Showdown coming on federal-local regulation of CATV
Politicians find a cause in attacking drug commercials
How national advertising volume and costs shape up now
Western Union first to file for domestic satellites

Transmedia
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Transmedia
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© Transmedia International Corp. 1970
In Los Angeles alone, Reynolds test program got people to redeem over 1,000,000 aluminum cans per month. Now we’re working on sixteen more states.

Answers to the hard problems—such as litter and solid waste disposal—don’t come easy. But, with effort and persistence, they do come.

Reynolds has working proof of this with its anti-litter, aluminum can recycling program. Starting in Miami over three years ago, we’ve developed approaches that are now about to be put to work in 16 states.

They’ll be pulling used aluminum cans and other discarded aluminum products off the scrap heap and back to our reclamation plants. They’ll be helping to clean up our streets and conserve our nation’s resources at the same time.

Los Angeles gets involved.

We know these programs work. One plan, with a Reynolds promotion drive behind it, has Los Angeles citizens bringing more than a million cans a month into our plant there. It has not only made Los Angeles people more aware of their litter problem, it has involved them, stimulated them into doing something about it.

Now we’re expanding our Miami effort to cover all of Florida. We’ll be launching our campaign in New York City, and will move into northern New Jersey, Houston, San Francisco, and the Pacific Northwest.

In addition, we are working with Adolph Coors Company of Colorado to help reclaim their used aluminum beer cans. We’ll be taking their cans from Arizona, Colorado, New Mexico, Wyoming, Utah, Nevada, Kansas, Oklahoma, Texas, and California.
Used aluminum is valuable.

What makes the program work is the basic value of aluminum itself. Scrap aluminum is worth $200 a ton, because it can be melted down and reused so readily. Scrap steel, by comparison, brings only $20 a ton; paper, $16 a ton.

So used aluminum cans are worth picking up, worth saving and taking to a reclamation plant. Reynolds is able to offer ½¢ per can, and to suggest that Boy Scouts, hospital charity groups, and other organizations—and individuals—raise funds by collecting and returning aluminum scrap.

They're taking our suggestions. One million cans that don't show up in Los Angeles garbage heaps every month prove that.

Letters for anti-litter.

Our anti-litter efforts have brought us much applause from Boy Scout officials, Congressmen, Keep America Clean groups, civic leaders, and many others. But our chief satisfaction is in being able to help with this most difficult and important problem. We intend to keep at it, and to work even harder.

Reynolds Metals Company, P.O. Box 2346-LZZ, Richmond, Virginia 23218.

For further information call or write the nearest Reynolds Public Relations Office: NEW YORK CITY 10017: L. E. Whitehead, 19 E. 47th St. (355-7700) • WASHINGTON, D.C. 20006: G. D. McMullen, 503 World Center Bldg. (629-5336) • DETROIT 48235: J. D. Williams, Box 5550, 7 Oaks Station (354-4111) • CHICAGO: R. L. Hairline, McComb Sheet & Plate Plant, P.O. Box 239, Brookfield, Illinois (485-9000) • FLORENCE, ALA. 35630: R. D. Holloway, 412 South Court Street (765-3150) • LITTLE ROCK, ARK. 72201: J. S. Smith, 303 Commercial National Bank Bldg. (374-7588) • LOS ANGELES 90054: R. W. Gamm, P.O. Box 57975 Terminal Annex (937-3600) • PORTLAND, ORE.: J. N. Moffatt, Troutdale Reduction Plant, Sun Dial Road, Troutdale, Ore. 97060 (655-9121) • RICHMOND, Va. 23218: Ben Wehrman, Public Relations Manager, Metal Recycling Division, 6501 West Broad Street Road (292-2311), J. F. Awad, General Director of Public Relations.
Erected in 1852 to meet the need for a "community building," the Fulton Opera House was the finest and largest building of its kind in Pennsylvania. Because of its superb physical facilities, it became the rallying point for important civic, political, and cultural activities. And so it remains today, 118 years after its founding.

Just as this historic building continues to focus attention on the commonwealth, so, too, does pioneering WGAL-TV by virtue of its consistently high standards of programming, and its active and innovative participation in the cultural and commercial affairs of the great multiplicity region it serves. Today, with a high-ranking 48% color penetration, advertisers and public-service participants can depend upon WGAL-TV for rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Pulling teeth
Accounts-receivables problem for broadcasters, bad enough when times were better, appears to be getting worse. Just how bad it is over-all nobody knows, but sources close to national-spot situation say accounts 120 to 180 days overdue are not uncommon. Problem varies among agencies and from one client to another, and pinpointing blame is difficult. Agencies say they are frequently victims of slow pay by clients. Broadcast sources, without disputing that claim, feel that many agencies are haggling more over claimed discrepancies, which delays payment further. As for station reps, most must wait until their stations are paid before they get their full commissions, and that can add month or more to their own waiting time. Some authorities gloomily predict situation won't improve much in time. Some full-ginning more due are not uncommon. But casting, bad enough when times were favorable, has its counterpart in the current, 28% of accounts at least, that local agencies are haggling more over claimed discrepancies, which delays payment further. Some clues to magnitude of problem are provided in survey of 179 TV and radio stations by Institute for Broadcasting Financial Management. It found 46% of accounts were current, 28% were overdue by 30-60 days, 12% by 60-90 days, 14% by more than 90. But that survey was as of Dec. 31, 1969, and national-spot sources are sure, based on own experience, that situation has worsened in seven months since. They also note survey included local as well as national business, and survey findings gave impression, at least, that local accounts pay more promptly.

Turn about
FCC's own fairness doctrine will be invoked against FCC's noisiest member, Nicholas Johnson, next time he appears on radio or television to take off against broadcasting and broadcasters. Under plan conceived by broadcasters who rankle under what they regard as flagrant misrepresentations by Mr. Johnson, Roy Danish, director of Television Information Office, will be one-man "truth squad." Whenever Mr. Johnson pops off on air, Mr. Danish will demand reply time to set record straight.

Chucking it
Because "it's a whole new ball game," more than just several independent (as distinguished from public-corporate) station owners are showing signs of disenchantment. They protest there's no longer real excitement, what with Big Brother everywhere. Profitability alone doesn't warrant what many regard as harassment. While some may just be blowing off steam, others say that if conditions were more favorable and money readily available they would get out.

Lumped under heading of harassment, coming at time of business uncertainty, are bombardments from Congress and pressure groups, as well as FCC and Federal Trade Commission. While they reluctantly are becoming reconciled to $230-million cigarette-advertising loss, they are bitter about one-to-customer, arbitrary boosts in filing fees to defray FCC's $25-million overhead, extreme pressures being exerted on minority employment, CATV, programming surveillance, fairness-doctrine action, and hardly kind word from anyone.

Ready money
National Cable Television Association has put aside contingency fund of unknown but substantial amount to be tapped for whirlwind campaign of public and congressional relations in case copyright bill comes to life in Senate this year. NCTA officials think it improbable that bill—enormously complicated and involving many interests other than CATV—will get to floor action at this session. But they're ready to shoot at it from all sides if it surfaces with provisions that they deem burdensome to CATV, or to promote it if it looks favorable.

Copyright contingency fund is separate from main NCTA budget, which, it's learned, is now running $1,450,000 this fiscal year (May 31, 1970-June 1, 1971). That's $200,000 more than NCTA board was originally reported to have voted (BROADCASTING, May 18). It's nearly half budget now in effect at older, bigger National Association of Broadcasters.

Once it starts...
There'll be more than change in weather this fall when new department heads take over at FCC for new "regulatory season." Almost certain to be transferred out of Broadcast Bureau is Deputy Chief James O. Juntilia, holdover Democrat since days of outgoing Commissioner Kenneth Cox who presided over bureau from 1961 to 1963. Change is likely to come when Dean Francis R. Walsh of San Francisco University Law School takes over in September from Broadcast Bureau Chief George S. Smith, who's expected to serve in legal consulting capacity at FCC until he retires at end of year.

Another physical shift expected will be that of Henry Geller, general counsel, who moves to special assignment to clear way for 35-year-old Chicago attorney Kenneth E. Wiley (BROADCASTING, July 13).

High rise
It may be bad news for Chicago television broadcasters that Sears-Roebuck Co. is to construct 109-story, 1,450-foot headquarters—tallest building in world—about 1.5 miles southwest of cluster of Chicago TV antennas atop 1,107-foot John Hancock Center. Chicago telecasters put antennas on present site barely six months ago, at estimated aggregate cost of $2 million. Although blanketing effect from new Sears edifice may be minimal to southwest, scatter reflections could play hob with TV reception among high-income viewers in city's northern and northwestern areas.

What worries city's broadcasters is recollection of New York situation where telecasters on 1,250-foot Empire State building have found it necessary to plan move to 1,350-foot World Center building, under construction, because of potential blanking and reflection problems, particularly toward high-income Westchester county homes.

Missionary
National Cable Television Association is redoubling efforts to get nonmembers (some 40% of total systems) to join up and keep present members happy. It will shortly announce appointment of Donald E. Burton to fill newly created slot of director of membership. Mr. Burton—now with Polio Foundation in Atlanta—will spend most of his time on road. He will assume new duties around middle of August.

Quick cuts
Major shake-up is in evidence in TV production department of Doyle Dane Bernbach, New York. Officials were not available for comment Friday, but six major producers reportedly were let go last week in economy measure. Exiting employees had balked at utilizing Directors Studio Inc., house production facility bought by agency year ago. DSI, reportedly top-notch facility, is said to have lost quarter of million dollars last year.
LEADERSHIP IS THE WILLINGNESS TO TAKE A STAND

WTIC Radio and Television recently completed its first year of editorializing. Delivered by Leonard J. Patricelli, President of the WTIC Stations, reactions were immediate and the results contributed significantly to the welfare of the community.

All of the editorials were reproduced in a brochure. Here is the reaction to some of them—

RIOT IS AN UGLY WORD.
Helped stem a growing white backlash. (Won an RTNDA award.)

PEACE LOVERS?
Corporations distributed more than 70,000 copies to employees of an indictment of obscenity users who oppose bombing Vietnam villages . . . but favor bombing American cities. Several newspapers reprinted the editorial.

DON'T GO.
Instrumental in reducing attendance at a New Haven Panther rally from an anticipated—and feared—35,000 to a manageable 15,000.

LAW AND ORDER.
Influential in eliminating the emotional "crime in the streets" issue from the Hartford mayoral campaign.

Community action, involvement and betterment—on all levels—the editorial stand of the WTIC Stations.

WTIC TV-AM-FM
BROADCAST-PLAZA, Inc./HARTFORD, CONNECTICUT
Who's in charge of cable regulation? ... 19

FTC, NAB, drug-trade group wrestle with possible casual relationship between advertising of 'mother's little helpers' and abuse of hallucinogens, 'ups' and 'downs' by nation's youth. Senator Moss pushes for study. See...

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FTC, long considered weak-sister agency, is endowed with super-powers by Senate to help individuals fight deceptive trade practices and fraudulent advertising. Commission could halt ads, impose fines. See...

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Ted Bates & Co. in report on media trends predicts network TV and spot radio will gain in national advertising expenditures this year; spot TV will maintain 1969 level, and network radio will dip. See...

How national media shape up now ... 26

American Research Bureau's 15%-to-25% rate increases for TV reports bring scores of subscription cancellations from protesting TV stations. ARB claims new rates are due to increases in production costs. See...

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Hearings on hotly disputed issue of fairness in political broadcasts to convene on Capitol Hill under direction of Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. See...

Hill readies for fairness tilt ... 38

National Association of Broadcasters voices strong disagreement with FCC's prime-time access rules. However, Justice Department tells Chairman Dean Burch that rules are "completely consistent" with antitrust laws. See...

New muscle for prime-time rule ... 39

Michael Dann, erstwhile CBS senior vice president in charge of programing now in ETV, charges networks with failing to meet educational and other needs of minorities in testimony before Senate committee. See...

Should TV educate minorities ... 40

Producer of NBC-TV program depicting living conditions of Florida migratory workers tells Senate subcommittee that Coca-Cola Co. brought no pressure on network to alter program. See...

Senate unit airs 'Migrant' dispute ... 42

Global community could become smaller still if FCC approves request by Western Union to link all 50 states with domestic communications satellite system: $95-million outlay projected for three satellites, six earth stations. See...

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Broadcasting

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David Frost has won one of the highest awards in television.

47% of the adult audience.

One of the best things a television star can win is an audience.

And when it comes to the 4:30-6:00 PM audience, David Frost is one of TV's winningest performers.

According to the latest ARB May sweep, David Frost is top-rated in his time period in each of the five Group W Markets: Baltimore, Boston, Philadelphia, Pittsburgh and San Francisco.

With an average share of 47% of the adult audience in these markets.*

Which makes us happy. And can make you happy too. Particularly if you want to sell a product to adults.

But winning viewers isn't all David's managed to do in the year he's been on the air. He's also won something equally impressive. The Emmy.

If you're interested in talking to adults, your TvAR representative or any Group W station will talk to you about David Frost. The Englishman who can give America's media buyers what they want. An Emmy Award winning show with an audience.

Represented by

TvAR

*Source: ARB May, 1970 Average 1/4 hour audience Mon-Fri 4:30-6:30 PM (4 week time period averages). The audience figures shown are estimates subject to the limitations of the techniques and procedures used by the service cited.
Sponsors biting nails

There was general agreement Friday (July 31) that, if strike of National Football League players continued much longer, sponsors of preseason games might start looking for exit doors. None has yet and games are sold out. First game is slated on NBC-TV on Aug. 14.

There were also unconfirmed reports on Friday that strike would be over shortly.

William C. MacPhail, vice president in charge of CBS-TV Sports, said couple of sponsors for CBS-TV’s first game, scheduled Aug. 22, had called asking if CBS “knew more than they do” about situation. Jack Purvis, sales coordinator, conceded that some advertisers probably were “getting a little edgy. We’ll probably see more of them get edgy next week . . . .”

At NBC, whose first televised game is only 11 days away (Aug. 14), there was a bit more optimism. “We haven’t had one phone call,” said Bill Potts, manager, sports program sales for NBC-TV. “Sports types don’t get excited . . . . they went through it with baseball last year and football before that . . . .”

ABC spokesmen were unavailable for comment. That network’s only preseason game is scheduled on Aug. 28.

None of networks reported any contingency programing plans should exhibition grid games be forced off.

FCC proposes easing rules

New rules to relax operator requirements for AM and FM stations were proposed by FCC Friday (July 31).

Proposal, in response to petition by National Association of Broadcasters and requests by individual broadcasters, would permit stations to use third-class operators on routine basis. Showing would include stability of transmitter, employment of qualified first-class operator and at least one other first-class operator on full- or part-time basis. Higher power FM’s and nondirectional AM’s would have to make showings in some but not all of these respects.

Under present rules, holders of third-class licenses may routinely operate only AM’s with 10 kw or less and FM’s with 25 kw or less transmitter output power. Directional AM’s and stations with power over those amounts must have first-class engineer on duty at all times.

Commission said some 1,200 full- or part-time directional AM’s would be affected by new rules. Comments are due Nov. 2; replies, Dec. 1.

Equal time spot issue

Equal-time complaint against WOR(AM)

New York dealing with one of station’s employees has been registered with FCC.

Complaint was filed July 27 by Mrs. Bella S. Abzug, Democratic candidate for Congress from 19th New York district. She asked commission to prevent licensee, RKO General Inc., from continuing to use WOR to promote candidacy of Barry Farber, station personality and Republican candidate for same office, and to provide her with equal time free of format and other conditions.

After Mr. Farber’s candidacy was announced, Mrs. Abzug said, WOR cancelled his programs but continued to run commercial spots he made—usually between midnight and 5 a.m., time period he previously used for interview-type programs. After Mrs. Abzug’s nomination, she said, WOR returned Mr. Farber to air for daily 45-minute interview program, rejecting her request he be removed.

After she met with station officials, she said, RKO agreed to let her either co-host program with Mr. Farber or conduct 45-minute program herself. She refused, and asked for equivalent number of spots instead. WOR rejected.

WOR told FCC it was aware it would have to offer Mrs. Abzug equal time when Mr. Farber was returned to air. But, station contended that to allow her spots instead of program would be unfair to Mr. Farber, since 45 scattered one-minute spots throughout day would run to $4,600, whereas 45-minute program cost is $965.25. In addition, station said, Mrs. Abzug would gain from multiple exposures.

Huntley-Cronkite?

Network rivalry was buried Friday (July 31) when CBS newscaster Walter Cronkite paid tribute and bade farewell to his arch-rival, Chet Huntley, who was making his final appearance on NBC-TV that night. On his program, Mr. Cronkite called Mr. Huntley “a giant,” and in conclusion intoned, “Goodbye, Chet.” At that moment, videotape of Mr. Huntley, by pre-arrangement, flashed on screen saying, “Goodbye, Walter.”

AMST at pay TV dke

Association of Maximum Service Telecasters told FCC Friday (July 31) that proposal to toughen restrictions on pay-TV sports broadcasts contains serious loopholes.

In comments filed with commission (see page 43), AMST said proposed new rule prevents live pay-TV broadcast of any sports event telecast on free TV in past five years, but says nothing about taped broadcasts or cablecasts. Association said this would make it possible for pay-TV or CATV operators to tape any sports event and present it no more than 10 seconds after it actually happened.

Additionally, AMST said, proposed rule would still permit pay TV to carry prerecorded sports events. It would not prevent siphoning of sports events from free TV to CATV so long as latter did not impose specific per-program or per-channel charges; and it would have no effect on pay TV’s right to broadcast future sports events which are not presently seen on free TV, such as soccer.

Election rulings mount

New evidence of rising election-year fever was provided Friday (July 31) when FCC released three separate letters by Complaints and Compliance Chief William B. Ray, all dealing with fairness and equal-time matters.

In one, Mr. Ray informed Representative Herman T. Schneebeli (R-N.Y.) that his five-minute radio reports to constituents are subject to provisions of Section 315. Congressmen’s opponents have claimed the time to answer broadcasts, although Mr. Schneebeli regards them as factual and non-partisan.

In second letter, Mr. Ray said there was no apparent basis for concluding that WCBS-TV New York violated Section 315 in its treatment of primary elections for New York state assembly. After candidate for Democratic nomination went on air to respond to WCBS-TV editorial, candidate for Republican nomination requested equal time.

In another ruling, Mr. Ray denied request of Los Angeles businessman who wanted FCC to prohibit broadcasters from reporting results of political polls during last 30 days prior to election. Protests arose when KNXT(AM) Los Angeles announced, day before California senatorial primary, that polls showed Representative John Tun-
Stanley R. Jaffe, president, Paramount-TV, named president of Paramount Pictures at age 30. He succeeds Charles G. Bluhdorn, who remains as chairman of Paramount and parent Gulf and Western Industries. Mr. Jaffe joined Beverly Hills, Calif., film company in 1969 as executive VP.

Chet Collier, corporate VP of programming and production, Westinghouse Broadcasting Co., named president, television station group at WBC. Position had been open since James E. Allen vacated it to join Post-Newsweek stations last November. Joel Chaseman, president, radio group at WBC, appointed senior VP, programming and production, for radio and TV. His successor has not been announced. Mr. Collier had served in dual capacity also as president of Group W productions and sales operations, post he relinquished a few weeks ago to David E. Henderson (Broadcasting, July 20).

George J. Simko, senior VP and associate director of media management, Benton & Bowles, New York, has been named director of media management at that agency. Post is being vacated by Bern Kanner, senior VP and member of B&B’s board, who will become management supervisor of Birds Eye division of agency’s General Foods account. John Anderson, senior VP who previously supervised Birds Eye account as well as some of agency’s Glenbrooks Laboratories business, will continue to handle Glenbrooks account and will be assigned new responsibilities as yet unannounced.

Kevin O’Sullivan, president of ABC Films, named to additional post of president of ABC International, succeeding Donald W. Coyle, who has resigned (Broadcasting, July 27). Mr. O’Sullivan will direct operations of ABC International, which has minority interests in operations of TV stations of 14 Latin American countries and provides program purchasing and/or sales representation services abroad, and of ABC Films, which is TV-program distribution arm of ABC.

John Monsarrat, group executive VP; member of board of directors of J. Walter Thompson Co., New York, has resigned and retired after 35 years in advertising agency business. He has been with Thompson for 15 years in various top executive capacities and earlier was senior VP and general manager of Lennen & Newell, New York; VP of Geyer, Newell & Ganger, New York, and VP and account supervisor with Platt-Forbes Inc., New York.

Hal C. Davis, VP of American Federation of Musicians and president of Pittsburgh local, named president of AFM, succeeding Herman Kenin who died July 21 (Broadcasting, July 26).

For other personnel changes of the week see “Fates & Fortunes.”
Here's a new way to look at the news

The ABC Evening News has created a new approach to nighttime news.

