J. OVERHAUSER, President
SPARTA ELECTRONIC CORPORATION
5581 Florin-Perkins Road
Sacramento, California 95828

NEW MEXICO IS A GOOD PLACE TO LIVE
Openings for DJ’s, salesmen, engineers, news-
men and combos in small to medium sized
markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.

New Mexico Broadcasters Association, 130
Amherst NE, Albuquerque, N. Mex. 87106

DJ—SALES
$8,000 to $10,000 yearly
Young growing radio group seeking saucier-salesman who has a strong desire to enter mas-
tainment. You will do some air work on a very successful MOR station in satellite Pittsburgh Market and work directly with GM. Full com-
pany benefits. Tape and resume to:

EXVP, Laubach Radio Properties, Inc.
P. O. Box 584, Charlestown, Pa. 15022

Radio Promotion Manager
Experienced in sales and audience pro-
motion, publicity, merchandising, etc. Strong in writing . . . must know graphics . . . excellent salary and benefits. Large East Coast station. Send resume and samples.

Box E-292, Broadcasting.

OVERSEAS OPPORTUNITY
Avco Field Engineering is a world-wide
service organization operating and main-
taining VHF television stations in the
Kingdom of Saudi Arabia.

*BROADCAST ENGINEERS
Five years current experience in the main-
tenance of VHF television broadcast equip-
ment plus first class license.

Compensation: Salary—base—per diem or
housing—equal to $18,500.00 plus trans-
portation and all company benefits—liberal
vacation policy.

Please send resume in confidence to R. E.
Weirich, Manager, Industrial Relations.

Avco Field Engineering
P. O. Box 41300
Cincinnati, Ohio 45241

(An equal opportunity employer)

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ALL REPLIES CONSIDERED
IN STRICT CONFIDENCE.

**NETWORK CORRESPONDENT**

wants local TV anchor.
Box F-27, Broadcasting.

**Announcers**

Chief engineers
Salesmen

We have job openings all over the country.

Rush tape and resume to:
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3958 South Broadway
Englewood, Colorado 80110
Phone 303-781-3344
FOR SALE Stations

### NEW ENGLAND RADIO STATION

Well-established, full-time AM, single-station market, good management, grosses over $125,000. Principals only with bank references and $350,000 cash should write to:

Box F-5, Broadcasting.

### FFC STATIONS FOR SALE

1. **WYCA(FM)** Boston — Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1,790 ft.; Action May 18.


3. **WLTA-FM** Atlanta — Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 100 ft. Action May 18.

4. **WITL** South Bend, Ind. — Broadcast Bureau granted license covering changes; ERP 1.3 kw; ant. height 105 ft. Action May 19.

5. **WCAE-FM** Baltimore — Broadcast Bureau granted license coverage changes; ERP 50 kw; ant. height 400 ft. Action May 18.


8. **WITL-FM** South Bend, Ind. — Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1,770 ft. Action May 18.

9. **WCLA-FM** Hammond, Ind. — Broadcast Bureau granted CP to install new antenna at main transmitter; ERP 92.3 mc; ERP 60 kw; ant. height 900 ft. Action May 18.

10. **WCAM-FM** Waco, Texas — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 15.

11. **WIXY-FM** Canton, Ohio — Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 370 ft. Action May 18.

12. **WBMM-FM** Columbus, Ohio — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 100 ft. Action May 18.

13. **WBAL-FM** Baltimore — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 400 ft. Action May 18.

14. **WBBN-FM** Chicago — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.

15. **WVOX-FM** West Orange, N.J. — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.

16. **WUSP-FM** Pittsburgh — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 100 ft. Action May 18.

17. **WXYT-FM** Detroit — Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 370 ft. Action May 18.

18. **WJZ-FM** Baltimore — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.


20. **WBPB-FM** Balston Spa, N.Y. — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 100 ft. Action May 18.

21. **WLS-FM** Chicago — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.

22. **WJZ-FM** Baltimore — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.

23. **WXYT-FM** Detroit — Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 370 ft. Action May 18.

24. **WJZ-FM** Baltimore — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.

25. **WNNP-FM** New London, Conn. — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 100 ft. Action May 18.

26. **WBPB-FM** Balston Spa, N.Y. — Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 100 ft. Action May 18.

27. **WLS-FM** Chicago — Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 100 ft. Action May 18.
renewal license covering alternate-main trans. Action May 19.

* WJFV-FM (Fayetteville)---Broadcast Bureau granted CP to install alternate-main trans. Action May 15.