It's presented in segments consisting of related news events. For example, one segment might report on new draft quotas, then go to selective service reforms and conclude with a report on student demonstrations. It's a nice clear way to get the news.

And it makes sense, thanks to the clearly marked meaningful commentary of ABC's award-winning co-anchormen Frank Reynolds and Howard K. Smith, and a highly specialized team of worldwide correspondents:

Like Science Editor Jules Bergman, who first warned the world of Apollo 13's plight. Political Editor Bill Lawrence, who was first to predict LBJ wouldn't run again. And State Department Correspondent John Scali, who played a key role in the diplomatic maneuverings during the Cuban missile crisis.

With a news team like this, it's not surprising that the ABC Evening News has been pulling in bigger audiences. In just their first year, in twenty major markets, ratings have increased as much as one-hundred-twenty-five per cent.

Quite a ripple. A ripple that might just turn into a wave.

ABC Evening News
with Frank Reynolds and Howard K. Smith

Soil Taishoff, president; Lawrence B. Taishoff, executive VP.

Editorial


Katrina Hart, Antonietta W. Rodas, Steve Ferguson, editorial assistants. Bernice Hase, secretary to the publisher. Erin Emrich, vice president, director of planning and media research, Carl Alty, research advisor.

Production


Business

Irving C. Miller, comptroller. Sheila Thacker, Judith Mast. Laura Berman, secretary to executive vice president.

Bureaus


Jim Travers, editorial director; David Berlin, Rocco Famiglietti, senior editors; Norman H. Osbrin, associate editor; Helen Manacsin, Caroline H. Meyer, Cynthia Valentino, staff writers; Warren W. Middleton, sales manager; Eleanor B. Mauro, international sales manager; Greg Manchfield, Eastern sales manager; Mary Adler, Harriette Weinberg, administration assistants.


Broadcasting® Magazine was founded in 1951 by Broadcasting Publications Inc., using the concept of The Newsmagazine of the Fifth Estate.

Broadcasting Advertising® was initiated in 1932, Broadcast Reporter in 1923, Telecom® in 1953 and Television® in 1961. Broadcasting—Television™ was introduced in 1946.


© 1970 by Broadcasting Publications Inc.
1978 National Association of Broadcasters conference schedule:
Oct. 19-29—Benson Biltmore, Atlanta.
Nov. 12-13—Monteleone, New Orleans.
Nov. 16-17—Brown Palace, Denver.
Nov. 19-20—Mark Hopkins, San Francisco.

(For info of NAB's 1971 fall conference dates, see Broadcasting June 29).

Praise for special . . .

. . . And an addition
EDITOR: I want to commend you on your fine article, but cannot see how [Susquehanna Broadcasting Corp.'s Washington news bureau] was overlooked. . . It is a one-man bureau serving all Susquehanna's stations, and has been doing so for over a year. Your magazine ran a piece on it in the March 16 issue . . .

I am an accredited member of the Radio-TV Correspondents' Association in Congress, and have been for two years. I am also a member of the White House correspondents' association and the State Department correspondents' association. Before coming to Washington, I covered Washington for stations

Open Mike ©

CCA ELECTRONICS
Announces a 25 KW FM
AIR COOLED TRANSMITTER
. . . WITH INDEPENDENT 3 KW DRIVER AND ONE POWER AMPLIFIER TUBE.

. . . Now Broadcasters can radiate TRUE MAXIMUM POWER by using a 25KW FM Transmitter and a low gain antenna!! No need to combine several transmitters!! One CCA 25KW FM transmitter can solve your high power FM problems!!

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PHONE: (609) 456-1716

Subsidiaries
CCA ELECTRONICS CANADA, LTD.
CALDWELL A/V EQUIP., CO., LTD.
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Broadcasting, Aug. 3, 1970
The FM buy with more PLUSES:

- LARGER AUDIENCE — 50% MORE COVERAGE AREA
- 24-HOUR-A-DAY PROGRAMMING
- CHATTERPROOF VIBRANT MUSIC
- LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL NEWS
- DOW JONES BUSINESS NEWS 9 TIMES DAILY
- SPECIAL FEATURES
- BIG, CONTINUOUS MULTI-MEDIA PROMOTIONAL CAMPAIGN

Snider for Sugarman this year

Editor: I thoroughly enjoyed reading your story on "566 Million of Football" in the July 20 BROADCASTING. Congratulations on a fine job. Naturally, my enjoyment was heightened by the fact that a good portion of the money will go to the National Collegiate Athletic Association member colleges for football rights.

I know you spent a great deal of time and effort on the research involved in creating the story, but wish to correct one point.

NCAA Football Highlights will not be produced by Marvin Sugarman this year. Rather, the NCAA Official Film Service, Washington, directed by Richard S. Snider, will produce the hour-long program for release on ABC on Sundays.

Mr. Sugarman supplied program content for two years.—Thomas C. Hansen, director of public relations, National Collegiate Athletic Association, Kansas City, Mo.

Junior only in name

Editor: After reading the July 20 football story, I feel that using football as an effective sales vehicle certainly is not limited to the coverage of the National Collegiate Athletic Association and the professionals. We have been awarded exclusive broadcast rights for football of Arizona Western College, which is always in the thick of the battle for one of the top spots in the National Junior College Athletic Association ratings. Last year, for example, I broadcast two of the four approved post-season NJCAA games from two sides of the country on two successive nights.—Roger Carroll, station manager, KVOY(AM) Yuma, Ariz.

Much ado over old network

Editor: A few days ago the June 15 issue of BROADCASTING arrived (by ship's mail), containing the "Open Mike" quotations from my letter [pointing out that AT&T, not NBC, created the first radio network].

Whoever wrote the editor's note [stating that the AT&T network operated "occasionally"] was led down the garden path. The facts are as follows:

When AT&T turned over its Red Network to NBC in 1926, the facilities consisted of WEAF(AM) New York as key station, plus 16 associated stations interconnected by about 3,600 miles of specially engineered telephone lines. Those stations were WEAL(AM) Boston; WTEC(AM) Hartford; WWJ(AM) Providence, R.I.; WDAG(AM) Worcester, Mass.; WCHL(AM) Portland, Me.; WFI(AM)-WL(AM) Philadelphia; WRC(AM) Washington; WGR(AM) Buffalo, N.Y.; WCAE(AM) Pittsburgh; WGN(AM) and WLIB(AM) Chicago; KSD(AM) St. Louis; WOC(AM) Davenport, Iowa; WCCO(AM) Minneapolis, and WDAF(AM) Kansas City, Mo. Boston, Hartford, Providence, Worcester, Philadelphia and Washington were served by permanent facilities, the others being connected as availability and advertising sponsorship permitted.

Several pioneering advertisers were already well established as regular Red Network program sponsors, using line-ups ranging from three to 12 stations. Some examples, with their commencement dates, were: National Carbon (Eveready), July 6, 1923; B. F. Goodrich, Nov. 30, 1923; Atwater-Kent, Jan. 22, 1925; Bristol-Myers, April 8, 1925; Clicquot Club, Dec. 3, 1925; Cities Service, Dec. 21, 1925.

All these advertisers sponsored weekly network programs, scheduled, pre-announced and widely promoted. Detailed audience-mail counts give proof that the network was a vigorous and growing entity—much more than a series of "occasional hook-ups." The rapid expansion of its regular coverage is clearly visible in the mail-response totals of its four-year career:

<table>
<thead>
<tr>
<th>Year</th>
<th>WEAF Network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1923</td>
<td>54,815</td>
<td>87,176</td>
</tr>
<tr>
<td>1924</td>
<td>194,177</td>
<td>206,398</td>
</tr>
<tr>
<td>1925</td>
<td>263,526</td>
<td>344,273</td>
</tr>
<tr>
<td>1926</td>
<td>237,292</td>
<td>350,431</td>
</tr>
</tbody>
</table>

NBC was formed on Nov. 1, 1926. In its first full year of operation, 1927, the Red Network's mail totals were about the same as in 1926:

<table>
<thead>
<tr>
<th>Year</th>
<th>WEAF Network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>245,341</td>
<td>352,064</td>
</tr>
</tbody>
</table>

Unquestionably NBC went on from there to develop two great nationwide networks. Since I was among those who participated in this process, all the way from 195 Broadway through 711 Fifth Avenue to Radio City, I am not likely to denigrate the accomplishment. But fair is fair.—E.P.H. James, A.C. Nielsen Co., Oxford, England.

Change of name

Editor: I appreciate so much your including in the July 20 BROADCASTING a profile on me. I have a very high respect and regard for all of your staff who make the magazine the quality publication that it is. However, I am sure you will permit a mother's prerogative in straightening out the listing of my three children. David and Barbara (Mrs. Robert Glazel) are my oldest and youngest, and both are teachers; number two is my daughter Kenyon (not Mary) who is employed in the broadcast field in Washington, D.C.—Virginia F. Pate, president and general manager, WSAW-AM-FM Havre de Grace, Md.
HOGBACK HAS MADE THE BEST COOK IN THE SOUTH WHAT SHE IS TODAY.

She's not Julia Child or the Galloping Gourmet. They don't cut the mustard in the great Greenville-Spartanburg-Asheville market. But Nancy Welch does. Nancy who?

Nancy Welch. She's the hostess of "The Nancy Welch Show," one of SPA's bright spots every weekday morning at 9:30. Ten thousand women watch her, listen to her, and do what she says, whether she's talking about cooking or telling them what to buy.

What's Hogback got to do with it? Everything. "I would not be without it," Nancy says. "It's made me what I am today."

Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plain 3,465 feet to the top of Channel 7's maximum power antenna.

That's why Hogback does a powerful job of thoroughly covering the Greenville-Spartanburg-Asheville market, the nation's 41st television market.

WSPA-TV
SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET
CBS Affiliate National Representative: H-R Television
Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President
Venice ad festival puts the emphasis on salesmanship

It happened in Venice this summer at the 17th International Festival of Advertising Films. You might call it the Revolt of the Delegates.

They came—creative directors, writers, artists, producers and film people—more than a thousand from around the world. As the first day’s showing began, they sat in silence, politely making notes in their programs. But as the day wore on, patience wore thin.

Then it happened. A commercial rolled off. How can I describe it? An extravagant execution of a non-idea. Somebody started to whistle, European equivalent of the Bronx cheer. The whistle became a chorus. From then on any empty-headed commercial that came along got the same frank treatment. Veterans tell me this kind of vocal reaction had never happened at the festival before.

But the good news is that the good commercials got wonderful, spontaneous applause. And what were the good commercials? Not—repeat not—the cinematic film-flam that has so often won high praise from awards audiences in the past few years. Instead it was the films with the strong selling ideas in executions that were visually intriguing, verbally concise.

If you’ve never been to an international festival of commercials you should go—once. In five days you see 2,000 commercials from the best agencies and producers all over the world. To view these films end to end is a chastening experience.

True, the home viewer never sees commercials quite this way. But with today’s clutter at station break time and today’s habit of breaking minute spots into two 30-second commercials, the viewer comes perilously close to just the kind of saturation the audience had at Venice.

We took our seats in the casino on Monday morning, opened our programs to page one, and the show was on. That first morning was devoted entirely to beverages: soft drinks, wines and beers. How hard it is in this category to be original, to look original, or to say anything original. But that’s the creative challenge. With that disclaimer I still have to report? Once you’ve seen the visual cliches of beverage advertising repeated ad nauseam for three hours, you’ll never let a cliche into your com-mercial again.

But don’t let me pick on the beverages. Every category you can name has its visual pitfalls, of which I guess we’re all aware while we’re writing. But how embarrassing they become when seen in comparison with many others in the same category. In this sense the International Festival is the best education a creative man can have.

In case film festivals are not your forte, and you really don’t plan to go, maybe you’d like to see my little list. Like the Mikado’s, it’s a little list of things that never will be missed. Visuals I never want to see again in any commercial in any category.

1. Boy and girl frugging.
2. People on skis shot from over, under or between the skis (except in commercials advertising skis).
3. Artwork backgrounds in imitation of Peter Max.
4. Animation à la Yellow Submarine.
5. People, holding glasses just filled with the product, toasting each other and smiling (on cue).
6. Boy chasing girl down the beach.
7. Vice versa.
8. More than 15 cuts in a 30-second spot, particularly when the fast cuts have nothing to do with product or promise.
9. Solarization. This year’s most under-nourishing and over-used technique.

Any creative director who is serious about salesmanship, yet perfectly happy to win an award as well, might want to put an entry in the 18th International Festival in 1971. You will be in good company. The 1970 jury raised the standards so high it even refused to make awards in certain categories.

SSC&B-Lintas International had four members on the jury: Christoph Fechter (Germany), Alberto de Maria (Italy), Hans Gout (Holland) and Matti Larres (Finland).

They and their fellow judges are to be congratulated for a thoughtful job using honest advertising criteria.

Since the jury viewed the films at separate showings, there was no chance for the judges to be influenced by the delegates.

So the professional unanimity at Venice this year was truly heartening.

This festival began 17 years ago as a convention of motion-picture people interested in exchanging views and news about cinema advertising. The delegates were primarily from the motion-picture business.

Later television was invited in and it has come to dominate the entries. With that, the advertisers and the agencies have taken a far greater interest in attending. And from their outspoken response this year, it seems their standards will be the standards of the festival in the future.

It looks as if everyone connected with the making of commercials has decided to get back to the basics of the business. Of course it was bound to come. But it was rewarding and refreshing to see it happen. To feel the cool, sweet wind of reason in the air. To see the merchants singled out for the honors at Venice.

From the list of this year’s winners, the verdict is clear. Making movies is no longer the message. The message is the message.

Richard R. Uhl is executive vice president and director of creative services of SSC&B, New York. He started in advertising in 1939 as a radio producer for Ruthrauff & Ryan, joined SSC&B in 1947 as producer-director of radio shows in Hollywood and returned to New York in 1949 to direct the Big Town show on radio and to supervise its transition to television. In 1958 he joined the copy department as creative supervisor; in 1965 he was named director of creative services and was elected executive VP in 1968.
FOR ARGUMENT'S SAKE. Like most cities in the United States, Los Angeles is going through a school crisis. But until last April, the key figures in the dispute had never even met face to face. KNBC saw a chance to close a gap. In a special, prime-time program, "Crisis In Education," the station brought together the President of the Board of Education, the President of the teachers' union, and key members of the California legislature. The problems were not solved, but for the first time, people talked. Viewers spoke up, too. A great many of those who called or wrote the station asked that the program be repeated. It was—the very next week—and updated the following month. KNBC's "Crisis In Education" was the right forum at the right moment.

*For more information, write to "Crisis In Education," KNBC, P.O. Box 170, Los Angeles, California 90028

The NBC Television Stations Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles
WKJG, Indiana. A nice place for your commercial to visit.

WKJG STATIONS

Hilliard Gates, Vice President and General Manager
Fort Wayne, Indiana

MEMBER STATIONS OF THE COMMUNICANA GROUP
Also: WSJV-TV, WTRC-AM and WFIM-FM, Elkhart, The Elkhart Truth

JOHN F. DILLE, JR., PRESIDENT
Who's in charge of cable regulation?

That's question raised by New York CATV grants in apparent conflict with FCC examiner's ruling

The New York City Board of Estimate voted two 20-year CATV franchises last week, in an action at odds with an FCC hearing examiner's ruling that the New York Telephone Co. could furnish cable TV facilities to any unfranchised CATV firm.

If the examiner's views are upheld, most observers feel that New York and the FCC are on a collision course.

The New York City board, with Mayor John Lindsay presiding, unanimously granted 20-year franchises, but with stringent conditions, to Teleprompter Corp., a multiple-CATV owner, and to Manhattan Cable Co., a subsidiary of Sterling Communications Inc., which is 44% owned by Time-Life Broadcast Inc., group broadcaster and CATV owner.

Both New York CATV's have been operating for the last five years under temporary franchise agreements in Manhattan. Teleprompter has been serving the northern part of the island, Sterling, the southern half. Each is said to have about 20,000 subscribers.

But before the New York City board took its final vote it recessed for an unprecedented six hours to discuss an initial decision by FCC Hearing Examiner David I. Kraushaar involving FCC applications by the New York Telephone Co. to furnish lines to various CATV systems.

Mr. Kraushaar's decision was released the day before the July 28 meeting of the city's Board of Estimate, although it was dated July 20.

Mr. Kraushaar recommended that the New York Telephone Co. be authorized to furnish CATV facilities to Comtel Inc., an unlicensed cable TV service that has been operating since 1966 in the downtown area of Manhattan. It serves mostly hotels and reportedly has about 16,000 subscribers.

Comtel's operation was challenged in the state courts the year it began. Last year a state court upheld a lower court decision that found Comtel could do business in New York City without a franchise since it was using New York Telephone Co. facilities and the telephone company already had the right to provide common-carrier communications services in the city.

Comtel is owned by a firm called Bell TV Inc. (which has no relation to the Bell system). Morton E. David is chairman; Martin Sugar, president.

Mr. Kraushaar's principal point was that the New York Telephone Co. is a common carrier that is required to serve a customer, whether or not he has permission to engage in N.Y. CATV.

He said there was nothing in New York state law or FCC regulation that requires a CATV operator to secure a franchise. There have been other court decisions in other areas of the country holding to this view.

He recommended, also, that the CATV facilities to be made available to Comtel be limited to 12 TV channels and 100 FM broadcast channels for two years. He also suggested that no service other than CATV channel service be authorized, and that the CATV operators comply with existing and prospective CATV rules promulgated by the FCC.

Comtel and the New York Telephone Co. were vigorously opposed by Teleprompter, Sterling and the city's corporation counsel, J. Lee Raukiu. They claimed that the telephone company was favoring Comtel in the use of its underground ducts, but the hearing examiner found this not to be proved.

Mr. Kraushaar also recommended in the same initial decision that the New York phone company be authorized to serve customers in Hyde Park and Brookhaven, both New York.

And, he said, the New York Telephone Co. should be authorized to make conduit space available upon request to any CATV system, provided, however, that it had not previously denied space to either Teleprompter or Sterling. His recommendations become final in 50 days unless exceptions are filed. These are expected from New York City and other parties.

Resolution of the apparent conflict between the city's franchising authority and Mr. Kraushaar's recommendation prompted some CATV spokesmen to note that this is the very situation that caused the board of the National Cable Television Association last spring to ask the FCC to pre-empt all cable regulation.

Gary L. Christiansen, NCTA general counsel, referred to this board action in commenting on the New York situation. He also noted that the FCC has several proposals under way that treat
with this conflict.

Sol Schildhause, chief of the FCC's Cable TV Bureau, explained that
the commission has outstanding a proposed
rulemaking, issued early last month, that would put the federal agency
above local or state regulatory bodies.

In that proposal, the FCC said it leans
toward a system whereby the FCC
would establish basic standards for
CATV operators similar to the criteria
it requires from broadcast licensees
(legal, technical, financial and charac-
ter qualifications). These would have to
be met by applicants and would be
certified to the FCC by the local author-
ity before a cable-TV operator could
begin operating. The local government,
the rulemaking proposal stated, could
regulate such matters as rates, repair
services and expansion.

Mr. Schildhause also noted that in
the FCC's recently proposed CATV
"public dividend plan" there is a sug-
gestion that local entities be permitted
to impose a tax of not more than 2% of
the gross revenues of a cable-TV
system. This again, he commented,
would impose the federal agency's de-
sires on the local government.

The tax situation is anomalous in
CATV. Last year, the Sixth Circuit
Court of Appeals upheld a lower court
that ruled two Ohio cities could not
impose a tax on cable TV. The two
cities involved, Sandusky and Fremont,
failed to ask the U.S. Supreme Court
to review the decision, so that ruling
stands. The FCC has noted, however,
that in an earlier ruling, the Second
Circuit Court of Appeals held to the
contrary. In any event, no CATV has
challenged a local government by de-
clining to pay what has now become a
customary tax ranging from 2% to
5% and, in some instances, more, of
gross revenues.

The New York grants were made in
spite of strenuous opposition, particu-
larly to the 20-year life of the fran-
chises. Opposition held that this im-
posed a practical monopoly.

The Board of Estimate in its final
action, however, added a clause that
permits the city to reopen the con-
tracts after 10 years and if no agree-
ment can be reached, requires all parties
to submit to binding arbitration.

Opposition also developed at the
absence of competitive bidding for the
franchises. The fact that the two com-
panies had operated for five years and
had invested an estimated $30 million
in facilities seemed to dispose of that
complaint.

The New York City CATV contracts,
hailed by supporters as likely models
for other franchises throughout the
country, give the city broad powers over
both the rates and services of Tele-
prompter and Sterling, and in the end
give the city the right to buy the systems.

Among other things, the contracts
provide that their terms may be made
even more restrictive to conform with
stricter terms that may be written into
any other CATV franchises granted by
the city. Sterling and Teleprompter can
also be required by the city to build
CATV systems in other sections—under
the same terms as the present contracts
—if competitive bidding does not lead
to the issuance of franchises to others.