* WTVZ-FM (Potsdam, N. Y.)---Broadcast Bureau granted license covering changes. Action May 19.

* WRKU-FM (Ashtabula, Ohio)---Broadcast Bureau granted license covering changes. Action May 18.

* WNOV-FM (Oxford, Ohio)---Broadcast Bureau granted CP to change trans. location, redesignated as: eastern peak of Neversink Mts. Action May 18.

* KPAC-FM (Port Arthur, Tex.)---Broadcast Bureau granted license covering new FM. Action May 18.

* WGAT-FM (Gate City, Va.)---Broadcast Bureau granted license covering new FM. Action May 18.

* WLYC-FM (Marathon, Wis.)---Broadcast Bureau granted request for SCA on sub-carrier frequency of 87 kc. Action May 13.

* Hudson Broadcasting Corp., Middleton, Wis.---Broadcast Bureau granted mod. of CP to extend completion date of new FM to Nov. 255.


* WSPT-FM Stevens Point, Wis.---Broadcast Bureau granted CP to redesignate and relocate 90 kw VHF license covering changes: ERP 5 kw; antenna height 360 ft; remote control permitted. Action May 19.

* KQAC-FM (Reading, Pa.)---Broadcast Bureau granted license covering alternate-main trans. Action May 16.


* KGOM 18825 (Dayton, Wash.)---Broadcast Bureau granted license covering change frequency W21AB from 12 to 18; 5 kw ERP; antenna height 350 feet. Action May 20.


* K129XJ East Glacier, Mont.---Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 to ch. 12; change call letter from K129XJ to K129XJ-A. Action May 20.

* WOSAJ Wytheville, Va.---Broadcast Bureau granted license covering new VHF translator. Action May 19.

**CATV**

**Actions on motions**

* Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasting Inc.) has granted CATV licenses.

* KERN-FM Reliable Broadcasting, Bakersfield, Calif. Requests KLYD-FM.

* KINN-FM, Eureka, Calif. Requests KFLM(FM).

**Call letter actions**

* WITA-FM, Pueblo Broadcasting Inc., San Juan, Puerto Rico. Granted WITM-FM.

* WPGW-FM, shaft Broadcasting Co., Norfolk, Va. Granted WOWI-FM.

* KPLU(FM), Pacific Lutheran University, Tacoma, Wash. Granted 

**Renewal of licenses, all stations**


**Other actions, all services**

* FCC adopted new form requiring broadcast licensees and applicants to submit programs for equal employment opportunity Commission ordered that when rules become effective, applicants for renewal must have received a bureau clearance, every application for CP, assignment, transfer or renewal of license must reflect a current employment opportunity program provided for by new Section 1.612 2. Broadcasting Bureau, commercial, AM, TV and international broadcast stations with five or more employees.

* KRON-FM-TV San Francisco---FCC denied application of Chronicle Broadcasting Co. for review of action by review board adding a proceeding to hear request for rulemaking on license renewal applications (Doc. 13Y500). Action May 20.

* WIFE-AM-FM Indianapolis---FCC granted requests for rulemaking to adopt rules to prohibit broadcasting of solicitations to submit affidavits of performance to advertisers or their representatives which knowingly contain misstatements or announcements were broadcast or number of announcements broadcast. Action May 13.

**Translator actions**

* Broadcast Bureau granted licenses covering changes in following VHF translators: K11GH Tri City, Ridge & Canonsburg, all Pennsylvania (K120DP Grants Pass, Ore. Action May 20.


**Cable television activities**

The following are activities in community-antenna television reported to

**BROADCASTING** through May 25.

Reports include applications for permission to install and operate CATV, grants of CATV franchises and sales of existing installations.

**Franchise grants are shown in italics.**

* Wendell, Idaho--Idaho Video Co. has been granted a franchise.

* Kokomo, Ind.--Tele-Cable Corp., Norfolk, Va., and C and H Video (multiple CATV systems) have been granted franchises.

* Cold City, Ill.--Community Electronics Systems, Williamson, Ill., has been granted a 10-year franchise. The company is permitted to install the city $500 and 5% for the first $10,000 of gross revenue; from $10,000 to $100,000 and $6,200 plus 7% for any amount over $100,000. Subscribers will be charged a monthly franchise of $25 for installation and 6.95 monthly.

* Rock Island, Ill.--Tele-Cable Corp., Norfolk, Va., (multiple- CATV franchises) has applied for a franchise for facilities capable of broadcasting 20 channels. The city would receive 10% of the franchise fee, a minimum of $450 or $10 per year, whichever is greater.

* Semaq, Ill.--Kraus Electronics System, Joliet, Ill., has been granted a franchise.

* Dudley, Mass.--Parker Cablevision, Worcester, Mass., has applied for a franchise. The company has agreed to pay $400,000 to $15,000 annually and 5% for installation during the first year and 25 afterwards and $5.95 monthly. Quinebaug Valley Cable Television Corp., in North Stonington, Conn., also applied. Quinebaug would charge subscribers $4.95 initially for installation, later to be increased to $14.95 for installation and $6.95 monthly.

* Framingham, Mass.--Charles River Broadcasting Co., Inc. has applied for a franchise. The company will charge subscribers $5 for installation during the first year, $2 and $5.95 afterwards. Quinebaug Corp., in North Stonington, Conn., also applied. Quinebaug would charge subscribers $4.95 initially for installation, later to be increased to $14.95 for installation and $6.95 monthly.

**Superior tow., Mich.--Michigan Communications Group Inc. has applied for a franchise.

* Monroe, Mich.--Monroe Cablevision, Monroe, has been granted a nonexclusive, 15-year franchise. The franchise will pay the city 3% of the gross annual receipts plus $250, 000 and 5% thereafter. Table. Subscribers will be charged a minimum of $15 for installation and $5 monthly.

* Medford, N. Y.--Peta Cablevision Corp., a new CATV operator for the purpose of providing CATV service in Medford, N. Y., has been granted the privilege of offering six channels and charge subscribers $15 for installation and $5 monthly.

* Kissimmee, Fla.--Cablevision of Kissimmee has been granted the privilege of offering six channels and charge subscribers $15 for installation and $5 monthly.

* Downs, N. M.--Sierra Cablevision has been granted a franchise with six channels and charge subscribers $15 for installation and $5 monthly.

* Superior, Wis.--Suburban Communications Inc. has been granted a franchise.

**Consideration:** $41,249. Buyer: Mr. Keeling in management sales manager for WACO-AM-FM-TV, Waco, Tex. and gwins outdoor advertising firm. Action May 20.

**Rulemaking requests**

* Action May 19.

**New channels and frequencies**

* Action May 19.

**Transfers of licenses**

* Action May 19.
If you think a man from Maine is a laconic, monosyllabic son of the soil, you ought to meet Don Taverner, the new president of the National Cable Television Association. He's as Down East as they come (born in Aroostook county, against the Canadian border), but laconic, monosyllabic? Not a bit.

Don Taverner is a sort of Yankee Robert E. Lee (the FCC commissioner, not the general). Like Commissioner Lee he is a great draw for speeches, where he tells tales of Maine farmers or fishermen, all authentic and all with an authentic Northwoods twang. Mr. Lee's humor is, of course, more general than Mr. Taverner's whose wit is more regional.

The yarn-spinning is inbred, too. Mr. Taverner (known as "Zeke" in some circles) has collected Maine stories for years and has put them together into a radio series and folklore collections for universities and colleges.

Mr. Taverner earned the NCTA presidency on the second go-round. He had been one of the two finalists when the NCTA selection committee chose its first president in 1964, former FCC Commissioner Frederick W. Ford. Mr. Ford bowed out after five years at the NCTA helm and now is in private law practice in Washington.

Mr. Taverner came to the NCTA post with a dual reputation—as a fund raiser and as an administrator. It's the first ability that has given him an almost legendary reputation in educational-TV circles.

As assistant director of the National Foundation for Infantile Paralysis (now the National Foundation-March of Dimes), Mr. Taverner in one year, the year he was responsible for the financial campaign, raised $62 million. As president of the Pittsburgh ETV group (ch. 13 WQED[TV] and ch. 16 WQEX[TV]), he alone raised almost $5.5 million from private sources to build a new studio-office complex.

During his seven years in Pittsburgh, he raised the ETV budget from $600,-000 yearly to $2 million and increased the staff from 60 to 145.

As one would expect of a Down Easter, Mr. Taverner is quite independent. He once returned a check for $50,000 to then Pennsylvania Governor William Scranton because a member of the governor's official family criticized the Pittsburgh ETV stations for carrying a program on Red China. Governor Scranton returned the check with an apology.

Mr. Taverner's connection with CATV is not as distant as it might appear. During his years in Pittsburgh, he had 112 cable-TV systems carrying his programs; in fact, he had one man on his staff who dealt solely with cable systems. And that time, he was both chairman of the CATV committee of the National Association of Educational Broadcasters and a member of the ETV committee of the NCTA.