In apparent response to critics who
argued that 20-year contracts were too
long (BROADCASTING, July 27), the city
wrote in an amendment stipulating that
after 10 years it may renegotiate any
provision in the agreements except the
one setting their length. Unsettled issues
in such renegotiation would go into
binding arbitration.

The companies are required to ex-
 pand their present 12-channel CATV
services to 17 channels by July 1, 1971,
and to 24 channels within three years.

As part of their "basic service," the
systems are required to carry the signals
of 11 specified New York area TV sta-
tions, and will each have one channel
to originate CATV prograrning—which
must include a "reasonable amount of
free time to legally qualified candidates
for public office."

In addition, two of the 17 initial
channels are reserved for free use by
the city, two are "public" channels on
which time will be leased to members
of the public at rates to be filed with
the city's Board of Estimate, and one is
an "additional" channel—others in this
class may be added as the systems ex-
pand—that the franchise holders may
use for automated, auxiliary, closed-
circuit or other programing.

Time on the public channels "shall be
leased on a first-come, first-served basis,
except that the [franchise holder] shall
endeavor to lease such channel time to
as many different persons as is practical,
which is the intent . . . that such public
channels serve as a significant source
of diversified expression."

The franchise operator has no control
over programing on public channels "ex-
ccept as is required to protect [it] from
liability under applicable law," and
the city's director of franchises can order
discontinued any public-channel pro-
gram that is "essentially promotional or
otherwise related primarily to the con-
duct of a business, trade or profession"
—but that doesn't mean, the contract
also says, that advertising-supported
programing is barred from the public
channels.

When public channels or city chan-
nels are not in use they may be em-
ployed by the system operator "for any
purpose consistent with the provisions
of this contract." But in time of emer-
gency the city has the right to interrupt
any programing for the transmission of
emergency messages.

The contract authorizes the franchise
holders to provide any communication
service that may be needed, "including
by way of example, but not limited to,
burglar alarm, data or other electronic
intelligence transmission, facsimile re-
production, meter reading and home
shopping," in addition to present CATV
services.

Converters with at least 24-channel
capacity must be supplied to all new
residential subscribers to the basic serv-
ice, and must be substituted for lower
capacity converters of existing subscrib-

Teleprompter and Sterling must in-
terconnect their systems within 60 days
and be able to interconnect with any other
adjacent systems within four years, and
must have cables installed to offer basic
service to every block in Manhattan,
also within four years.

Each must also be able within four
years to send different signals simulat-
ously into each of at least 10 subdistricts
of approximately equal size (in terms of
dwelling units) within its franchise area,
and must also start immediately to draw
up plans for "the greatest number of sub-
districts possible." There "may be
variously combined so as to constitute
neighborhood communities, school dis-

A crew of hard-liners
on NAB cable committee

The members of the special Community
Antenna Television Committee of the Na-
tional Association of Broadcasters
were announced last week and the six
men named to the post by NAB Presi-
dent Vincent T. Wasilewski are con-
sidered hard-liners on the cable-TV
question.

The function of the committee, which
succeeds last year's CATV negotiating
committee, is to "implement a program
to inform broadcasters, the public and
the government of the need for fair
and reasonable legislation and rules
concerning CATV," according to Mr.
Wasilewski.

Members of the new committee:
David M. Baltimore, WSBK-TV Wilkes-
Barre, Pa.; Richard D. Dudley, Forward
Communications Corp.; Jack Harris,
KPRC-TV Houston; Terry Lee, Storer
Broadcasting Co.; Dale G. Moore,
KGO-TV Missoula, Mont., and Fred
Weber, Rust Craft Broadcasting Co.
The committee will elect its own chair-
man.

Members of the NAB's executive
committee will participate ex officio with
the CATV committee, it was noted.

20 (LEAD STORY) BROADCASTING, Aug. 3, 1970
tricts, congressional districts, state senate and assembly districts and the like," subject to approval by the director of franchises.

The franchise holders must "undertake any construction and installation as may be necessary to keep pace with the latest developments in the state of the art, whether with respect to increasing channel capacity, furnishing improved converters, instituting two-way services, or otherwise."

For basic service to residential subscribers, charges may not exceed $9.95 for installation of each outlet (or for moving and reconnecting an outlet) and $5 a month for the first outlet, $1 a month for each additional outlet and $1 a month for each converter. Similar maximums are set for FM service rates.

The Board of Estimate may, after a hearing, increase or decrease the rates at any time for cause, and after five years may reduce them upon a finding that to do so would not impair the companies' ability to render service and make a "reasonable profit."

The companies must provide free basic service to one outlet on each floor of "all prisons, reformatories, detention centers, hospitals, police and fire stations, day-care centers and public schools" in their respective franchise territories.

Each of the systems must pay the city 5% of its gross receipts from residential subscribers to the basic service—but these payments may not be less than $75,000 in 1971 and $100,000 in 1972, with the minimums scaling up annually to $350,000 a year starting in 1979—plus 10% of all other gross receipts.

Pay TV is forbidden unless specifically authorized by the FCC, and then will be permitted only after additional fees have been negotiated with the city. These may range up to but not above 25% of pay-TV receipts.

Each company must also deposit $250,000 as security with the city, take out prescribed minimum amounts of insurance against personal injury and property damage, plus at least $2.5-million insurance against claims that might arise from programming on any but the city channels.

Among other accounting, the systems must file quarterly reports on gross receipts and remit any extra amounts due beyond the annual minimums—which must be paid in full before Jan. 1 each year. Any payments not made by the due date will carry interest at 2% above whatever is the prime rate at that time.

The city has the right to conform the contract provisions, if necessary, to FCC or New York State requirements.

The contracts also stipulate that neither the franchise holders nor any of their officers or directors shall own stock in any other company owning or operating a CATV system with the city or "any radio or television broadcast station whose signals are carried on the [CATV] system on a regular basis; any television broadcast network other than a network consisting entirely or substantially of CATV systems, or any newspaper or magazine whose principal circulation market is New York City." Ownership of less than 1% of the stock of a publicly owned company is exempt from this provision.

Other provisions recognize collective bargaining rights of CATV systems employees and forbid discrimination in hiring. Another section requires the companies to distribute questionnaires supplied by the city to get subscribers' opinions of the service they receive.

Finally, each contract provides that when it is up 20 years from now—earlier, if the company defaults and its franchise is canceled—the city will have the right, if it wishes, to buy the system at its "fair value as determined by arbitration." Arbitration for this and other purposes will be by a court-appointed three-member panel, with the majority decision binding.

The Board of Estimate also instructed the city director of franchises, Morris Tarshis, to report by Sept. 30 on his creation of an Office of Telecommunications, responsible to the Board of Estimate, and specified that the Office of Telecommunications should develop a plan for competitive bidding for CATV franchises in areas of the city outside Manhattan and report on that plan no later than Dec. 31.

As to the apparent conflict between New York and federal authorities, Mayor Lindsay called the FCC examiner's report "legally irrelevant" to action on the two CATV contracts. Some other city officials privately had some questions, however. Said one:

"Everybody agrees that neither the FCC nor anyone else can take away the right of a municipality to charge for the space under its streets. But the fact that New York City used that right as a basis for regulating CATV may be open to question."

But, he emphasized, as did others, that the Manhattan CATV contracts make provision for the city to bring the contract terms into line, if necessary, with subsequent actions by the FCC or by New York state.

Charles F. Dolan, president of Sterling, said he thought the ultimate authority for CATV regulation would be the FCC, but that the Manhattan contracts were not in conflict with FCC policy as reflected in its so-called public-dividend plan. Like Teleprompter, Sterling supports that plan.

"The hearing examiner [in the Comet case] is in conflict with the FCC, but the New York contracts are not," Mr. Dolan said.

He thought the FCC's proposed 2% maximum on fees payable by CATV operators to local governments could probably be made to stick, even though the New York contracts set higher rates. But that, he said, would not necessarily be a break for Sterling and Teleprompter, since the FCC also proposes that CATV's pay a 5% fee to the Corp. for Public Broadcasting and another fee of 0.7% per imported station into a copyright pool.

Mr. Dolan said he felt that the CATV operators lost on some points in
their negotiations with the city but that
"on balance it's a good contract" with
provisions essential to the full develop-
ment of cable's potential in urban
areas.

Irving B. Kahn, president of Tele-
prompter, called the contract "tough"
but potentially of "landmark impor-
tance" in CATV development.

He said it was obviously in conflict
with FCC Examiner Kraushaar but
was "almost chapter and verse" with
the proposals in the FCC's so-called
public dividend plan, which Teleprompter
is on record as supporting.

It almost "is" the FCC plan, he said,
in its provisions for such elements as
public channels, extra services, keep-
ing up with the state of the art. As for
the contract's requirement that the
franchise holders pay the city sub-
stantially higher fees than the 2% max-
imum envisioned by the FCC, Mr.
Kahn said, "you didn't expect the city
to settle for 2%, did you?"

He thought, however, that the con-
tact would "work," assuming that the
franchise holders achieve the circula-
tion that is expected although he also
felt that after gaining experience with
it, the city might choose to relax some
requirements.

Drug commercials under attack

Ordered by consumer-minded politi-
cians, search is on
for connection between drug advertising and drug abuse

On the tube appears Madison Avenue's
American housewife—children braw-
ing, telephone ringing, water pipe burst.
She's on the verge of a nervous collapse.
What's this? A pill to let her cope. She
swallows one, and at once serenity sets
in. Who cares if the water rises in the
basement?

That's the kind of TV commercial
that has aroused serious concern in
Congress and elsewhere. Does that type
of message convince Americans, par-
ticularly young people, that drugs can
be a cure-all?

Under way on three fronts are studies
seeking to determine whether there is a
causal relationship between the advert-
sing of energy pills, tranquilizers and
sleeping tablets that are sold over the
counter and the growing use of "hard"
drugs, particularly by youth. The out-
come could affect as much as $29 mil-
ion in broadcast advertising.

Investigations are under way at the
Federal Trade Commission, the Na-
tional Association of Broadcasters and
the Proprietary Association (the trade
group for nonprescription drugs). All
are being prodded by key legislators.

The matter is of special concern to
Senator Frank Moss (D-Utah), who
introduced a special resolution (S. J.
Res. 200) last May asking the FTC, the
National Institute of Mental Health and
the advertising industry to undertake a
joint study of the "relationship between
advertising and drug abuse." The reso-
lation also asked the FTC to formulate
guidelines "to help advertisers avoid
themes and techniques which contribute
to or promote drug abuse." Senator
Moss was the principal force behind the
legislation that outlawed cigarette ad-
vertising on radio and television.

Last week, Senator Moss announced
that the FTC had begun the drug study
that he had requested. He said that the
agency promised a report on the subject
by Jan. 1, 1971. The senator, who is
chairman of the Consumer Subcommit-
tee of the Senate Commerce Committee,
said that FTC Chairman Caspar W.
Weinberger had written him that the
study had been assigned "the highest
priority in agreement with your evalu-
tion of the gravity of the problem."

On Thursday (July 30), Senator
Moss returned to the theme.

"Ads in the mass media which con-
dition our youngsters to eat sugar-
coated and sometimes less-than-nutri-
tional breakfast cereals," he said, "may
also be conditioning our youngsters to
engage in far more dangerous prac-
tices." By this he meant drug abuse, he
made it clear.

Senator Moss made these comments
in an address to a group of supermarket
executives meeting in Washington. Two
weeks ago, Senator Moss and his Con-
sumer Subcommittee heard a nutrition
expert testify that most breakfast cereals
contained little if any nutritive value and
that those promoted most heavily to
children through television advertising
had the fewest nutriments (BROAD-
CASTING, July 27).

An FTC spokesman said last week
that the trade commissioners had au-
thorized the establishment of a five-man
task force to look into the question of
drug advertising and to determine
whether there is a problem and how to
handle it. The task force is headed by William E. McMahon, a lawyer in the Bureau of Consumer Food and Drug Advertising. He has been directed to report the group's findings back to the full commission by Sept. 1.

Antedating Senator Moss’s activities, however, was a letter sent to broadcasters earlier in the year by Representative Paul G. Rogers (D-Fla.), chairman of the Public Health Subcommittee of the House Commerce Committee. Mr. Rogers urged the NAB to consider restricting drug advertising on TV. This led the TV Code Review Board last May to establish a committee of five to handle the question. Charles A. Batson, Cosmos Broadcasting group, was named chairman of the committee, which includes representatives of the three TV networks and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who is chairman of the TV Code Review Board.

This committee, in turn, is working with the TV Code Authority which already has collected a sampling of advertising copy for such drugs used in commercials on the air. The Code Authority study, according to Stockton Helffrich, director, is aimed at identifying copy points in this type of advertising and to determine whether any of them might be considered susceptible of encouraging addiction or tending to influence young viewers to go on to harder drugs.

This inspection should be completed this fall, Mr. Helffrich said, and turned over, together with recommendations of a sociologist who has been hired on a consulting basis, to the Batson committee, which will then decide whether or not guidelines for broadcasting of these commercials should be established. Mr. Helffrich declined to identify the consultant.

The Proprietary Association also has a special committee working in this field. Frazier Cheston of Menley & James, a subsidiary of Smith Kline & French, Philadelphia, is chairman. The committee has already conducted a search of the scientific literature in this field, according to James R. Cope, executive secretary of the association, and has found nothing tugging advertising to drug abuse. It also has consulted with psychiatrists, sociologists and anthropologists, Mr. Cope said, and thus far has turned up nothing concrete on the subject.

Mr. Cope said his association’s attitude is that a study of the causes of drug addiction, in which the advertising of legal, over-the-counter drugs is a part, would be perfectly proper. But to single out advertising as a causative element cannot be supported, he said.

In introducing his resolution, Senator

Cereal firms answer critics

Representatives of the major cereal companies will get their day in court before the Senate Consumer Subcommittee this week to answer charges leveled at the industry by Washington-based nutrition advocate Robert B. Choate Jr.

Mr. Choate, who testified before the Consumer Subcommittee July 23, charged that the industry’s broadcast advertising huckstered “nutritionally worthless” cereals to children (BROADCASTING, July 27).

As a result of his testimony, Senator Frank E. Moss (D-Utah), chairman of the Subcommittee, sent a letter to Federal Trade Commission Chairman Caspar W. Weinberger stating that “if Mr. Choate’s information is correct—and I have every reason to believe that it is—then it would seem proper for the FTC to take action to prevent unfair and deceptive advertising of certain of these cereals.”

In a related development, Representative Seymour Halpern (R-N.Y.) has cited Robert Choate’s testimony before the subcommittee as evidence that the FTC should “stop the deceptions now being foisted on the consumers of breakfast cereals.”

“Many television commercials and cereal boxes make claims about their product’s food value that are blatantly misleading,” he said.

Undoubtedly, the cereal industry representatives will make a mighty attempt to convince Senator Moss and other critics that Mr. Choate’s information is incorrect. The hearing will begin at 9:30 a.m., Tuesday (Aug. 4) in room 1318 of the New Senate Office Building.

Moss noted that parents, horrified at the drug culture among young people, themselves seem to be subject to such addictions—“sleeping tablets to ease the burdens of the night; two cups of coffee ‘to get started in the morning’; Benzene drugs ‘to get through the day’; tranquilizers ‘to ease the tension’; and, of course, at the end of the day, a couple of cocktails ‘to wind down’.”

Senator Moss is a member of the Church of Jesus Christ of Latter-Day Saints, which rejects the use of stimulants as well as tobacco.

And, Senator Moss went on: “But the drug culture finds its fullest flowering in the portrait of American society which can be pieced together out of hundreds of thousands of advertisements and commercials. It is advertising which mounts so graphically the message that pills turn rain to sunshine, gloom to joy, depression to euphoria, solve all problems, dispel doubt.”

— all portray the key to happiness as things to swallow, inhale, chew, drink and eat.”

And he asked: “Does advertising merely reflect the growth of a drug culture initiated and stimulated by other economic and social forces? Or is advertising itself a cause, a promoter of the drug culture?”

Television spending for the questioned categories of drugs in 1969 totaled more than $26.6 million, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports. The figures show $2.9 million, mostly in network, for stimulants; almost $5 million for “calmatives,” close to three-fifths of it in spot, and $18.7 million for sleeping aids, almost $17 million of it in network.

Among stimulants, the biggest TV spender by far was J. B. Williams’s Vivarin with almost $2.6 million in network and $33,000 in spot. Among calmatives, Jeffrey Martin Labs’ Compoz spent $2.056 million, all of it in spot, and Glenbrook Labs’ Cope, the second biggest spender in that group, put $85,000 into spot and $982,700 into network. In the sleeping-aids group, Bristol-Myers’s Excedrin PM was easily number one with $9.78 million in network and over $1 million in spot. J. B. Williams’s Sominex was second with almost $4.2 million in network and $12,200 in spot; Block Drug’s Nytol followed with almost $2.3 million in network and $212,800 in spot and American Home Products’ Sleep-Eze put $556,500 into network and $528,400 into spot.

The $26.6 million total for the three categories breaks down to $21.5 million network and $5.1 million spot.

In radio, the figures are not available in the same detail. Trade sources estimate that network and spot radio carry some $2 million in these categories.

McCann acquires Chicago branch

McCann-Erickson Inc. last Thursday (July 30) announced acquisition of the Chicago office of Reach, McClint & Co., with billings of about $10 million. Financial details were not disclosed.

A McCann-Erickson spokesman in New York emphasized that the merger affected only Reach’s Chicago office and not its branches in New York, Minneapolis, Boston, Los Angeles, Las Vegas and Newark, N.J.

Reach’s Chicago operation moves in with McCann-Erickson’s Chicago office on Aug. 15. Ralph Loeff, president, Reach, McClint & Co., Chicago, becomes senior vice president of McCann-Erickson Inc.
More ammunition for consumer advocates

FTC gets sweeping new powers; class action suits would be permitted in Senate legislation

A Senate bill (S-3201) that would give the Federal Trade Commission potent new weapons to combat deceptive trade practices, including fraudulent broadcast advertising, was approved by the Senate Commerce Committee last week. The measure would also allow for so-called class-action suits in which a consumer could go to federal court and sue on behalf of all those injured by the same deceptive act.

Although the exact vote was not disclosed, a committee aide called that group's support "overwhelming." The bill, reportedly little changed by the Commerce Committee, will now move to the Senate Judiciary Committee, which must send it to the Senate floor within 30 days. The Commerce Committee's strong approval is considered a victory for Democratic consumer advocates and a setback for the Nixon administration, which wanted less stringent legislation.

The bill as it now stands would put more teeth in FTC investigations and increase considerably the force of the commission's bite when actual violations are uncovered.

Under the measure, the FTC could seek a preliminary injunction which would prevent an allegedly fraudulent advertising campaign, either broadcast or print, or sales practice from continuing while the case is being tried by the commission. Under present law the disputed practice may continue until the case is completed—which sometimes takes years. Opponents of the provision see the possibility of financial losses resulting from the ban on advertising which later is ruled acceptable.

The FTC not only could stop allegedly fraudulent practices, but also would be empowered in the bill to mete out hefty civil penalties to those firms who injure consumers—$10,000 for each violation where the violation was knowingly committed. The commission also could sue in court for unpaid penalties.

Those who violate a commission order to cease and desist fraudulent practices or fail to remedy injuries could also be required by the FTC to pay civil penalties of $10,000 for each violation.

Comparable authority is also given to the Justice Department, which in past practice has shared the consumer-protection role with the FTC.

Title II of the bill outlines those practices, a total of 16, considered unfair or deceptive—and some of the provisions are particularly relevant to broadcast advertisers:

- Offering goods and services with the intention of not selling them as offered.
- Advertising goods and services with no intention of meeting reasonably expected consumer demand, unless the advertisement discloses that such products are available in limited numbers.
- Knowingly making false or misleading statements concerning the need for, or necessity of, any goods, services, replacements or repairs.
- Representing that goods are of a particular standard, grade, quality style, or model knowing they are not.
- Knowingly making false or misleading statements concerning price reductions or savings in comparison to the prices of competitors or one's own price.
- Knowingly representing that goods or services have sponsorship, approval, safety or performance characteristics, ingredients, uses or benefits that they do not have. This paragraph will not be judged an unfair consumer practice if the supplier shows that a statement of the value of the goods did not take unfair advantage of the consumer's level of knowledge, ability or experience.
- Offering gifts, prizes, free items, or other gratuities intend not to provide them as offered in connection with a sale.

The most controversial provision in the bill—and the one most likely to draw administration opposition—is the class-action provision, which would let consumers injured by the same act band together to bring a single suit. It has come under increasingly heavy fire from lobbying groups. The provision's foes contend that such class actions would prompt irresponsible lawsuits, and clog courts with cases which might last for years. Businessmen fear that the publicity from such a suit could damage their reputations regardless of its outcome.

The bill provides that if the judge ruled a case has been brought "frivolously" by consumers or is harassing in nature, consumers could be directed to pay the company's defense costs.

The Commerce Committee bill would permit the suits regardless of previous federal prosecution, providing each customer involved lost $10 or more as a result of the alleged unfair act. If the loss was less than $10, the consumer could sue only following a successful federal suit.

On the House side a class action bill (H.R. 14931) awaits consideration by the House Commerce Committee.

Ma Bell to sponsor series of specials

AT&T, through N. W. Ayer & Son, New York, will present nine specials on NBC-TV, beginning in September. Programs on The Bell System Family Theater will encompass musical comedy, classical music, drama and adventure.

The first special will be "George M!", Sept. 12, 7:30-9 p.m. EDT. Other programs, with dates and times to be announced are: "Jane Eyre", "Jascha Heifetz", "The Santa Maria", "Bing Crosby", "Highlights of the 1971 Ringling Brothers and Barnum & Bailey Circus", "Highlights of the Ice Capades 1971", "The Highest, Shortest, Fastest, Longest, Etc., Etc.", a tribute to individual American achievement, and one other program to be announced.

Program bartering aimed for cables

Nicholson-Muir Productions Inc., Larchmont, N.Y., hopes to offer cable systems programs free of charge in return for spots to be used by advertisers, it was announced last week.

The company said it has pilots of seven half-hour series under the umbrella title of "Video Encyclopedia" (special-interest programming) for which it is seeking financing from advertisers.

Its plan is to have underwriting corporations use two commercial positions in each half-hour program, with the CATV system selling local, noncompetitive advertising in the two remaining commercial slots.
Reflecting an individualized education system

Until recently Ohio schools were dedicated to preparing students for college. Trouble was, only 30% went. The rest dropped out because of lack of interest or faced serious problems trying to get jobs without specific training.

To reverse this situation, the School Boards in 13 Miami and Montgomery County districts came up with a plan to give students instruction suited to their individual needs—a joint vocational school system providing 47 different vocational subjects. Kids could elect a college type curriculum. Or a practical one.

The only thing left was to get it approved.

And that's where WHIO-TV came in. Answering questions that were bound to pop into the minds of concerned parents, non-parents and taxpayers... "aren't you sacrificing liberal arts... it's too expensive... what happens when kids that sign for vocational change their minds and want to go to college?"

It wasn't easy, but WHIO-TV's Community Service Director, Paul Price did what he set out to do... help the community understand the proposal. And more important, approve it.

A reflection of Dayton

WHIO Television

A Communications Service of Cox Broadcasting Corporation
How national media shape up now

Bates sees a levelling-off in total ad volume; all media prices and most C-P-M's on the rise

Despite the belt-tightening economy, network television, spot radio and newspapers/newspaper supplements will gain in national advertising expenditures this year, if only a notch or two. Spot TV, magazines and outdoor will maintain their 1969 levels; network radio will slip a notch. In total, national advertising expenditures will advance 1% to 2% over 1969, as compared with a 7% increase in 1969 over 1968.

That is the outlook as seen by Ted Bates & Co., New York, a division of Ted Bates & Co., Inc., billed as the world's fifth largest advertising agency. The forecast is contained in a special report on media trends compiled for Broadcasting by the media information and analysis division of the Bates media-program department.

The Bates study reports 1970 costs up in all media and audiences down in some, resulting in higher costs-per-thousand in all except network radio. There the C-P-M is unchanged from 1969 (and still 3% lower than 10 years ago).

Bates officials emphasized that estimating 1970 results was unusually difficult, both because of the general economic slowdown and because of the ban on broadcast advertising of cigarettes effective Jan. 2, 1971, which could produce erratic spending patterns in the latter part of this year.

Expenditures in network TV, Bates estimates, will increase about 3% this year, as against a 10% gain in 1969. Spot radio is expected to increase 1%, as compared with 3% in 1969, while network radio is seen as dropping 3%, back to its 1968 level. Spot TV's anticipated break-even compares with a 10% gain in 1969.

In print, Bates sees magazines holding even after a 4% rise in 1969 and estimates that newspapers and supplements, up 6% in 1969, will increase by 3% while outdoor maintains its 1969 level, 2% below 1968 (and also 2% below 1960).

Bates estimates 1970 C-P-M's will rise about 13% in daytime network TV, 7% in evening network TV, 13% in both daytime and evening spot TV, 2% in spot radio, 4% in magazines, 3% in newspapers, 5% in supplements, 7% in outdoor.

For 1971, Bates predicts a 5% increase in daytime network TV costs and a 4% rise in C-P-M, while in nighttime network TV the agency foresees a 7% drop in both costs and C-P-M. Network audiences, day and night, are expected to rise 1% to 2%. Spot-TV costs are expected to rise about 3% for both daytime and evening, offset by audience gains of 2% to 3% to hold C-P-M's at 1970 levels. Spot-radio costs are seen as rising 8% and audiences 5%, producing a 3% C-P-M increase. Network-radio costs, audiences and C-P-M are expected to remain stable. Magazines' C-P-M is expected to remain constant while C-P-M's for newspapers rise 4% to 5%, supplements 1% to 2% and outdoor 5%.

One final, optimistic note: Bates believes availability of more broadcast time and correspondingly lower costs may encourage new accounts to enter TV and radio in 1971.

The Bates calculations are based on measurement units of minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black-and-white) for newspapers, 100 showings for outdoor.

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Percentage Change</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV network</td>
<td>29%</td>
<td>$1.725 billion</td>
</tr>
<tr>
<td>TV spot</td>
<td>21%</td>
<td>$1.245 billion</td>
</tr>
<tr>
<td>Radio network</td>
<td>1%</td>
<td>$43 million</td>
</tr>
<tr>
<td>Radio spot</td>
<td>6%</td>
<td>$374 million</td>
</tr>
<tr>
<td>Magazines</td>
<td>23%</td>
<td>$1.375 billion</td>
</tr>
<tr>
<td>Newspapers &amp; supplements</td>
<td>18%</td>
<td>$1.082 billion</td>
</tr>
<tr>
<td>Outdoor</td>
<td>2%</td>
<td>$135 million</td>
</tr>
</tbody>
</table>

Total national advertising 1970 $5.999 billion
The charts below and overleaf show how each medium has performed—and will perform through 1971—relative to its performance in the base year of 1960. The index is 100 for each curve for the base year. All figures are from Ted Bates.

Trends are shown for national advertising expenditures, audience size, cost-per-thousand and cost-of-unit purchases, e.g., minutes for radio and television, black-and-white pages for magazines, 1,000 lines (black and white) for newspapers, 100 showings for outdoor.

**Network TV (day)**

**Network TV (eve)**

**Spot TV (day)**

**Spot TV (eve)**

*Broadcasting*, Aug. 3, 1970
Magazines and newspapers (top charts) show variances in efficiency since 1960. Magazine C-P-M has been relatively stable; newspaper C-P-M has gone up 30 index points, is headed still higher next year.

Everything has been going up in spot radio (left below): advertiser purchases, costs, audiences and C-P-M. For advertising efficiency no medium beats network radio (right below) which delivers a thousand listeners now for less than it did 10 years ago.
Newspaper supplements have lost audience in the past 10 years but have held rates down, with result that C-P-M has been kept from going through the ceiling. Least efficient of all media is outdoor. Its C-P-M this year runs 49 points higher than in 1960.

All information in the charts on these and preceding pages is shown in tabular form below. Bates has estimated national advertising expenditures for this year and media costs, audiences and C-P-M’s through this year and next year.
ARB runs into flak on rate hike

Many stations say they are canceling reports, refusing to pay 15%-25% more for same information

American Research Bureau, which became the center of a raging dispute last winter when its market reports showed substantial declines in TV viewing levels, is caught up now in another one—centering this time on rate increases for the reports.

Scores of TV stations apparently have served notice canceling their subscriptions to the reports—if only as a protective action while they try to negotiate the rate increases downward. But a number of stations reportedly say their cancellation notices are not for protective purposes, but mean exactly what they say.

The actions followed ARB’s midyear notices telling subscribers what changes it planned in the reports—and in the rates—for the coming year. ARB sources said the rate increases averaged about 15%, but could go higher in large markets because ARB is trying to tie a market’s rate more closely to its advertising expenditures. A number of stations in major markets claimed their own increases ran as high as 25%, and some said higher.

Subscribers had 30 days—from July 1 to July 31 (last Friday)—in which to cancel. Otherwise, under ARB contract terms, their subscriptions would renew automatically on the new rate basis. Those that canceled, however, have another 30 days—til Sept. 1—as a “grace period” during which they can change their minds and sign up without losing applicable discounts. Presumably most of those that canceled will use the grace period to try to get the rates down.

Just how many did serve cancellation notice was a question subject to varying estimates last week. ARB spokesmen said they had no way of knowing until all the reports were in. Estimates by some station reps and group-station owners ranged from 70 to “more than 100.”

Just what the outcome will be was also subject to varying opinions. One angry official of an important station group said that “we feel we’ve been blackjacked—ARB apparently feels that if it’s got the agencies using the service, it can get all it wants from the stations.”

He said all his stations had sent cancellation notices and would fight the increase as hard as possible. He also felt that many stations, especially in smaller markets, probably had sent cancellations not as protective devices to insure further negotiations, but with the intention of not renewing.

He also said though “there is a good possibility that within the next year or so the industry will be forced into the position of putting audience-measurement research up for bids, then selecting the firm that makes the best offer and having it do the job—at little or no cost to agencies.”

He said if that were done, the agencies—whose use of a given service now largely dictates its support by broadcasters—would have little choice but to go along. Agencies currently pay for such services, whether offered by ARB or other research companies, but generally at lower rates than broadcasters are charged.

ARB sources said the rate increase was based primarily on increases in ARB’s own production and related costs, rather than on any major addition to the reports next season. They also said that for the first time they were offering broadcasters two-year contracts, which they regarded as a special inducement because these would protect against another cost increase next year.

They said, too, that agencies as well as broadcasters would be paying higher rates next year. Just how much the agency increases would amount to could not be ascertained last Thursday (July 30).

It is generally accepted that ARB’s reports are used by agencies placing a greater volume of spot-TV business than are A. C. Nielsen’s competitive Nielsen Station Index (NSI) reports. Some sources estimated, for example, that ARB’s are used in the placement of about half of all spot-TV business and Nielsen’s in placing about 35%.

Some sources speculated hopefully, however, that Nielsen’s share might be increasing and that the competition between the two firms might therefore become closer.

This speculation was based at least partly on reports that J. Walter Thompson Co., the world’s largest agency and

## How TV-network billings stand in BAR’s ranking

Broadcast Advertisers Reports’ network-TV dollar revenue estimate—week ended July 19, 1970

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Week ended</td>
<td>Cume Jan. 1-July 19</td>
<td>Week ended</td>
</tr>
<tr>
<td>Day parts</td>
<td>July 19</td>
<td></td>
<td>July 19</td>
</tr>
<tr>
<td>Monday-Friday Sign-on 10 a.m.</td>
<td>$ 628.8</td>
<td>$ 247,258.9</td>
<td>$ 8,059.0</td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>1,518.2</td>
<td>49,535.8</td>
<td>2,065.2</td>
</tr>
<tr>
<td>Saturday-Sunday Sign-on 6 p.m.</td>
<td>371.6</td>
<td>27,323.6</td>
<td>597.0</td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>143.8</td>
<td>6,496.0</td>
<td>470.5</td>
</tr>
<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>73.3</td>
<td>3,348.3</td>
<td>149.6</td>
</tr>
<tr>
<td>Monday-Sunday 7:30-11 p.m.</td>
<td>3,988.5</td>
<td>152,398.4</td>
<td>4,505.2</td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign off</td>
<td>192.2</td>
<td>8,152.1</td>
<td>177.0</td>
</tr>
<tr>
<td>Total</td>
<td>$ 5,257.0</td>
<td>$ 247,258.9</td>
<td>$ 8,059.0</td>
</tr>
</tbody>
</table>
also the largest spot-TV agency (an estimated $96.3 million in spot-TV billing in 1969), had recently signed a five-year contract for the use of NSI reports for many of its accounts.

About two-thirds of the more than 20 agencies buying NSI's complete service are said to be on five-year contracts now. These reportedly include Ted Bates & Co., Young & Rubicam, Benton & Bowles, Compton and Cunningham & Walsh.

Station reps reported a flow of protests from stations against the ARB rate increase. They called it particularly untimely in what was described as "a year of frustrations" that included not only ARB's earlier reports of declines in TV viewing levels, but also the softening economy and a resultant profit squeeze in which broadcasters are caught between rising costs and flattening sales curves.

One rep predicted that despite all the protests by stations, "in three months it will all be history." Others thought the protest might be more productive, at least selectively. "If a major group owner says no," one asked, "what can ARB do?"

Some said their stations were provoked not only by the rate increase but also by what they considered too long delays—55 days in some cases—between completion of an ARB market survey and delivery of the report. These expressed hopes that the August negotiations would produce, as one put it, "a more suitable deal and the promise of better performance."

Timex backs its share of prime-time specials
Timex Corp., through Warwick & Legler, New York, will sponsor 13 specials during the 1970-71 fall and spring seasons. The subjects and air times of 11 of the programs are: Timex Presents the All-Star Circus, Sept. 12, 9-10 p.m.; Zoos Around the World—National Geographic, Oct. 13, 7:30-8:30 p.m.; Timex Presents the Jack Benny Show, Nov. 16, 10-11 p.m.; Ethiopia: The Hidden Empire—National Geographic, Dec. 2, 8-9 p.m.; Timex Presents the Bob Hope Show, Dec. 7, 9-10 p.m.; Hans Brinker, Dec. 12, 7-9 p.m.; Timex Presents Peggy Fleming at Sun Valley, Jan. 24, 9-10 p.m.; Adventures in the High Arctic—National Geographic, Feb. 9, 7:30-8:30 p.m.; Timex Presents the Jack Benny Show, March 10, 9-10 p.m.; The Great American Desert—National Geographic, April 14, 7:30-8:30 p.m.; David Copperfield, April 21, 9-11 p.m.

The four National Geographic shows will be carried by CBS. The others will be on NBC.

ANA unit to keep tabs on ad trends
The Association of National Advertisers announced last week it has formed an advertising management policy committee to study trends, developments and opportunities in the management of advertising now and in the future.

ANA said that at its first meeting the committee identified a number of areas of interest for further study and action by members individually and by the various operating committees of the association. The advertising management policy committee chairman is William M. Claggett, vice president-director of communications and marketing services,Ralston-Purina Co.

The committee suggested a continuing study of compensation methods, specialized service organizations, changes in agency structures and systems of financial management. The committee discussed the question of product conflicts arising from mergers and acquisitions, but did not recommend further action in this area.

In the area of specialized service organizations, the committee observed that such services as the "creative boutique," the media-buying organization, the direct-mail, sales-promotion and broadcast-commercial production firms are influencing the way services are being provided to advertisers. It said these services are influencing every facet of advertising management.

The committee also felt that the ANA should remain alert to the implications of agency restructuring. It pointed out that agencies may be moved in the direction of "modular service units," i.e., computerized media planning, specialized marketing, creative, TV production and other service units which would be available to advertisers piece-meal.

Hooper drops its TAR reports
C. E. Hooper Inc., Mamaroneck, N.Y., has notified station and agency clients that it is terminating its syndicated Total Audience Radio Hooperratings Report, effective with its June-September issue, because of insufficient support from stations and agencies.

These reports provide audience ratings in the metro area and the total area by various day-parts and demographic information in 60 top markets and are issued from one to three times a year. This service was launched in the fall of 1968. A spokesman reported that about 100 stations and agencies subscribed to the service which he said was expensive to produce.

Hooper will continue to produce the monthly Hooper Radio Audience Indexes, which have been issued for 37 years and provide estimates of in-home audience by day-parts. This service has more than 250 subscribers.

Norelco in TV splurge through Christmas
Norelco personal-care products will be promoted with a heavy TV campaign in the second half of 1970, to be climaxcd with an intensive pre-Christmas push. The major portion of the division's $10-million advertising budget this year will be spent on spot and network in the last six months.

Five color spots for men's and ladies' shavers are scheduled for 44 exposures in prime-time on network TV. The men's shaver spots will take the approach that Norelco's shave "as close or closer than a new platinum or chromium blade." Ladies' shaver advertising will highlight the home beauty salon, an electric shaver with 11 grooming attachments. The Christmas campaign will be a repeat of last year's "Norelco" theme.

LaRoche, McCaffrey & McCall, New York, is the agency for Norelco's electric shavers, personal-care products and home appliances.

Mattel has big plans for the yule season
Christmas is just around the corner, at least for Mattel Inc., Hawthorne, Calif. The toy manufacturer's annual Christmas advertising campaign is said by the company to be the largest in the firm's history.

The combined print-broadcast campaign is expected to reach 93% of all children. Over 90% of the advertising budget is to be spent in television, according to the company's agency, Car-
son/Roberts/Inc., Los Angeles.

In addition to regular spot placements throughout the new season, Mattel will also be sponsoring, in whole or part, three new shows. These include *Hot Dog* on NBC-TV, *In The Know* on CBS and a series of one-hour specials dealing with the child's world. The last group will be aired on the last Saturday of each month by NBC under the title *Mattel/NBC Children's Theater*.

The specific programs were chosen because the toy company expressed a desire to provide "more intellectually stimulating television fare."

The annual budget for the firm is approximately $15 million.

**Five agencies disavow ties with Vitt Media**

Officials of five Boston agencies, which had been reported to have formed associations with Vitt Media International under which VMI would perform their broadcast-buying functions as needed (Broadcasting, July 27), denied last week that they had any such agreement with the media-buying service.

One of the five—Reach, McClinton—said it was using VMI for a single client on a test basis only. Outright denials came from officials of the four other agencies: John Dowd Advertising; Dan Sullivan & Co.; Ingalls Associates, and Pearson Guy Weiss Inc.

Sam Vitt, president of VMI, said he and associates had held discussions with representatives of the agencies and that VMI either had handled or was handling assignments for them or for accounts handled by them, but that the announcement of an association with them was "premature" and had been issued by VMI's public-relations counsel without his knowledge. Phil Dean Associates, New Rochelle, N.Y., which represents Mr. Vitt, said the information came from Mr. Vitt's office.

**Busch-backed special has all-star line-up**

Anheuser-Busch, St. Louis, is sponsoring a 90-minute special on NBC-TV on Nov. 29 (Sunday, 8:30-10 p.m. EST) that was said last week to be certain to take its place among the most expensive vehicles produced as one-shots for television. Figures range from $1.5 million for cost of production alone to as high as $3 million, a figure which would include in addition to production other provisions, such as costs of repeats and syndication rights.

The brewer's program will star screen actor John Wayne in his first TV special. Not yet titled, the show will be an entertainment program using America as the theme and presenting comedy vignettes from this country's history. Though casting is not complete, it is expected to be crammed with such big names (and big fees) as Bob Hope, Red Skelton, Lucille Ball, Carol Burnett, Johnny Carson, Frank Sinatra, Smothers Brothers, Rowan and Martin, Flip Wilson, Jack Benny and Dean Martin.

D'Arcy Advertising, St. Louis-New York, is the agency on the show.

**Workshop scheduled on radio commercials**

Spadework has begun on the annual radio commercials workshop to be held Oct. 20 in New York under the sponsorship of the International Radio and Television Society, New York.

IRTS said last week that four committee members have been appointed by the committee chairman, Stephen B. Labunski, WMCA (AM) New York, and society vice president, Maurice Webster, CBS Radio. The four are George H. Gallup, NBC Radio sales vice president; Frederick G. Neuberth, executive director of New York Market Radio Broadcasters' Association; Richard H. Harris, president of Radio Advertising Representatives, and Diane Storich, director of creative services at the Radio Advertising Bureau. The all-day session at the Waldorf-Astoria hotel will focus on advances in radio commercial production with trends analyzed and illustrated.

**Chevy buys four specials**

The Chevrolet division of General Motors, through Campbell-Ewald, New York, will sponsor four specials this fall and winter on ABC-TV. The initial telecast is scheduled for Thursday, Sept. 10, 9-10 p.m. EDT. Gene Kelly will be host on the first two programs, with James Garner and Barbara Eden among the guests. The three remaining specials are expected to be scheduled during November, December and January.

**Agency appointments:**

- **Holiday Inns Inc.** Memphis, has named the J. Walter Thompson Co., New York, as the advertising agency for its estimated $2.5-million account. Approximately $500,000 is spent on TV-radio. Holiday Inn's agency for the past nine years, Cosmopolitan Agency, Memphis, will continue to handle some advertising assignments.