So he's well aware of the problems facing CATV and the days of trial ahead for the industry, with problems like copyright, pole-attachment rights, cablecasting, distant-signal carriage and cross ownership.

Because of his ETV background, Mr. Taverner naturally is interested in weaving CATV and ETV together, to provide what he calls a "diversity of programs" for the American public. Thus, he echoes the conclusions of President Johnson's Task Force on Communications Policy and, more recently, the Rand Corp. report by Lee Johnson, which was favorable to CATV.

Cable TV in all its promise is what Mr. Taverner foresees, but he is well aware of broadcaster antipathy. He views CATV growing in many areas, but adds "not to supplant broadcasting but to extend it."

Mr. Taverner runs a tight ship at NCTA. He discovered early that various members of the NCTA staff were going their own way on various projects. He asked all his personnel to keep him informed of their activities. Two weeks later, when he found that some had not taken him seriously enough, he called the staff together and bluntly told them that he had meant every word and that if they didn't like it they could leave. He is up to date on what's going on now.

The tight-shop characteristic probably comes from his father, a retired British Royal Navy officer, who also gave Mr. Taverner a military tradition that led, twice, to his being named first alternate to the U.S. Naval Academy. But each time the appointee made it.

Mr. Taverner even enlisted in the National Guard hoping to win an appointment to West Point, but World War II came along. And, since he had also been in the Reserve Officer Training Corps at the University of Maine, he was commissioned in the infantry. He was wounded during the Battle of the Bulge.

During his university days (four years on scholarships), Don Taverner majored in history, with the French Revolution as his specialty. Thus, it was no surprise when he was stationed in Paris after the Nazi surrender that he attended the University of Paris for more education on that subject.

Mr. and Mrs. Taverner live in Virginia's Arlington county, in a big house overlooking the Potomac River. Although both their sons are away at college, they needed the larger quarters, Mr. Taverner says, because, despite today's generation gap, the Taverner boys return home frequently and generally with hordes of school chums.

Donald Vardy Taverner—president, National Cable Television Association; b. March 7, 1919, Ashland, Me. BA history, University of Maine, Orono, 1943; advanced study, University of Paris, 1945; 1st lieutenant, U. S. Army, 1943-46; assistant director, National Foundation for Infantile Paralysis (March of Dimes), 1946-51; executive director-general alumni association, executive director-Arthur A. Hauck building fund, director of development, University of Maine, 1951-62; general manager, president and member of board, Metropolitan Pittsburgh Educational Television (WQED[TV] and WQEX[TV]), 1963-70; trustee, president, chairman, Eastern Educational Television Network, 1963-69; director, vice chairman and chairman of CATV committee, National Association of Educational Broadcasters, 1964-68; chairman—trustees' advisory council, Vermont College, Montpelier, Vt., and trustee, Robert Morris College, Pittsburgh, both since 1968; executive board, Kiiadhin Council, Boy Scouts of America; Man of the Year in Communications, Pittsburgh, 1969; m. Ruth Olive Powell; children—Theodore G., 22; Frederic W., 20; hobbies—sailing, golf, hunting, low-stakes poker.

BROADCASTING, June 1, 1970
Editorials

Point and counterpoint

NBC President Julian Goodman made a point, and more than a fractional one at that, when he told the NBC-TV affiliates convention that exploitation of “fractional differences in rating averages” is a distracting if not damaging exercise (Broadcasting, May 25).

It is of course axiomatic in any business, broadcasting included, that those who have the edge, however slim, proclaim it; those who lack it decry the practice of claiming margins of victory too narrow to be meaningful.

But it is also acknowledged that for purposes of buying and selling television advertising rating averages mean nothing at all. The advertiser doesn’t buy a season, a night or even a day. He may be inclined to shop first the network or station that has an unmistakably clear lead over its competitors, but his interest is in the size and characteristics of the audience for his own messages.

No one denies that ratings are useful—when usefully used. They are good for planning, for charting trends, for tracking performance. They are good for selling one program or period against another, and for promoting truly outstanding achievement—provided the rating achievement is itself outstanding. Even averages provide a measure by which, in retrospect, to judge one buy against another in terms of audience or, more to the point, cost-per-thousand.

What is the merit, however, in victory claims based on advantages so small as to be overshadowed by, say, the margin of error inherent in their calculation? The knowing are not fooled; the public is confused if not misled.