- **Spiro & Walpert Associates Inc.** Philadelphia, has been appointed to handle promotion for the gubernatorial campaign of Milton J. Shapp in Pennsylvania. The agency, headed by President Walter A. Spiro, will handle all phases of Mr. Shapp's campaign throughout the state, including production of broadcast spots. Campaign manager Mark Forest will coordinate the project.

- **Rolls Royce Ltd., Derby, England, has named Dancer-Fitzgerald-Sample, New York, as coordinating agency in U.S. for Aero engine, Bristol engine and small engines divisions of company.**

- **Stewarts Private Blend Coffee Co.,** Chicago, has named Kenyon & Eckhardt there to handle its campaigns for Stewarts' private blend coffee, freeze-dried coffee and private blend tea. Broadcast plans are indefinite. Stewarts had no previous agency.

- **Fashions U.S.A. and Heavenly Creations Inc.,** both Norfolk, Va., have appointed Gene K. Kolber Advertising Inc., Willow Grove, Pa., as their agency. The account will total $350,000; $50,000 earmarked for radio and television campaign in selected markets. Former agency was the Fairfax Agency, International Waterpure Corp., Fallsington, Pa., also has appointed Kolber Advertising to promote its antipollutant washing unit. About $300,000 will be spent in television spots.

- **American Kitchen Foods Inc., Greenwich, Conn., has named Kane, Light, Gladney Inc., New York, to handle a broadcast and print campaign for its frozen potatoes. Firm recently acquired the potato division of General Foods and markets the potatoes under the American Kitchen Foods and Birds Eye brands. Radio and TV campaigns are planned for the following American Kitchen Foods products: Hash Browns, Cottage Fries. Fanci-Fries, Tasti-Fries, Tiny Taters, Potato Puffs and Crinkle Cuts.**

**Rep appointments:**


**Also in advertising:**

Change of address: *Dodge & Delano Inc.* has moved its New York Office from 655 Madison Ave., to 130 East 59th St. Phone remains (212) 87-1717.

First account: *M. Patricia McGuinn Inc., New York, media-buying service that opened for business six months ago, has announced its first broadcast account—Elliott & Hutchins, Malone, N.Y., the Eastern distributor of Ski-Doo snowmobiles.*

32 (Broadcast Advertising)
Everyone even in WLBT case

That's how FCC rules in denying Lamar Life bid for reconsideration

The former licensee of WLBT(TV) Jackson, Miss., last week lost its attempt to head off an FCC hearing that will determine who will operate the station.

In a 6-to-0 vote, with Chairman Dean Burch absent, the commission denied a petition for reconsideration filed by Lamar Life Broadcasting Co., embattled operator of the channel-3 facility.

Lamar lost its license last year in a landmark decision when a federal court of appeals overturned the commission's grant of renewal and ordered a comparative hearing on competing applications for the facility, with Lamar to be treated as one of the applicants. The company is operating the station on a temporary basis until an interim operator is selected.

Lamar's unsuccessful attempt to do away with the new hearing rested in part upon its contention that the commission should give it preferential treatment because of its record since 1964, when it encountered renewal opposition. The commission said the record could not be a part of the new proceeding because the court had already ruled on it and found it insufficient to warrant renewal.

Lamar also questioned the fairness of permitting other applicants to attempt to show that its past record is below par, while denying it the opportunity to show that the record is good. But, again, the commission said it would be inappropriate to allow Lamar a comparative advantage because of its past occupancy of the facility since the court has ordered that the applicants must compete on as nearly even terms as possible.

Just as other parties may rely on the past records of stations they own or control, the commission said, Lamar may rely in part upon the record of WJDX-AM-FM Jackson, which it also controls.

Color sets rise 4.2 million

More than 25-million TV homes are now color-equipped, according to NBC's quarterly estimate. NBC said that as of last July 1, one or more color sets were installed in 25.1-million households, representing 41.7% of the total TV homes in the U.S. NBC estimates for the same period in 1969 reported 20.9-million color-television households.

FCC forgives radio overbilling

It renews license and sanctions sale of station with erratic record

The FCC last week granted applications for renewal of license and sale of wkko(AM) Cocoa, Fla., without a hearing, rebuffing charges that the station had engaged in fraudulent billing practices.

The commission said that under the circumstances it would expect the sale to be consummated promptly. As the majority put it, it was "indeed a close case."

The station, a daytimer, is being sold for $255,000 to a group without prior connections to the licensee.

According to an auditor's report submitted by the station, wkko overbilled advertisers by $41,805.69 between July 1, 1966, and Dec. 31, 1968. In the same period, the auditor found that wkko had underbilled advertisers by $23,425.35.

The underbilling, in the FCC majority's view, gave some credence to the licensee's excuse that the overbilling had been unintentional.

The erratic billing was discovered when a local auto dealer sued the sta-

IBA finds sympathetic ear on Capitol Hill

Illinois Broadcasters Association conferred with that state's congressional delegation in Washington last week and the seven-man IBA delegation came away bucked up by the fact that their 24 congressmen and two senators seemed to be anxious to understand broadcasters' problems.

The IBA representatives met with both Senators Charles H. Percy and Ralph T. Smith, both Republicans, and 22 of their 24 congressmen. The meetings were held on July 29 at a breakfast, a lunch and a reception that evening. Among the subjects presented by Illinois broadcasters were cigarette advertising, the fairness doctrine, political broadcasting, fees, CATV, the one-to-a-customer rule and the prime-time network rule.

Present from the state were James G. Hanlon, wgn-AM-TV Chicago; Howard H. Frederick, wirl-AM-TV Peoria; Buren C. Robbins, noncommercial, educational wsiu-FM-TV Carbondale; Gene Taylor, wls-AM-FM Chicago; William Broadcasters Association; Representative John C. Kluczynski (Democrat); Representative Charlotte T. Reid (Republican), who was at one time mentioned for a post on the FCC, and James G. Harlon, wgn-AM-TV Chicago, current IBA president.

C. O'Donnell, wbbm-AM-FM Chicago; Joe M. Baisch, wrex-TV Rockford, and Jask Kussart, wand(TV) Decatur.
n in September 1968. The dealer eventually won a judgment of $1,160.

The sellers of WKBO are Mr. and Mrs. Jesse Freed: Ronald N., Marilyn O. and Anna Rothschild. The buyers are Stephen A. Marks (45%), Theodore A. Eiland, president and treasurer, and Lillian J. Eiland, vice president and treasurer (both 27 1/4%). Mr. Marks has a minority holding in Delaware Television Service with CATV systems, Dover, Del. Mr. Eiland is general manager of WAKR-TV Akron, Ohio.

The vote to grant the requests for sale approval and license renewal, without hearing, was 4-to-2 with Commissioners H. Rex Lee and Nicholas Johnson dissenting.

In a statement, Commissioner Johnson said that the granting of these applications showed the commission as "prepared to ignore ethical and professional standards essential to the [broadcast] industry interest."

"I can think of little as destructive of the present scheme of advertising-supported broadcasting as the destruction of advertiser faith in the system that is bound to result from cases like this." He added that the case reminded him of wife Indianapolis which was renewed despite evidence of fraudulent billing.

Adding to his opinion that a hearing to deny the license renewal petition is required, he said this case sets a precedent: "Any time a broadcaster finds himself in trouble with the commission he need only sell his broadcast property, take his capital gains, and leave the industry."

AM record is reviewed in awarding FM license

A three-year proceeding involving competing applications for a Tennessee FM construction permit appears to be drawing to a close.

In a cumulative initial decision last week covering all aspects of the case, FCC Hearing Examiner Thomas H. Donahue recommended grant of a CP for an Athens, Tenn., station to Athens Broadcasting Co. over competing application 3 Js Broadcasting Co.

Athens Broadcasting is licensee of WJAR(AM) Athens and 3 Js owns WYXI (AM), that city.

The applications were designated for hearing in August 1967 and Mr. Donahue's initial decision a year later recommended grant of the CP to Athens Broadcasting, finding its greater coverage and proposed auxiliary power system outweighed 3 Js integration of ownership and management.

In May 1969 the commission's review board reversed the decision in favor of 3 Js. However, last January the commission found that allegations made by Athens Broadcasting raised questions about the qualifications of John P. Frew, owner of 3 Js Broadcasting.

In his conclusions last week, the examiner found that Mr. Frew withdrew from four business associations—which became holders of CP's for radio stations in Georgia—without filing transfers of control with the commission. The examiner said Mr. Frew was responsible only for "reporting failures" and was not guilty of attempting to withhold information. Mr. Donahue also cited various shortcomings of Mr. Frew as a licensee. These included conducting and promoting a questionable listener survey; broadcasting material on a Chicago radio without sponsor identification; "sloppy log-keeping practices," and using WYXI to promote what was "clearly a lottery"—a cash giveaway sponsored by Athens merchants.

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

- **WINR-TV** Binghamton, N.Y.: Sold by Gannett Co. to Henry J. Guzewicz and others for $780,000. Paul Miller is president of Gannett. Gannett also owns WHEC-AM-FM-TV Rochester, N.Y., and WDAN-AM-FM Danville, Ill., and is publisher of Binghamton (N.Y.) Press and various other newspapers. See WINR-(AM) below. Buyers own radio and television tower-construction firm. WINR-TV is a channel 40, NBC-TV affiliate, on 288 kw vis. Broker: Blackburn & Co.

- **WINR(AM)** Binghamton, N.Y.: Sold by Gannett Co. to Peggy Stone Gilbert, Saul Frischling and others for $307,000. See WINR-TV above for sellers. The buyers own WUNI(AM) Mobile, Ala. Mrs. Gilbert and Mr. Frischling are vice-chairman of the board and executive vice president, respectively, of H-R Representatives, New York radio rep firm. WINR(AM) is on 680 kc with 1 kw daytime and 500 w night. Broker: Blackburn & Co.

Mr. Wooster heads Radio Hopewell Inc. and has interests in WRON(AM) Ronco, M. V. W. Va., and WEEP(AM) Washington, N.C. WHAP operates on 1340 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

Kape(AM) San Antonio, Tex.: Sold by Maxwell M. Marvin and others to Center Atkins Jr. and others for $275,000. Mr. Atkins owns an advertising agency in San Antonio. Kape is on 1480 kc with 500 w daytime only. Broker: Blackburn & Co.

Krpm(AM) San Jose, Calif.: Sold by Edward W. Meece and others to Melvin Gollub and others for $240,000. Mr. Mollub formerly had interests in WIF(FM) Philadelphia. Krpm is on 98.5 mc with 12.5 kw and an antenna 880 feet above average terrain. Broker: Hamilton-Landis & Associates.


Kbmy(AM) Billings, Mont.: Sold by Kenneth Nybo and others to Howard and Stanley Enstrom for $210,000. Messrs. Enstrom hold real estate interests in the Chicago area and own an applicant for a construction permit for a new AM facility in Wheaton, Ill. Howard Enstrom is a broadcast consulting engineer and was formerly an engineering staff member of WON(AM) Chicago. Kbmy is on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.


Kpin(AM) Casa Grande, Ariz.: Sold by Dale Bennett to Augustus Bailey Jr. and George H. Thomas for $75,000. Messrs. Bailey and Thomas are promotion director and assistant promotion director, respectively, for WCPO-TV Cincinnati. Kpin is a daytime station on 1260 kc with 1 kw. Broker: Blackburn & Co.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 54).

Wret-TV Charlotte, N.C.: Sold through bankruptcy by Emil F. Kratt, receiver for Dr. Harold W. Twisdale, David L. Steel and others, to R. E. Turner and Milton Ledet for assumption of $1,225,000 in liabilities. Messrs. Twisdale and Steel own WATU-TV (ch. 26) Augusta, Ga., and hold a construction permit for WMTU-TV (ch. 30) Memphis. Mr. Turner has a substantial interest in the Turner Communications stations—WTCS-TV Atlanta; WGW(AM) Chattanooga; WMBR(AM) Jacksonville, Fla., and WTMA-AM-FM Charleston, S.C. Mr. Ledet has been named vice president and general manager of WRET-TV and was formerly vice president and general sales manager of WTCG-TV. WRET-TV (formerly WCTU-TV) is an independent on channel 36 with 133 kw visual.

Kvon(AM) Napa, Calif.: Sold by Arthur C. Youngberg Jr. and others to Thomas L. Young and others for $530,250. Mr. Young is vice president and general manager of Blackhawk Broadcasting Co., which owns KAUS-AM Austin, Minn., and KWKL-TV Waterloo-Cedar Rapids, Iowa. Kvon operates on 1440 kc with 500 kw day and 500 w night.

Wayze(AM) Atlanta: Sold by Roy V. Harris to George Johnston III, George W. Barber Jr. and Lathrop W. Smith for $500,000. Mr. Johnston has interests in WILD(AM) Homewood and WJLN(FM) Birmingham, both Alabama. Messrs. Barber and Smith are Birmingham businessmen. Wayze is a daytime station on 1480 kc with 5 kw.

Wkko(AM) Cocoa, Fla.: Sold by Mr. and Mrs. Jesse Freed; Ronald N., Marilyn O. and Anna Rothchild to Stephen A. Marks and others for $255,000 (see page 33).

Kcet(TV) moving to old Allied Artists studios

The three-and-a-half-acre studio complex once owned by Allied Artists has been purchased by noncommercial KCET (TV) Los Angeles for approximately $800,000. Funds for the acquisition, plus an additional $1.5 million for modernization, are being made available in loans by the Ford Foundation.

The station has been leasing space in a building owned by ABC-TV. KCET officials expect to move to the new location within eight to 12 months. Former owner of the property was Colorvision Inc., which bought the studio from Allied in 1968. Colorvision has since filed bankruptcy proceedings, allowing the educational station to take over.

EXCLUSIVE LISTINGS!

NORTHWEST—High powered daytimer in single station market close to important retail distributing center. Equipment excellent, new combination studio and transmitter building, operation profitable, experienced staff. Advertising sales show steady increase year after year. Priced less than two times gross. $250,000—29% down, balance ten to twelve years at low interest rate.

Contact Richard A. Shaheen in our Chicago office.

MIDWEST—Fulltimer in growing top one hundred market that has excellent potential. Transmitter land included. Good equipment and experienced staff. Currently billing approximately $14,000 monthly but should be double that. Located in profitable radio market. Absentee owned. Price $300,000—29% down, balance at seven and a half percent interest.

Contact George W. Moore in our Dallas office.
WMC-TV counters blacks' charges

Resisting Negro attacks on its license renewal, station says it's fair

The licensee of WMC-TV Memphis defended its programing and hiring practices against the charges of black activists in a petition filed with the FCC last week. Scripps-Howard Broadcasting Co. urged the commission to dismiss or deny the protests and grant renewal to the Memphis outlet.

The group owner challenged the statements of a black coalition which has argued that WMC-TV discriminates against Negroes in hiring—particularly for executive positions—and neglects black interests in its programing. The blacks filed against WMC-TV and two other Memphis stations, WREC-TV and WHBO-AM, with separate petitions last month (Broadcasting, July 13, 20).

In its reply, Scripps-Howard began with the assumption that the blacks' petition should be dismissed because it was filed late and because of certain "procedural defects"—such as "worthless" affidavits that failed to certify that the individuals had personal knowledge of the facts they recounted.

But even if the blacks' charges are accepted in the form of an informal complaint, Scripps-Howard said, they are seriously misleading.

For example, the company argued, WMC-TV presents more black-oriented programing than the coalition had claimed, and it regularly integrated other programs. In fact, it said, WMC-TV recruits black guests for programs while turning away white prospects.

Scripps-Howard also took exception to the concentration-of-control issue raised by the coalition. The company acknowledged the obvious fact that it owns the only daily morning, afternoon and Sunday newspapers in Memphis, but added that the commission has never before questioned this concentration of media interest and should not suddenly begin to do so now.

On the issue of employment practices, Scripps-Howard said that WMC-TV has an equal-opportunity program in effect which has resulted in the training of numerous black personnel and a consistent rise in the percentage of black employees over the past five years. It also said it has hired one prominent black as a station executive.

The company pointed out that it met on several occasions with leaders of the black group, which has been seeking to negotiate programing and hiring agreements with Memphis stations.

However, it said, WMC-TV refused to "enter into any agreement to modify, share or delegate its responsibilities as a broadcast licensee," or to consent to a program of "forced hiring," although it felt some progress was being made on some points in the talks with black representatives.

As part of its defense against the blacks' charges, Scripps-Howard noted the letters of support filed in its behalf with the commission after both the black activists and a white citizens' group had made known their opposition to WMC-TV's renewal (Broadcasting, July 20). Numerous Memphis citizens, including educators and black moderates, testified that the station was fair.

"No greater vote of confidence could be accorded WMC-TV's" effort toward civil rights," Scripps-Howard said, "than this outpouring of support in its behalf from all elements of the community."

Fate of broadcast bill gets more complicated

The political broadcasting bill (H.R. 18434) may be in danger of losing the bipartisan support which enabled it to breeze easily through the House Commerce Committee.

The House measure, the result of much tedious compromise between Democratic and Republican members of the Communications Subcommittee, calls for political spending limitations for political candidates beginning Jan. 1, 1971—thus not affecting this year's congressional elections.

To some House Democrats, who feel the squeeze of limited campaign funds and may see themselves in trouble in the upcoming elections—this date seems increasingly remote.

They would like to see the spending limits applied as soon as possible to equalize any advantage more prosperous Republican opponents might have. Under the bill's provisions all candidates are subject to the same ceilings on radio-TV advertising—seven cents per vote cast for the office in the previous election.

House Democrats are looking with increasingly hungry eyes at the Senate-passed version of the broadcasting bill which, unlike the House version would go into effect 30 days after signing by the President—and would apply to this year's congressional elections.

As a result some House Democrats may be planning to move the House bill to the floor to beat the Aug. 14 House adjournment date and attempt to substitute some of the Senate bill's provisions—the most important being the effective date.

This substitution idea will certainly be a subject of discussion at the Democrats Aug. 5 caucus called last Wednesday by Representative Dan Rostenkowski (D-Ill.), chairman of the Democratic caucus. A major fear, one congressional aide said, is that such a substitution move when the bill reached the floor would break the back of the bipartisan support and might lead to a wild amending session and, perhaps, the death of the bill.

Media notes:

Creative outlet ■ The former creative and sound directors for Mel Blanc Associates, Los Angeles, have formed their own sound service. Radio Atlantis Corp., formed by Richard Clorfene and Joseph Byrd, will create and produce radio advertising, programing, I.D. packages, corporate logos as well as engaging in youth marketing consultation. Messrs. Clorfene and Byrd have developed a multi-track playback system for theatrical sound presentations called Omniphonics. Address: 117 North Robertson Boulevard, Los Angeles 90048. Telephone: (213) 276-4030.

Catholic grants ■ The Catholic Communications Foundation is accepting applications for 1971 financial grants awarded during January. All individuals and organizations "serving the broadcasting mission of the church" are eligible for consideration. Applications must be received before Oct. 1 and should be addressed to Mr. Charles Reilly, Executive Secretary, CCF, 405 Lexington Ave., Suite 4200, New York 10017.

New FM for Cape ■ Dedication ceremonies were held July 26 for WQRC (FM) Hyannis, Mass. WQRC, owned by Cape Cod Broadcasting, will, it is claimed, reach all of Cape Cod. Output is 50 kw in stereo. Format includes continuous stereo music and local news coverage.

Moving out ■ Wendell L. Craig Inc., New York audio production house, has moved its offices and production facilities from 137 W. 55th Street to new and larger quarters at 300 W. 55th Street.

Expanding ■ Compix, the commercial photography department of UPI, is opening a full-service facility in New York in September at 227 East 45th Street in addition to its present quarters at 220 East 42nd Street.
Another round in Alabama ETV case

Blacks say racial bias should have led FCC to lift stations' licenses

More protests were lodged last week against the renewals of eight licenses held by the Alabama Educational Television Commission.

Two petitions for reconsideration of the renewals were filed. One was by Rev. Eugene Farrell, Linda Edwards and Steven Suitts—all of whom originally complained to the commission when the licenses were renewed in June. The other was a joint petition by the National Association of Black Media Producers and Black Efforts for Soul in Television. The petitions came two weeks after Senator Charles E. Goodell (R-N.Y.) wrote FCC Chairman Dean Burch protesting the renewals (BROADCASTING, July 20).

The commission had received a number of complaints objecting to the deletion by the AETC stations of a number of programs on blacks supplied by National Educational Television. AETC said it had deleted the programs because they contained objectionable material. When the commission renewed the AETC licenses June 29 it said the matter was a discretionary one of "taste or judgment." (BROADCASTING, July 6).

The AETC stations are wajq(TV) Montgomery, wbio(TV) Birmingham, wcio(TV) Mt. Cheaha State Park, wdo(TV) Dozier, weiq(TV) Mobile, wfiq(TV) Florence, wgiq(TV) Louisville and whiq(TV) Huntsville.