Unfortunately, this is a game with a long history and an even longer list of past participants. It will not be easy to stop. As Mr. Goodman noted, the three TV network presidents went on record not long ago as hoping the networks would stop squabbling over which finished first, second or third by how many percentage points. It is discouraging, but pertinent, to add that their statements were followed by no discernible change in the leakage of claims and counterclaims from any of the networks. That’s about average for the past. We can only hope the presidential messages will filter down more effectively in the future.

Burch’s bite

It sounds trifling, but Dean Burch may have found the key to keeping his favorite lawyer, Henry Geller, on the FCC premises for a couple of years, which is all the resourceful Democratic general counsel seems to want.

In striving to railroa through the FCC the mislabeled “Public Dividend Plan” (contrived to give it an aura of sanctity) the FCC chairman would assure years of litigation. Who better to handle this project for gradual extinction of free TV than its principal architect? Mr. Geller, once he loses the general counsel’s post, which in partisan politics inevitably will go to a Republican, could be retained as special counsel at pay perhaps equal to the $34,000 he now draws, and with a comfortable pension a couple of years later. Now 46, he still would be young enough to enter private practice.

In this space last week we tried to dissect the Machiavellian CATV plan that would kill UHF in its crib, and gradually sap the substance of VHF. With prospects of scores of channels (some say up to 100) on the broadband cable, even local radio is in the target area.

Chairman Burch has been full of surprises since he assumed office last fall. Many broadcasters have admired his courage and his hitherto implacable support of free enterprise. He seemed too good to be true.

Since then, his posture on newspaper ownership has become murk y. He found it necessary to compromise his efforts to deliver to the land-mobile lobby all it wanted in UHF-TV channels, settling for a face-saving, trial allocation.

Now comes the CATV solar-plexis punch. It opens a new front at a time when broadcasters are besieged. They are fighting the administration to preserve the integrity of their news coverage. Network prime-time limitations that would hit the wrong target, a new license-filing fee system that would imperil the smaller broadcaster, and one-to-a-customer are merely the front-burner confrontations.

By giving broadcasters another life-or-death issue, the CATV project would seem to serve the purpose of keeping broadcasters off stride. The enemies of free broadcasting are given an open road.

In its something-for-everyone approach (except the “fatcat” networks, group owners and big VHF’s) the Geller-Burch plan proposes in one broad stroke to bail out ETV by subsidizing the Corp. for Public Broadcasting to the extent of 5% of the take.

At about the time the CATV monstrosity was leaked, Chairman Burch was telling the Senate Appropriations Subcommittee that the FCC would invoke its filing-fee tariffs over the opposition of broadcasters who would be hit for most of the $25 million-a-year FCC tab.

The subcommittee’s chairman, John Pastore (D-R.I.), backed him up by referring to the “profits” some broadcasters make and commenting: “The time has come when you shouldn’t impose on the taxpayers to regulate the most lucrative industry in the country.”

With that kind of “pross” from a legislator regarded as conversant with and friendly to broadcasters, what chance do broadcasters have on Capitol Hill with their present puny lobbying fire-power?

Broadcasters had better move fast if they want to preserve not only their editorial integrity but their ability to stay afloat.

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Cool heads go a long way

From New York to the North Slope oil fields of Alaska ... where it really gets cold. And back. Then all the way to first place in the National Press Photographers Association's annual newsfilm awards ... where the competition really gets hot.

So went photographer Frank Dobbs and News Editor Ray Miller ... of KPRC-TV in Houston. Aboard the icebreaker/tanker "U.S.S. Manhattan", they set out to document an historic mission investigating the feasibility of shipping crude oil from Alaska to the East Coast by tanker ... through the sub-freezing temperatures of the "Northwest Passage." Dobb's camera got the cold shoulder ... but the film footage didn't.

The resulting documentary "Passage To Prudhoe", narrated by Miller, won Dobbs the top spot in the "news special" category.

Fred Edison, another of KPRC's cool heads, took third place in "spot news" competition. His entry "Gas Blast" was a visual description of a natural gas pipeline explosion that virtually demolished a one-block residential area in N.W. Houston.

The National Press Photographers Association's film competition is the "grand prix" of film competitions ... where only the best compete.

And KPRC-TV was the only independent station to win two awards.

KPRC-TV

NBC in Houston

Edward Petry & Co., National Representatives
We preempt two and a half hours of prime time entertainment to present a prime time concern.

Our concern is man's concern for the future.

Our hope is the courageous work of men and women in industry, government and the community who are dedicating their time and effort to combat the horrors of pollution.

The Rotten Smell of Success, to be presented in five markets on June 5, is produced by the Cox Broadcasting Corporation television stations and narrated by The Honorable Stewart Udall.