In their petition last week, Messrs. Farrell and Suitts and Miss Edwards charged that AETC has failed to meet the educational needs of the black community. They said that, despite the fact that 30% of the viewing audience served by AETC is black, none of the programming decisions were made by blacks, AETC has never had a Negro member in its 17 years of existence and among the AETC staff there are no black employees.

The group also noted that AETC listed a total of 257 programs which were integrated, but that these constitute only 10% of AETC's entire broadcast time and "the discrepancy appears too large to be accounted for simply by incidental factors of programming." It added that "AETC could have deleted one (or more) programs in a series without deleting the other programs in the series which did not contain objectional material."

In their joint petition, NABMP and BEST said the 257 integrated programs listed by the AETC as evidence of its policy of nondiscrimination are "a meaningless gesture which underscores the low priority which the AETC has accorded to blacks in Alabama." They said the exclusion of Black Journal and other programs cannot be justified because they have been proven to be adapted to blacks throughout the country, "and their broadcast would help to fill a vacuum created by AETC's own failure to meet the educational needs of black audiences."

It charged the AETC and the commission with imposing their own standards on programs related to blacks without trying to understand black educational needs.

"If there are a few obscene words in some of the programs, and if some of the material is emotionally disruptive, it is only because the black experience is not an idyllic world of contentment," they said, adding the education of blacks "will not be furthered by divorcing them from reality."

NABMP and BEST discussed the AETC situation in broader terms, claiming the situation is not unique and that the "continued failure to respond to black needs can only abet the frustration which has already gripped much of the black community."
Hill readies for fairness tilt

Senator Pastore will hold hearings this week on reply time to presidential TV appearances

The boiling issue of fairness in political broadcasts will occupy center stage this week at hearings before the Senate Communications Subcommittee.

Chairman John O. Pastore (D-R.I.) called the hearings to consider a resolution submitted in June by Senator J. William Fulbright (D-Ark.). It would require broadcasters to provide time for appropriate congressmen to discuss issues raised by the President in his television appearances (Broadcasting, June 8, July 27).

However, the hearings come at a time when almost every political faction imaginable is asserting its right to television time. After CBS set the controversy in motion by granting regular blocks of time for Democratic spokesmen to answer the President, Republicans and antiwar spokesmen and other groups have vied with one another—sometimes at the FCC—for access to the broadcast media.

Last week, the dispute surrounding CBS’s action was carried a step further at the commission. In the latest round of its debate with CBS, the Republican National Committee said the network granted time to the wrong spokesman when it permitted Democratic National Committee Chairman Lawrence F. O’Brien to answer the President. The committee said that party committees are not appropriate spokesmen for the views of the entire party. Other groups are specifically authorized to speak for the party on policy matters, it said.

Because of this fact, it said, CBS should not have granted time for the Democrats to make a political response to the allegedly nonpolitical addresses of President Nixon. The RNC specifically said, however, that CBS did not violate the fairness doctrine by granting time to the Democratic committee; it contended instead that since CBS did grant the time, fairness would be violated only if the network refused to grant reply time to the DNC’s true political counterpart—the Republican National Committee.

This is one of the issues involved in the fairness dispute. Others will be on display this week when the witnesses parade before the subcommittee.

The first witness will be Senator Fulbright, followed by Senator Edmund Muskie (D-Me.), a powerful force in molding Democratic communications policy as chairman of a Senate Democratic policy Subcommittee on that subject.

All three presidents of the major networks will then testify—Dr. Frank Stanton of CBS and Julian Goodman of NBC on Tuesday (Aug. 4) and Leonard Goldenson of ABC the first witness on Wednesday.

Next on Wednesday will be Joseph Califano, counsel of the Democratic National Committee, followed by W. Theodore Pierson Sr., special counsel of the Republican National Committee, and Donald McGannon, president of Westinghouse Broadcasting.

Thursday, the last day scheduled for hearings, has not been solidsly set, but the line-up of witnesses will include Vincent T. Wasilewski, president of the National Association of Broadcasters; John W. Macy Jr., president of the Corp. for Public Broadcasting, and Lawrence Speiser, director of the Washington office of the American Civil Liberties Union.

BEST gets pink slip on its fairness charge

A fairness complaint against WMAL-TV Washington brought by Black Efforts for Soul in Television was turned down last week by the FCC.

Last January BEST charged the station with violating the fairness doctrine in denying it time to present its views on a news commentary aired last December (Broadcasting, Jan. 19). BEST said the station claimed the militants...
receive too much attention on the air, implied that it understands the black community and showed a distorted and simplistic picture of "militants" versus the so-called "majority." BEST also alleged that the program made the unsubstantiated assertion that most blacks agree with the views expressed in the commentary.

In a letter to the black organization, William B. Ray, chief of the complaints and compliance division, told BEST "it appears that the station has presented contrasting views in its over-all programming" and has not stated or implied that it understands the black community.

The letter also stated that the question of whether WMAL-TV is meeting the needs and interests of the community will be considered in connection with the station's pending license-renewal application. BEST, which seeks to encourage community participation in the control of TV programming, is one of the groups seeking denial of WMAL-TV's renewal (Broadcasting, Sept. 8, 1969).

Oklahoma CATV gets distant-signal waivers

The FCC last week waived its restrictions on importation of distant signals and permitted an Oklahoma CATV firm to import the signals of seven television stations.

The company, Cablevision of Muskogee, also won a waiver of the commission's limitations on leapfrogging—carring a distant signal before a closer one of the same kind. Although the cable firm plans to carry distant Oklahoma City signals—which are farther away than comparable signals in Joplin, Mo., and Fayetteville, Ark.—the commission waived its rules because the more distant stations are located in the same state as the cable company.

Cablevision will import the signals of KTMJ(TV) Ada-Ardmore, Okla.; KOCO-TV, KWTV(TV) and WKY-TV, all Oklahoma City; and KFST-TV, KOTV-TV and KTVT(TV) Dallas-Fort Worth. The company will also carry five local stations.

The waiver request had been opposed by three Tulsa, Okla., licensees. The owners of KVOO-TV, KTUL-TV and KOTV-TV argued in part that the proposal should be held in abeyance until resolution of the FCC's proposed rules on CATV; that importation of these signals would be inconsistent with the provisions of the copyright bill (S. 543) now pending in the Senate, and that the development of UHF in Tulsa and Muskogee would be damaged by the availability of the distant signals.

But the commission responded that there is no reason to withhold the new service because of pending bills or other proposals that might affect CATV. It also noted that neither of the two UHF licensees in Tulsa had objected to the proposed rule waiver, and said there was no reason to believe that importation would retard UHF development in the area.

Commissioner Kenneth A. Cox was the only dissenter to the commission waiver of its rules.

New muscle for prime-time rule

Justice backs FCC as NAB frets over fate of small-market TV's

The National Association of Broadcasters last week added its voice to the industry's last-ditch attempt to head off the FCC's new prime-time access rules. In a petition for reconsideration of the rules, NAB emphasized the effect the rules might have on small-market network affiliates.

But even as the filing came to the commission, a letter sitting in the office of Chairman Dean Burch indicated that the broadcasters' arguments may be a lost cause.

Richard McLaren, chief of the Justice Department's antitrust division, told Chairman Burch that his department regards the rules as "completely consistent with the objectives of the antitrust laws in seeking to maintain competition in all aspects of broadcasting."

Additionally, Mr. McLaren made it clear that Justice is confident of its authority to act in this area if the commission backtracks on its own decision. "These comments are not intended to preclude the Department of Justice from taking any appropriate action under its responsibilities for antitrust enforcement," he said.

Mr. McLaren said Justice has long felt that "the networks' control over television programming, which appears to have arisen primarily because of their effective control over access to the nationwide television audience, raises serious questions under the antitrust laws...."

NAB tried to combat such attitudes in its comments on the rules, which would eliminate the networks from domestic syndication and restrict to three hours the amount of prime time affiliates in the top-50 markets may take from networks. It said the commission has created a "30-minute program vacuum which will be filled largely by the lowest common denominator of material."

At present, NAB said, networks program three-and-a-half hours to affiliates, leaving 30 minutes of prime time for local news. If the networks do not program the additional 30 minutes they now provide to all affiliates, NAB said, the stations will have to find other program sources, a problem that is compounded in the smaller markets. Added to this, NAB said, is the burden of keen competition in selling prime-time advertising. Financial support for whatever is to be programmed could scarcely equal that which the networks currently attract, it said.

NAB said that program producers are going to market only what they can sell in the small markets and independents in all markets will either have to put themselves in financial jeopardy to outbid other area stations for programming, or settle for mediocore programs that will result in a decrease in audience levels and revenues. Ironically, NAB contended, the independent UHF which the FCC seeks to favor by the prime-time rules will suffer most.

There are few independent sources available, NAB maintained, and "certainly not at a price the small-market stations can afford." New outlets for programming may be created, NAB stated, "but no one has established that the buyers and sellers exist or are forthcoming."

NAB sided with the opinions of FCC Chairman Dean Burch and Commissioner Robert Wells that even if new program syndicators appeared the uncertainty of selling the expensive product would discourage entry of independent producers into the field.

The only way independent producers will venture into the market, NAB said, is by providing "inexpensive, marginal quality material."

Ritter rides campaign trail

Allied Artists Television is placing 20 feature films starring Tex Ritter into syndication to TV stations, coincident with the western star's campaign for senator from Tennessee. The films were produced between 1938 and 1941. Mr. Ritter is a Republican.
Should TV educate minorities?

That's question asked of commercial system as Mike Dann nips the hand that fed him

Michael Dann, former CBS senior vice president in charge of programing now working in educational television, told a Senate committee last week that commercial networks are in the main "not interested in educational programing."

Mr. Dann, who for almost a month has been vice president and assistant to the president of Children's Television Workshop, told the Select Committee on Equal Educational Opportunity that "the networks, because of their commercial orientation, have simply ignored the problem of equal educational opportunities, not just for minority groups, but for all groups . . . Educational programs obviously appeal to small groups. By definition, commercial networks seek mass audiences . . . the commercial structure as it now stands does not provide for this kind of programing."

While appearances of minority-group members on television have increased, Mr. Dann testified, "far less progress" has been made in three other areas: participation of minority-group members in either the technical or creative production of programs; educational programing dealing with or including the minority perspective, and involvement in efforts to secure equal educational opportunities for all groups.

Mr. Dann said that while at CBS he received "many letters from major advertisers urging us to intensify our efforts on behalf of minority groups." But because of the "way the industry is run," he said, "the pressures of turning out a weekly program attempting to reach the largest possible audience by creative staffs that continue to be virtually all white automatically minimizes the chance for a minority point of view appearing even on a periodic basis."

"The industry does not have a great deal to be proud of at this point," Mr. Dann concluded.

In response to a question by the committee chairman, Walter F. Mondale (D-Minn.), as to steps the country should take to achieve "mass educational, nonracial" programing, Mr. Dann said the networks must say "one hour . . . one day . . . is set aside [for educational programing]." Time must be allocated and a minority staff built to serve the minority view. "You can't create responsive programing through mandate or legislation," Mr. Dann said.

(Senator Mondale also heads the Subcommittee on Migratory Labor, which is investigating reports that various groups attempting to pressure NBC into canceling or censoring a documentary it televised July 16 dealing with the plight of migrant farm workers [see story page 42].)

Mr. Dann's new boss—Joan Ganz Cooney, president of the Children's Television Workshop and creator of much-lauded Sesame Street, said most black and other minority-group children are growing up "seeing too few of their own people on television. It is bound to have an effect on them, on their perception of themselves and on the world around them, and this effect is not good for these children."

Mrs. Cooney testified that Sesame Street's behind-the-scenes team was the "most thoroughly integrated in television." Nine of the 28 key staff members are black, she said, including two senior producers, one curriculum supervisor, the director of utilization and the business manager.

Unions are partly to blame for the scarcity of minority-group technical personnel in television, Mrs. Cooney said. "Television's engineering, lighting, stagehand and other technical unions, for one reason or another, have few members from minority groups. When you need a skilled cameraman, or lighting engineer who is black, you find he just does not exist."

Noncommercial television is the "best bet" for meeting long-range educational goals, Mrs. Cooney testified. She said the increasing prevalence of CATV is making UHF reception compatible with VHF. In response to Senator Mondale's question as to how much money ETV could effectively use, Mrs. Cooney replied: "$500 million . . . a billion." Without flinching, Senator Mondale responded: "If it's politically impossible to find programs to bring people together, maybe we'll have to do it through television."

Also testifying was Dr. Chester Pierce, a black professor of education and psychiatry at Harvard university and on CTW's board of advisers. Dr. Pierce charged that blacks "remain virtually bereft of any executive decision-making capacity in television . . . Blacks have no significant participation in this institution."

"Both the white and black child see blacks offended in subtle but definite ways," Dr. Pierce alleged. "The end result of this incessant barrage of micro-aggressions is that the child is taught that blacks are inferior, and should be happy and accommodating to whatever cumulative, mini-assaults are directed to them by whites. The children are taught that blacks have no special contribution to make or any capacity for original, penetrating
"Television must prepare, with sensitivity and skill, the black and white child to the real world he faces as an adult," Dr. Pierce added. He also noted that "it would be important to try to get a black appointed to the Federal Communications Commission."

Network and noncommercial television came under fire from a last-minute, unscheduled witness—Nick Reyes, executive director of the Mexican-American Anti-Defamation Committee, who charged that Chicanos (Mexican-Americans) have become a "new nigger" in the medium.

Mr. Reyes charged that his organization had struck out in efforts to persuade the networks to present "real images" of Chicanos and to cease ignoring them in news reports and other programming. He said networks and advertisers contended they had to add the "mass audience."

ETV personnel, including those connected with Sesame Street, were similarly unresponsive, Mr. Reyes added, claiming that he was able to speak to Mr. Dann only by "buttonholing him in a bar."

Mr. Arnold, who has announced plans to resign as chairman of the National Commission on Educational Television, said: "This is not imagination, nor is it pioneering, with educational television."

Mr. Garfunkel is quoted as writing. "It is more accurately labeled as fraudulent." As for the future, Mr. Arnold advanced these "constructive specifics for improvement":

Educational TV programming for preschool and children in early grades should be predominantly cultural and participation provoking.

Educational TV must always be supplemental to direct experience.

Well-conceived programming could dramatize the most productive child rearing for parents.

Mr. Arnold doesn't like 'Sesame Street'

Popular children's program is termed full of nonsense by educational consultant

Educational television in general and Mrs. Joan Ganz Cooney of the Sesame Street program in particular were attacked sharply in remarks prepared for delivery today (Aug. 3) at the American Management Association's sixth annual conference and exposition on education and training in New York.

The attacker was author-columnist-educational consultant Arnold Arnold, who urged "serious and objective re-search into the effect of frequency and duration of the TV experience on today's children." So far, Mr. Arnold charged, "this [ETV] industry lacks responsibility, imagination and professionalism..."

A child learns "predominantly through direct contact with people," Mr. Arnold said. And, he added, each child develops at a different rate and at his own speed. "It follows," he continued, "that any regular and sustained passivity that supplants or interferes with the stated developmental requirements must be deemed detrimental to preschool and early-grades children."

Mr. Arnold placed television firmly in this "passivity" category and charged Mrs. Cooney, head of the Children's Television Workshop, producer of Sesame Street, with "prevalent unconcern" with this factor.

In doing so, he said he quoted from Mrs. Cooney's "The Potential Uses of Television in Preschool Education—A Report to Carnegie Corp. of New York, 1967. ""Whether or not many hours of viewing television is good for children," Mr. Arnold quoted Mrs. Cooney, "we do know that they are capable of long periods of absorption in all kinds of television programs."

Mr. Arnold commented: "This is the kind of irresponsible attitude that directs today's educational programing, beamed at preschool children in the United States."

Mr. Arnold also cited what he said were the dangers that would result from the "erroneous ideas about the perceptual and conceptual learning needs of children" generated by Sesame Street. "Children will probably survive the nonsense and the hysteria that spew forth from the TV Workshop and from its minions," Mr. Arnold said. "But public policy in day-care, nursery school, kindergarten and other early education have already been detrimentally affected. Further, parental judgments about their children's educational needs have also been harmed by this program."

Mr. Arnold quoted "professionals" who have expressed "serious concern about the value and the effects of Sesame Street. Among them he mentioned Dr. Frank Garfunkel, director of the New England Regional Head Start Evaluation Center, in a critique titled, "Sesame Street—An Educational Dead-End?""

"This is not imagination, nor is it pioneering with educational television," Dr. Garfunkel is quoted as writing. "It is more accurately labeled as fraudulent."

As for the future, Mr. Arnold advanced these "constructive specifics for improvement":

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Computer Image expands its program services

Computer Image Corp., Denver, has reported completion of its plans to create a "consortium" which the firm claims will be able to provide a "total capability in the fields of commercial, industrial, educational and entertainment film and video tapes." Computer Image currently employs two of its computerized animation systems in the production of animated TV commercials, films and video tapes (Broadcasting, Oct. 13, 1969).

Merger agreements have been reached with Les Weissbrich and Associates Inc., a creative graphics firm; Filmline Production Associates Inc., live film production; Bob Vogel Inc., industrial animation, and Quartet Films and its subsidiary, Quad Services, full animation for advertising, education and entertainment. All are located in Los Angeles. CIC has also acquired Dolphin Productions, New York, a live film production now equipped with the Computer Image-created Scanimate, a two-dimensional animation computer.

In addition to the Scanimate and Animate, a three-dimensional animation generator, Computer Image has created CAESAR—acronym for Computer Animated Episode Single Axis Rotation—to produce animated full-length movies.

CIC said it has also developed a method of transferring the movements of human beings directly to the computer-driven cathode-ray tube for photo-graphing. According to Computer Image President Bruce Birchard, a harness device with sensors, when worn by an individual, can reproduce his actions in animated form, creating real-time animation.

The film has provided credits for the Bing Crosby, Raquel Welch and Smothers Brothers specials, created a new introductory film for the National Football League games on CBS-TV this fall and has produced station ID's and educational films for Sesame Street.

Novel-for-TV is due on NBC

Vanished, the first adaptation in NBC's novels-for-television project, has been scheduled to air next season in a twopart "World Premiere" presentation. The four-hour rendering of Fletcher Knebel's best-selling novel about intrigue in Washington will be offered in two two-hour segments on succeeding nights. Richard Widmark has been signed to portray the President of the U.S. Production will begin in mid-September.

The novels-for-television concept was announced last year by NBC in conjunction with Universal Studios. The plan was to provide a flexible mode for faithful adaptation of novels for television. Vanished was the first, and is, to date, the only novel being adapted under the "World Premiere" project.
Senate unit airs ‘Migrant’ dispute

Spokesmen for Coca-Cola, farm groups deny attempt to suppress documentary

Martin Carr, producer of the NBC-TV documentary Migrant, last week told the Senate Subcommittee on Migratory Labor that the Coca-Cola Co., Atlanta, brought no pressure on the network to alter the program. Migrant, broadcast July 16, depicted the living conditions of migratory workers in Florida.

The subcommittee was investigating allegations that Coca-Cola, among others, had either attempted to force changes in the content of the program or had intimidated NBC affiliates in an effort to get them to drop the show.

Reportedly, Coca-Cola had demanded the deletion of material critical of the company for allowing substandard living conditions to exist among migrant workers in their citrus groves (Broadcasting, July 27). Coca-Cola has interests in Florida citrus production through its Minute Maid Co.

Testifying before the Senate Subcommittee on Migratory Labor, Mr. Carr said that if such requests had been made “I probably would not have gone along with them.”

He said that Coca-Cola officials had met with NBC people the day of the documentary’s showing, to bring to the network’s attention the company’s plans for improving conditions among the workers.

The company’s long-range plan called for better housing, higher wages and social services.

Mr. Carr commented that he had not taken part in the meeting.

“Reuven Frank, president of NBC News, brought this plan to my attention and he felt that to be fair to Coca-Cola it would be good to include the plan in the documentary, if possible,” Mr. Carr said. Additionally, Coke also felt that they bore an unfair share of responsibility for setting the wage standards and living conditions of migrant workers.

Mr. Carr commented that the requests for changes had not been unfair and that he had agreed to the minor changes that resulted.

In the version which was broadcast Mr. Carr added the words: “Coca-Cola is at work on a major plan, which it claims will correct the failings it has found in its citrus operations.” At another point in the documentary, narrator Chet Huntley originally asserted that Coke and other “giants” in the Florida citrus industry “set the standard for citrus workers in Florida together with the smaller growers.” These comments were deleted from the broadcast version.

Mr. Carr said that the deletion was necessary to avoid the impression that Coke was more responsible for poor living conditions than anyone else. He pointed out that there were a number of large companies with interests in Florida citrus groves.

In a related development, at least one congressman, Leonard Farbstein (D-N.Y.) is not so convinced of Coke’s innocence. He cited Coca-Cola’s meeting with NBC officials as one example of food advertisers’ pressure brought to bear on radio-TV coverage of consumer questions (see page 43).

Several agricultural organizations, the Sugar Cane Growers Cooperative of Florida and the Florida Fruit and Vegetable Association, allegedly attempted to suppress the release of information in the Migrant program.

More legwork on NBC’s new news

That’s aim of three-man team, which starts minus McGee, out of action with an ulcer

NBC newscasters David Brinkley, John Chancellor and Frank McGee gathered on closed-circuit TV for NBC affiliates last Monday (July 27) to explain plans to “take a fresh look” at the evening news show, known for 14 years as the Huntley-Brinkley Report. The new show, NBC Nightly News, was to begin Saturday (Aug. 1). It will be fed seven nights a week at 6:30-7 p.m. and 7-7:30 p.m. New York time.

Messrs. Chancellor and McGee are replacing Chet Huntley, who has retired from NBC to return to his native Montana to develop a recreational-resort complex.

“We’re going to try to improve the news show,” explained Mr. Brinkley, “not because Huntley is leaving but because it’s a convenient time to take a fresh look at what we’re doing. We want to see whether some is bromide or cliche.”

Messrs. Chancellor and McGee concurred in the long-range plan, both amplifying it with an announcement that they would do most, if not all, of their own newswriting. Mr. Brinkley explained that he will continue to do his own writing.

NBC spokesmen reported last week that the news staffs of the former Huntley-Brinkley Report and the Frank McGee Sunday Report have been consolidated.

A key factor in the new plan for the show is, as Mr. McGee explained it, to narrow the “gulf between us and the news.” More stories from the field will be used. “We need closer identification with actual happenings.”

Plans are to have Mr. McGee and Mr. Chancellor alternate in the New York anchor spot, giving the man off more time to cover stories. Mr. Brinkley stays in Washington.

Mr. Huntley got up early on his last day at NBC, last Friday (July 31), to appear with Hugh Downs on the Today show. Included were filmed excerpts of Messrs. Huntley’s and Brinkley’s first time together on TV, on Aug. 8, 1956, at the Democratic national convention in Chicago.

Mr. McGee missed his debut on the new NBC Nightly News last Saturday. Mr. McGee, suddenly hospitalized with an ulcer, was expected to be absent for 10 days or two weeks.

David Teitelbaum, former producer of The Frank McGee Sunday Report, was named last week as producer of NBC Nightly News. Les Crystal, producer of the now-defunct Huntley-Brinkley Report, was named field producer for the new news show.
tempted to pressure the network and individual stations into killing the program. Sugar Cane Growers president George Wedgeworth told the subcommittee that the charges were "categorically unfounded and untrue."

Mr. Wedgeworth's organization had sent letters to the FCC and to individual stations carrying the program asking if licensees showing the program were "discharging their responsibilities in a manner warranting their continuation as licensees." An NBC spokesman said, "If a letter was sent, it obviously didn't do any good." He noted that only five NBC affiliates didn't carry the program—WBAL-TV Baltimore, WXYR-TV Syracuse, N.Y., and three stations in the Cincinnati area which carried the Cincinnati Reds baseball game that night.

Mr. Wedgeworth told the subcommittee that the letter was not a threat, but rather a plea for a balanced presentation of both sides of the migrant worker controversy. He countered that NBC had posed a threat in news releases sent to its affiliates stating that if a station didn't show the program "there had better be a good reason."

A spokesman for WBAL-TV Baltimore, an NBC affiliate which did not air the program but did acknowledge receiving a letter, said that the letter had no bearing on the station's decision. WBAL-TV program director John P. Frankenfield said that station executives had viewed the program via closed circuit and concluded that it did not explore the subject extensively enough to be acceptable.

Are food chains trying to slant consumer news?

Representative Leonard Farbstein (D-N.Y.) charged last week that supermarket chains and food manufacturers are exerting pressure on broadcasters and newspapers to kill or tone down unfavorable consumer stories. He called for an FCC investigation of the matter.

The congressman said that, because of this pressure, "the public cannot look to the news media for full and balanced coverage of consumer questions."

In a speech delivered on the House floor, Mr. Farbstein cited 20 case histories of alleged food advertising pressure around the country. One of the examples cited was Coca-Cola and their reported attempts to censor the NBC show Migrant (see page 42).

Pay TVers see no harm in further sports ban

Two prospective pay-TV operators told the FCC last week that they would have no objection if the commission decides to toughen its present restrictions on the broadcast of sports events on pay TV.

Zenith Radio Corp. and Teco Inc. said in a petition that the commission's proposed rule would make little difference to them, since they would make no attempt to grab sports rights from conventional television.

Under present FCC rules, pay-TV operators would be prohibited from carrying any sports event that had been broadcast on standard television during the preceding two years. After some in Congress expressed concern that this rule might not be stiff enough to prevent pay TV from siphoning major sports events and forcing viewers to pay for programs they had formerly seen free, the commission proposed to establish a five-year embargo instead.

The proposal caused little anguish among advocates of pay TV. "We have previously informed Congress," the two firms noted, "that since we had no intention to siphon sports programs from conventional television, we had no objection to making the sports rule more stringent." They said the proposed rule "should remove all uncertainty previously expressed about the siphoning of sports events."

News coverage arouses most FCC complaints

The FCC issued its year-end tabulation of complaints last week and found that those concerning distortion or suppression of news more than doubled in fiscal 1970.

Specifically, the commission received 5,139 complaints of distorted or suppressed news in fiscal 1970 compared to 2,328 in fiscal 1969, largely, it added, as a result of "heavy mail received following the controversy on network coverage of President Nixon's address on Vietnam in November 1969."

The commission added that other areas showing a marked increase in complaints were: "un-American or Communist programming; obscenity, profanity and indecency, and equal time and fairness." Advertising complaints showed little change from the previous year, totaling 1,829 for fiscal 1970, the commission said.

Complaints on broadcast matters tallied 25,920 for the year ended June 30, compared to last fiscal year's total of 21,542. All complaints, comments and inquiries numbered 60,295 this fiscal year as compared to 57,938 for the year ended June 30, 1969.

More ABC Radio news for many affiliates

In order to allow affiliates of its four networks in the Eastern and Central time zones to remain on the air two hours after other news services, ABC Radio will expand network news service to these stations beginning Sept. 7.

ABC Radio news will provide two additional nighttime newscasts of five minutes each for affiliates of the American Contemporary, Entertainment and Information Radio Networks. One additional nighttime news program will be fed to stations of the American FM Radio Network.

Under the new schedule (all times EDT) stations on the entertainment network will get five minutes of news at 12:30 a.m. and five minutes at 11:30 p.m. Contemporary Network stations will get five minutes at 11:55 p.m. and 12:55 a.m., Information Network stations at midnight and 1 a.m., and FM Network stations will get their extra newscast at 12:15 a.m.
Program notes:

Development deals: Warner Bros. Television has signed separate agreements with Danny Arnold and Leonardo Bercovici to create and produce prime-time network series. Mr. Arnold was writer-producer of That Girl and Bewitched. Mr. Bercovici, who will be making his TV debut, has written and produced numerous motion pictures, with his credits including The Bishop's Wife, Square of Violence and Under Ten Flags.

Days in court: Twentieth Century-Fox Television's live/tape division is expanding its production output, scheduling a new half-hour series and a group of specials. Alan Silverbach, vice president in charge of syndicated sales, said the division will start production shortly on the daily, half-hour Famous Jury Trials, which is a Talent Associates presentation in association with Fox. In addition, second-year production of Beat The Clock syndicated series, sold in 40 markets, will begin soon. Details on an all-family music special will be announced shortly, Mr. Silverbach said.

Simple physics: Metromedia Producers Corp. reports it will begin production shortly on the pilot for a five-minute daytime series, Kitchen Professor, featuring Professor Julius Sumner Miller, who will illustrate and solve everyday problems through the use of simple physics. The pilot is being made for the Colgate-Palmolive Co., New York, through William Esty Co., New York, and is being produced in association with Jerry Dexter Productions Inc., Hollywood.

Promotion

BPA plans another wide-ranging seminar

The 15th annual seminar of the Broadcasters Promotion Association in Houston on Nov. 8-11 will center on the theme of "The Responsibility and Challenge of Broadcast Promotion II."

President F. C. (Mike) Strawa of KCMO-AM-FM-TV Kansas City, Mo., said the title was chosen to emphasize that the session will continue the approach of the 1969 seminar, which related the role of the promotion manager to contemporary issues and to broad management topics.

On Nov. 10, for example, the seminar will have a half-day session on communicating with youth and a discussion on licensing and regulation problems of the broadcast industry in the 1970's. The basics of broadcast promotions will not be neglected, it was stated, since there will be a series of workshops in seven TV-radio areas.

TIO distributing anniversary color spot

A 60-second color spot celebrating broadcasting's golden anniversary is being released this week by the Television Information Office of the National Association of Broadcasters. The spot is being shipped free to all TIO sponsor member stations. Other stations may order prints at the $6 cost.

The spot's video portion illustrates the routine and special uses that radio and television are put to: a man shaving to radio, a woman exercising to TV, a woman viewing a funeral cortège, a family watching astronauts on the moon. A voice-over notes that broadcasting has "become so much a part of our lives that we often take it for granted," adding that without broadcasting "only a small handful of us would have seen and heard the great personalities and events of our time."

In addition to the new spot, a limited number of two earlier TIO spots are available. The 30-second spot "The News is People" can be ordered at $4 and a print of the 60-second "You Have the Right to Know" can be had for $7.

Promotion tips:

Benefit: WOKY(AM) Milwaukee held its second annual benefit pop festival and raised more than $10,000 which will be donated to the Children's Outing Association and used to form a drug abuse laboratory at the Milwaukee Mental Health Center.

Station birthday: WAYS(AM) Charlotte, N.C., had its fifth birthday party and 30,000 people bought tickets to celebrate with Bobby Sherman, Mel and Tim, Steam, The Spiral Staircase, The Jaggerz, The Dells and Bobby Vee.

ABC's of it: ABC-owned KG0(AM)

Claudia Turner, weather girl on WSPA-TV Spartanburg, S.C., has been chosen as Miss South Carolina and will compete in the Miss America pageant in September. Miss Turner is also co-host on WSPA(AM) program, Youth in Action.
San Francisco has produced an “A-to-Z” client list for interested media buyers. Created by Image & Design, San Francisco, the station’s creative agency, the booklet lists xgo’s clients by product category on vari-colored children’s blocks. Copies are available from xgo’s radio sales department or from their national rep, Blair Radio.

Journalism and chemistry? The Chemists’ Club of New York has initiated an annual awards program to honor individuals in all fields who have advanced the public understanding of chemistry’s essentiality to mankind. Nominations for the November awards must be submitted by Sept. 25 to annual awards committee, Chemists’ Club, 52 East 41st Street, New York 10017.

PR school The New York chapter of the Public Relations Society of America and New York University’s school of continuing education, division of business and management are starting a program in public-relations management. Details on the courses and enrollment may be obtained from the division of business and management, school of continuing education, New York University, 1 Fifth Avenue, New York.

Beetle-Beatle contest WSB(AM) Durham, N.C., promoted its WSB window-sticker campaign by covering a Volkswagen sedan with 756 stickers, driving it around town, displaying the car at local sponsors and handing it 60 feet in the air from a crane for a weekend remote show. Listeners were invited to guess the number of stickers and the car was the prize. Small appliances and Beatle recordings were also given away.

Xmas in August Metromedia Program Sales has sent to TV station managers throughout the country dancing Santa toys to remind them to prepare for Christmas programing. Attached is a description of MPS holiday programing: including the two-hour Santa Claus Parade; the one-hour Ray Comif Christmas Show and the one-hour The Mean Mr. Firecracker.

Clean up KBRC(AM) Mount Vernon, Wash., handled coverage of a massive local cleanup campaign, in which community-youth groups around Mount Vernon collected over 55,000 cans and bottles, and made an $11,000 profit for themselves besides. The program was sponsored by the First Federal Savings and Loan Association of Mount Vernon. The bank paid youngsters two cents for each can or bottle turned in. KBRC ran frequent reports on the proceedings.

Safeguard freezers The Association of Home Appliance Manufacturers is making available to TV stations 30- and 60-second color film announcements which warn the public against the menace of abandoned refrigerators and freezers to children. The announcements give steps to be taken in safeguarding abandoned sets. Address: 20 North Wacker Drive, Chicago.

'Sesame' books Children’s Television Workshop, creator of Sesame Street and Time-Life Books, publishers of special edition of five-volume Sesame Street books, will distribute 90,000 copies of books in disadvantaged areas in the fall. New in Philadelphia J. Robert Holland and Lee A. Pearlman, both formerly associated with the Philadelphia PR firm of Lewis & Gilman, have formed Holland-Pearlman & Associates Inc. there at 1601 Walnut Street. Holland-Pearlman will offer both general and specialized public relations including extensive media contact.

A walk into history CBS Enterprises is renting to people visiting Gettysburg (Pa.) National Military Park a cassette player containing a tape recording describing the decisive third day in the battle of Gettysburg. The script is written by historian Bruce Catton and voiced by CBS News correspondent Walter Cronkite. The project is the first of “living drama walks” to be undertaken by CBS with the cooperation of the U.S. Department of the Interior at about 100 national military parks, historical sites and parkway. Rental fee is $3.

ARE YOU A MEMBER OF SNI?

DO YOU HAVE YOUR RESERVATION FOR THE UP-COMING SKI SEASON?

Ski Network International provides daily phone ski reports from major ski areas throughout the United States and Canada; and weekly reports from the Alps and Scandinavia are also scheduled.

Stations may tape phone reports for frequent replay if desired, no extra cost. Time of reports are limited to 60 seconds.

Your station is protected against the possibility of another station, either radio or television in your coverage area carrying SNI programming. Of course, reservation is determined on a first-come, first-serve basis.

Terms: stations are billed every 14 days: $5 a report; i.e., $70 every two weeks. To ensure your station of carrying Ski Network programs for the up-coming season, send the first two weeks payment ($70) and your coverage map. This will be sufficient for opening an account with your station.

SKI NETWORK INTERNATIONAL
12440 28th ave. so./Seattle 98168
Phone: 206-244-2960

BROADCASTING, Aug. 3, 1970
WU is first in domestic space race

FCC sanction is sought for $95-million system employing three satellites, six earth stations

Western Union last week asked the FCC to approve a proposal for a "high-capacity, multipurpose domestic communications-satellite system to serve all 50 states."

The application was the first tendered to the commission since it opened the door to the establishment of such a system late last March. Western Union had not been among the anticipated applicants, which include Comsat, AT&T, Teleprompter Corp. and the three networks.

In a series of applications, Western Union asked the commission to sanction a system consisting of:

- Three communications satellites to be stationed in synchronous, stationary orbits 22,300 miles above the earth.
- Six initial earth stations near New York, Atlanta, Dallas, Chicago, Los Angeles and Portland, Ore., to send, receive and distribute communications signals to and from the satellites.
- 31 terrestrial microwave relay stations that will link the earth stations with Western Union's existing 7,900-mile transcontinental microwave network.

The company estimated that the proposed system would require a capital investment of approximately $95 million and would generate some $28 million in annual revenues after it is in full operation. The first satellite launch would take place about two years after FCC approval of the proposal.

The proposed system would provide 10 channels of intercity video relay for broadcast and cable-television transmission in addition to multiple-access message and data services.

For a flat fee of $105,000 per video channel per month, television signals would be relayed in this way: Initially, signals would be accepted at New York or Los Angeles originating points only; they would then be transmitted to Western Union television operations centers in those cities. From the centers the signals would be fed to nearby earth stations for radiation to a satellite. They would then be re-radiated from the satellite to receive-only stations (provided by customers) anywhere in the 50 states.

The service would include associated audio and would be available on a 24-hour basis.

Western Union said it would be amenable to reducing rates for ETV interconnection but said this would result in the necessity of "adjusting" rates charged commercial users. The carrier offered to work with the commission to develop means of providing public-service benefits in the form of ETV channels, "people's dividend" program assistance and data-transmission services for educational institutions.

Western Union President Russell W. McFall said the proposed satellite system would accommodate most of the communications services now offered by the company. He said the firm anticipated no increase in tariff rates for present message traffic that can be routed through the system, and that after an initial period of operation, "it is probable that we will be able to reduce these charges. Immediate savings," he added, "would be available to the users of intercity video service."

The proposed system, Western Union said, is expandable to meet the needs of future growth in domestic channels for inter-city video, voice and text data. Broadcasters and other customers would be able to own receive-only stations to pick up satellite-emitted signals, with Western Union adding several mobile transmitting and receiving stations to the system to provide additional operating flexibility.

According to the firm, the proposed system would make possible for the first time direct transmissions to Hawaii and Alaska from either the New York or Los Angeles earth stations without the need for transcontinental transmission to a relay point. This would make "real-time" live transmissions possible to those states, Western Union said.

In inviting applications for domestic satellite systems in March (BROADCASTING, March 30), the commission admitted it wasn't sure what form such systems might take, and asked potential operators to submit a considerable amount of information along with each bid.

In January the Nixon administration recommended that the commission establish a wide-open interim policy on satellite systems allowing virtually any group with the required technical and financial resources to own and operate its own system (BROADCASTING, Jan. 26). The FCC, however, reserved for itself several options, including the authorization of specialized versus earth stations, as well as other basic policy determinations.

Comsat said it would have no comment on the filing until it had a chance to study the application. It added that it was continuing discussions with potential customers and that it expected to file its own application in the near future.

An AT&T representative said an ap-
plication for a satellite system would be filed "shortly," which he said meant "a month or two on the outside."

Earlier this month, it was learned that Comsat and AT&T had been having discussions and that the tentative plan was for Comsat to apply for permission to put a domestic-satellite system into operation, and for AT&T to file applications with the FCC for permission to construct ground stations. The Bell system, of course, would use the Comsat system for domestic transmissions (BROADCASTING, July 20).

Irving B. Kahn, president of Teleprompter Corp. (multiple CATV owner), which is preparing an application in conjunction with Hughes Aircraft Co., said Western Union's application "won't essentially be in conflict with our interests. It would be very nice to have somebody helping us pioneer . . . What is important is that the cable industry has satellite distribution available."

An NBC official said: "We have not seen the filing so we can't react to its contents. In the past Western Union has consulted us in regard to our needs for a domestic satellite, but we have no knowledge of what they've filed."

Page Communications Engineers, Washington consulting firm hired by the three networks to study the feasibility of creating their own programming distribution system has reportedly concluded that a system based on terrestrial facilities and one based on a satellite system would cost approximately the same, with a hybrid system the least desirable set-up on a total system basis. Each alternative, however, would result in a saving over present AT&T rates.

AMST wants translators back on channels 70-83

The Association of Maximum Service Telecasters last week urged the FCC to hold back on its proposal to open up channels 14-to-69 to UHF translators.

In comments filed with the commission, AMST said the UHF spectrum is becoming more and more saturated, because of a variety of new services and because of the growth of UHF itself. The association said there should be no further moves toward reallocation of translators until the commission is able to "undertake an analysis of the future growth trends and demand for translator services and regular UHF television broadcast stations."

AMST noted that it has consistently supported the growth of translator services as a supplement to regular broadcast service, and that the commission has shared this view. However, it added, the best way to place translators within the over-all communications picture is to allocate channels 70-to-83 exclusively to translators, and then to admit translators to channels 14-to-69.

The association said this basic objective was frustrated when the commission allocated channels 70-to-83 to land-mobile radio. It again urged the commission to reconsider that decision.

Additionally, AMST said, "suitable mileage separation standards are a prerequisite to opening up channels 14-to-69 to translators, yet the commission is now apparently prepared to proceed without them, even authorizing higher power for translators with no consideration of the increased interference potential this presents."

The commission proposed to open up channels 14-to-69 to translators at the same time it issued two important orders pertaining to land mobile (BROADCASTING, May 25). It permitted limited sharing of channels 14-to-20, and reallocated channels 70-to-83 to land mobile. AMST has vigorously opposed both actions.

Technical topics:

New shingle ■ Craig Corp., manufacturers of motion picture and television equipment, has moved to new facilities.

New firm ■ Applied Video Electronics Inc. has been formed with G. Alfred Dodds as president and chief executive officer. The Cleveland-based firm will manufacture technical equipment including video and pulse distribution amplifiers and video sweep generators and will handle sales of products from selected manufacturers and install and repair studio equipment. Offices: 4936 Caroline Dr., Cleveland, Ohio 44128.

Cohu's catalog ■ A condensed catalog on the instrument-product line has been published by Cohu Electronics Inc., San Diego. The four-page brochure has photographs and specifications for AC and DC standards, amplifiers, meters and digital instruments. Request catalog 17-5 from the firm at Box 623, San Diego 92112.

Cue that hue ■ Rank Precision Industries Inc., West Nyack, N.Y., is offering new Tarif Colorimetry equipment making possible the correction of color errors caused by inaccurate shooting or processing of color film or slides. Besides correcting for unequal color layer densities and mistracking between dye layers, equipment can be used to compensate for color temperature balance errors and inaccurate use of light sources. Gear reportedly can be operated by nontechnical personnel.
FocusOnFinance

Storer reports mild 2d-quarter increase

Storer Broadcasting Co., Miami Beach, last week reported a slight increase in earnings for the second quarter of 1970, but a dip in net income for the six-month period due to a slump in overall first-quarter earnings and "substantially increased" income tax.

After-tax profit in the second quarter was almost $2.3 million or 54 cents per share, compared with $2.2 million or 53 cents in 1969, attributed to the "more favorable performance" of its 86.1%-owned subsidiary, Northeast Airlines.

Northeast produced a net profit of $501,400 for the six months, compared with a loss of over $1.1 million in the same 1969 period. Storer added that second quarter results showed a loss of $286,700 this year, versus a loss of almost $2.6 million in 1969.

Storer noted decreased broadcast revenues contributed to lower profits in that area for both first and second...
quarters, consistent with the general economic picture, but the company reported that sales and revenues since July I have "picked up substantially" and are running ahead of last year.

Storer also declared a quarterly dividend of 12% cents per share of common stock, payable Sept. 10, to stockholders of record Aug. 21.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.08</td>
<td>$1.21</td>
</tr>
<tr>
<td>Gross broadcasting revenues</td>
<td>30,889,000</td>
<td>32,415,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,659,600</td>
<td>5,093,900</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>4,233,002</td>
<td>4,219,963</td>
</tr>
</tbody>
</table>

Zenith suffers poor first half

The 12-week Chicago area trucking strike and lockout were cited last week by Joseph S. Wright, chairman and president of Zenith Radio Corp., Chicago, as the major reason for continued lower sales and profit performances for the first six months of 1970.

Mr. Wright said the trucking strike forced Zenith to shut down most of company's manufacturing plants for six weeks. He added that earnings in the quarter were affected by the continuing cost-price squeeze and added start-up costs accompanying the reopening of production facilities.

Net income in the first quarter of 1970 was down nearly 50% compared to a similar period in 1969. Mr. Wright, speaking at Zenith's annual stockholders meeting last April, attributed lower sales and profits in the first three months of 1970 to Japanese competition and the domestic economic slow-down (BROADCASTING, May 4).

Second quarter operations resulted in a loss of $1,437,000 on sales of $81,
FC&B drops slightly in first half '70

"Heavy investment costs" involved in continuing construction of its eight CATV franchises were blamed by Foote, Cone & Belding Communications Inc., New York, last week for a loss of seven cents a share for the first half of 1970. FC&B reported a net income of $1,058,000 or 48 cents a share for the period, compared with $1,019,000 or 47 cents a share in 1969. Without the CATV losses, spokesmen said, per-share income would have been 55 cents.

FC&B operates or plans to operate CATV systems in Poughkeepsie, N.Y.; Pueblo, Colo., and in six California locations. Headquarters for the CATV subsidiary is Newport Beach, Calif.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.48</td>
<td>$0.47</td>
</tr>
<tr>
<td>Gross billings</td>
<td>130,814,000</td>
<td>129,806,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,058,000</td>
<td>1,019,000</td>
</tr>
</tbody>
</table>

Plough-Schering merger involves 10 stations

The boards of Plough Inc., Memphis, and Schering Corp., Bloomfield, N.J., have approved an agreement to consolidate the operations of the two companies (BROADCASTING, July 6).

The plan calls for Plough—group broadcaster and producer of drugs, cosmetics and home products—and Schering—pharmaceutical manufacturer—to retain their independent identities as operating subsidiaries of a new company to be named Schering-Plough Corp. The agreement is still subject to approval by the stockholders and by the FCC.

Plough last Friday (July 31) filed applications with the commission to transfer control of its stations to the new parent company. After the transaction Schering shareholders will own 64% or 16,118,866 common shares of Schering-Plough, based on shares outstanding as of June 30. Plough stockholders will own the remaining 36% or 9,004,951 shares.

Abe Plough, president of Plough, who will be chairman of the new company, will be the largest stockholder with 3% of Schering-Plough shares. W. H. Conzen, president of Schering, who will be president and chief executive officer, will own 0.02%.


Financial notes:

- CBS, expanding further into the education arena, last week announced acquisition of Business Methods Institute, Chicago, reported to be the largest proprietary data processing school in the Chicago area, and Kansas City (Mo.) Business College Inc., post-high school business school. Terms were not disclosed. The two schools will join the Franklin School of Science and Arts, a paramedical training school acquired by CBS in January, 1970, as units of CBS Holt Schools Inc., which also is a CBS subsidiary.

- Doremus & Co., New York-based advertising and public relations agency, has declared a regular quarterly dividend of $.08 per share on common stock, payable Aug. 14 to stockholders of record July 31.

- MCA Technology Inc., a subsidiary of MCA Inc., Universal City, Calif., has acquired Optimization Inc., Sun Valley, Calif., through an exchange of an undisclosed amount of stock. Optimization manufactures oscillators, oscilloscopes, amplifiers and equipment for computer terminals. MCA Technology produces high-speed magnetic tape duplicating equipment, video products and magnetic heads.

- National CATV Program Library Inc., Dallas, has acquired the major interests of International Recording Inc., that city, which provides creative sound services for domestic and foreign advertising and film industries. Terms were not disclosed. National CATV and its subsidiary Cable TV Productions Inc. supplies more than 2,400 cable systems with color programming on videocassette and cartridge.

- Metromedia has declared a regular quarterly dividend of 12 1/2 cents per common share, payable Sept. 15, to stockholders of record on Aug. 21.

- Los Angeles: Los Angeles-based Optical Systems Corp., subsidiary of Pioneer Systems Inc., has acquired all capital stock of GN Communications Corp., cable-development firm also based in Los Angeles. Shareholders of GN received 300,000 shares of Optical's common stock. Optical is owner of "DeJoux" method of variable speed, shutterless motion-picture projection. GN is engaged in development of broadband communications, and channel-leasing services for CATV.

Company reports:

- Cablecom General Inc., Colorado Springs, operator of 47 CATV systems and subsidiary of group broadcaster RKO General Inc., reported increased revenues, but a decline in income for the nine months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.17</td>
<td>$0.27</td>
</tr>
<tr>
<td>Revenues</td>
<td>4,822,585</td>
<td>3,725,051</td>
</tr>
<tr>
<td>Net income</td>
<td>666,457</td>
<td>405,729</td>
</tr>
</tbody>
</table>

- Cox Cable Communications Inc., Atlanta, operator of 31 CATV systems in more than 50 communities in 15 states and an affiliate of Cox Broadcasting Corp., last week reported a 9% gain in revenues for the second quarter, ended June 30. J. Leonard Reinsch, chairman and president, credited "internal growth" for the increase.

Mr. Reinsch earlier reported a second-quarter 5% gain in revenues for Cox Broadcasting Corp., Atlanta (BROADCASTING, July 27). He also announced last week that Cox's acquisition of Lubbock Television Cable Inc. in Texas was finalized on June 30. The Lubbock system, he said, has 5,000 subscribers.

For the three months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.10</td>
<td>$0.10</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,542,061</td>
<td>2,326,569</td>
</tr>
<tr>
<td>Net Income</td>
<td>356,329</td>
<td>340,436</td>
</tr>
</tbody>
</table>

Grass Valley Group Inc., Grass Valley, Calif. manufacturer of TV equipment, reported a 23% increase in revenues and 4% increase in earnings. Grass
Tele-valley attributed the lower growth rate of earnings to an increasing cost of labor and materials.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.25</td>
<td>$0.24</td>
</tr>
<tr>
<td>Revenues</td>
<td>2,005,000</td>
<td>1,630,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>384,000</td>
<td>349,000</td>
</tr>
</tbody>
</table>

Kaiser Industries Inc., Oakland, Calif., based firm with broadcast properties, reported a drop of nearly 50% in income for the six months ended June 30.

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.27</td>
<td>$0.48</td>
</tr>
<tr>
<td>Revenues</td>
<td>140,791,000</td>
<td>141,406,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>7,873,000</td>
<td>13,056,000</td>
</tr>
</tbody>
</table>

Multimedia Inc., Greenville, S.C., newspaper publisher and group broadcaster, reported a 4% increase in operating income from an 11 1/2% increase in revenue for the six months ended June 30.

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.90</td>
<td>$0.60</td>
</tr>
<tr>
<td>Revenues</td>
<td>16,284,552</td>
<td>14,619,902</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,577,536</td>
<td>1,812,877</td>
</tr>
</tbody>
</table>

Tele-Communications Inc., Denver-based multiple CATV and microwave systems owner, reported a 48% increase in revenues and 64% increase in cash flow for the first quarter of 1970. The firm reported a substantial increase in microwave revenues due to expansion of their existing plant, acquisition of American Television Relay System in the Southwest in mid-1969 and acquisition of two other microwave common carriers in the first quarter.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.00</td>
<td>$(0.02)</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,830,450</td>
<td>1,244,797</td>
</tr>
<tr>
<td>Net Income</td>
<td>79,399</td>
<td>$(31,891)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,730,804</td>
<td>2,042,708</td>
</tr>
</tbody>
</table>

Transamerica Corp., San Francisco, diversified company with major leisure time interests, reported a drop of nearly one-third in net income for the six-month period ended June 30. Per share earnings were down correspondingly. Revenue figures are not released by the company until year's end.

The downward trend was said to be the result of reduced revenues from film rentals to television and rising costs in the company's entertainment services.

Transamerica reported a 1969 total consolidated net income of $87,190,000, down almost $3,000,000 from 1968. For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.53</td>
<td>$0.77</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>33,906,000</td>
<td>48,778,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>62,448,000</td>
<td>63,367,000</td>
</tr>
</tbody>
</table>

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Philadelphia (215) 977-3300

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Phone (609) 963-8000
Ext. PY-4129

James D. Graham, account supervisor, Benton & Bowles, New York, named VP.

Richard Nelce, formerly with Mac-Manus, John and Adams, Minneapolis, joins Knox Reeves Advertising as VP and media director.

Eugene Camoosa, VP, DKG Inc. (formerly Delehanty, Kurnit & Geller), New York agency, also named media director.

Jeremy Alan Barkann, account supervisor, Doyle Dane Bernbach, New York, elected VP.


Raymond J. Muer, VP and manager of Blair Radio, St. Louis office, named manager of Blair's San Francisco office.

Thomas V. Cinquina, senior sales executive with Blair, Chicago, succeeds Mr. Muer.

Sheldon Marks, associate media director, AC&R Advertising, New York,
appointed media director.


William L. Gregory, assistant media buyer, Clinton E. Frank, Chicago, appointed media buyer.

Vinton Boecher, art director, Arthur Meyerhoff Associates, Chicago agency. joins 1/MAC Inc., agency there, in same capacity. Candace Pray, with Kenyon & Eckhardt there, joins 1/MAC as media buyer.

David Lloyd Murphy, art director, W. B. Doner Advertising, Baltimore, joins Reach, McClinton, Boston, in same capacity.

John Ackerman, regional director and director of sales, small market division of Radio Advertising Bureau, New York, appointed general sales manager, wjzz(fm) Bridgeport, Conn.

Tom Hoyt, sales manager, wava-am-fm Arlington, Va., joins wash(fm) Washington in same capacity.

Cal Adams, with wglm(am) and wdmf (pm) Greenville, Miss., appointed operations and national sales manager.


Walt Tiburski Jr., with wmsm-fm Cleveland, joins wncr-fm there as sales manager.

Patricia J. Mainini, research assistant/field supervisor, Falstaff Brewing Corp., St. Louis, joins Gardner Advertising there as research project director.


Ron Robson, Missouri state official, joins Communications Concepts Inc., Joplin-based advertising and PR firm, as retail account coordinator.

Media

Varner Paulsen, VP-administration, Metromedia Radio, New York, named VP and general manager, wnew-fm there.

David G. Fulton, director of planning and analysis, ABC Inc., New York, named corporate controller. He is succeeded by Curtis C. Battles, planning executive with Mobil Oil Corp. there.


John Wheeler Barger, general counsel, McLeod Stations, group owner, Dallas, appointed general manager, krld-am-fm there.

Hugh S. Wallace, general manager, wofm New York, named to similar post at khlj(am) Los Angeles. Both are KKO-General stations.

Bill Mitchell, president, New Mexico Association of Broadcasters, resigns to become administrative assistant to John Walton Stations, group owner, with headquarters in El Paso. Dennis Mitchell, first VP of NMBA, assumes presidency.

William M. Brown, general manager, wgmm(am) Millington, Tenn., joins wflf(am) Roanoke, Va., in same capacity.

Murray J. Green, formerly general sales manager, wroc(am) Worcester, Mass., appointed general manager, wjzz(fm) Bridgeport, Conn.

John Wolfe, general sales manager, kfxc-am-fm Los Angeles, joins kkiw (am) there as general manager.

Dick Fredrickson, sales manager, wkdf-fm Aurora, Ill., joins wgsh(am) Geneva, Ill., as station manager.

Joe Ray, with wglm(am) and wdmf (fm) Greenville, Miss., appointed manager of stations, succeeding Jack Stull. Mr. Stull, due to illness, will restrict activities to duties of local sales manager.

Phillip Spillane, sales manager, wtsl (am) Hanover, N.H., joins wcnl(am) Newport, N.H., as manager. Ken Stein, program director, wtsl, joins wcnl as assistant manager-program director.

Richard L. Parker, program manager, noncommercial wdcn-tv Nashville, joins noncommercial wwpf(tv) Har risburg, Va., as general manager.

Programing

Richard Colbert, VP and general manager, Four Star Entertainment Corp., New York, named executive VP, succeeding Anthony D. Thomopoulos, appointed manager of SelectaVision Programs there (see below).

Anthony D. Thomopoulos, formerly executive VP, Four Star Entertainment Corp., New York, appointed manager of SelectaVision Programs, RCA, New York. In his new post, Mr. Thomopoulos will negotiate programing contracts, acquire talent and develop film library for SelectaVision, RCA's new color-TV playback system. Henry Ball, manager of system development for SelectaVision, named director of systems development. David F. Miller, manager of marketing, named director, marketing.

Pat Kelley, VP-motion pictures and television business affairs, MCA Inc., Universal City, Calif., joins First Arts Production Co. there as president.

William Schwing, VP, sales, Transmedia International Corp., New York, mobileteleproduction firm, named executive VP.

Bill Dwinnell, sales manager, Reeves Production Services, New York, joins Logos / Teleproductions, Washington, production facility, as director of sales.

Leonard Biegel, assistant program director, wnew-tv New York, joins wttg(tv) Washington as program director. wnew-tv and wttg are Metromedia stations.

Dan Clayton, program director, kwxk-fm Fort Worth, joins kklr-am-fm Dallas in same capacity.

Mort Roberts, operations director, wEXT (am) West Hartford, Conn., assumes additional duties of program director.

Robin Walker, with wire(am) Indianapolis, joins wirl(am) Peoria, Ill., as program director.

Thomas H. Smith, news editor, wLWT (tv) Cincinnati, joins wnew-tv, New York office.
York, as assistant program director.

Robert Pincus, production executive, Screen Gems, Los Angeles, named to newly created post of production supervisor/live-tape operations.

Wilbur L. George, producer/director, KRNT-TV Des Moines, Iowa, joins non-commercial WNET-TV Buffalo, N.Y., as production manager.

William Cerri, with non-commercial WETA-FM Washington, appointed programing and operations director.

Richard Driscoll, formerly president, Air-Track Productions, St. Paul, appointed program director, WWTC(AM) Minneapolis. Joel Larson, with WWTC, named assistant program director.

Helen Hall, with WCBS-FM New York, joins Fred A. Niles Communications Centers Inc., Chicago, production firm, as director of radio, new division of Niles.

Elliott Friedgen, production manager, educational-film division, CBS-TV, joins Metromedia Producers Corp., Los Angeles, as assistant production manager and post-production executive.

Bill Moss, with WTOY(AM) Roanoke, Va., joins noncommercial WIRA-TV there as producer.

Stanley Friedman, writer-producer, WOR-TV New York, appointed public affairs producer.

David Boston, in public relations with Tuskegee Institute, Tuskegee, Ala., joins WSAV-TV Atlanta as program assistant for public affairs.

Peggy Wyson, with Elba Systems Corp., Phoenix, joins Canyon Films there, subsidiary of Elba, as public relations director.

Jerry Hughes, associate director and broadcast supervisor, Public Broadcasting Service Network center, non-commercial KCET(TV) Los Angeles, named staff director.

News

Lem Tucker, former NBC-TV Washington correspondent, appointed news director, WOR-TV New York.

David L. Bowen, assistant to the deputy general manager, AP, appointed director of communications. Conrad Fink, special assistant to the general manager, named assistant general manager. He replaces Daniel De Luce, who has retired.

Kenneth R. Clark, UPI bureau manager, Santa Fe, N.M., appointed regional director for Colorado and Wyoming, with headquarters in Denver. G. Patrick Lamb, with Albuquerque, N.M., bureau, succeeds Mr. Clark.

Steven H. Yolen, executive assistant, UPI South American headquarters in Buenos Aires, appointed bureau manager, Sao Paulo.

Mike Daly, newsman, KSBO-TV Las Vegas, appointed news director.

Max A. Powell, reporter, WTVD(TV) Durham, N.C., appointed manager of Raleigh news bureau of WTVD.

Bill Blinn, morning news editor and assistant news director, WLYV(AM) Fort Wayne, Ind., joins WIFE-AM-FM Indianapolis as evening news editor.

James Lynn, director of editorial research, WMCA(AM) New York, appointed director of public affairs.

Michael Heid, with WOR-AM New York, joins WMAL-AM-FM Washington as newscaster.

Frank Kelly, news trainee in minority-hiring program, KGO-AM-FM San Francisco, appointed news writer-producer.

William M. Hammack, reporter, Santa Ana (Calif.) Register, joins WCOA(AM) Pensacola, Fla., as newsman.

Philip Jennrich, news director. KBBQ (AM) Burbank, Calif., appointed to news staff of KHJ-FM Los Angeles.

Promotion


Ted S. Field Jr., with KXTV(TV) Sacramento, Calif., joins WJZ-TV Baltimore as public relations director.

Norma Peterson, promotion director, Stuart Enterprises, Lincoln, Neb., appointed director of community affairs for Stuart Broadcasting, group owner, subsidiary of Stuart Enterprises.

Frank Nardi, formerly advertising and promotion manager, WABC(AM) New York, named manager of advertising, promotion and public relations, WNBC-(AM) New York.

Vivian M. Hunt, press and print media director, WMAL-TV Washington, appointed assistant advertising and promotion manager.

Equipment & engineering

William H. Butler, director of product management and assistant to VP, Memorex Corp., Santa Clara, Calif., named general manager, CMX Systems, Sunnyvale, Calif., joint CBS-Memorex venture company to develop and manufacture advanced TV equipment and systems.

William S. Lowry, general product manager, Sylvania Entertainment Products, operating group of Sylvania Electric Products, New York, appointed VP-product development. John R. Peterson, with Sylvania Entertainment
appointed to newly created position of
manager of marketing communications.

Eric K. Maxon, senior project engineer,
International Video Corp., Sunnyvale,
Calif., appointed manager, recorder
engineering.

Ralph Clements, supervisor of field
operations, NBC-TV Burbank, Calif.,
retires after 31 years with network.

Ben H. Cogan, with quality control
department, Litton Industries, joins
Westel Co., Mountain View, Calif., as
manager, quality assurance.

Louise Pansini, with Imcro Fiorentino
Associates lighting designers, New
York, named VP and director of
operations.

William P. O'Hara, with American
Electronics Laboratories, Lansdale, Pa.,
diversified communications and elec-
tronics manufacturer, appointed senior
antenna development engineer.

Alied fields

Ted Koop, CBS Washington, VP,
named secretary of Washington Jour-
nalism Center succeeding late John E.
Ryerson. Mr. Koop was also elected
board of trustees of center, nonprofit
education institution which awards
journalism fellowships.

Robert L. Cwe, VP, ABC, New York,
named interim director, school of radio-
TV, Ohio University, Athens.

Saul Rittenberg, VP-administration,
MGM, Culver City, Calif., resigns to
return to law practice with Loeb and
Loeb, Los Angeles.

Deaths

Paul M. Hollister, 79, advertising ex-
cutive, died July 18 in Ruidoso, N.M.,
following lengthy illness. He was a
former VP of BBDO New York, VP of
CBS and national publicity director for
RKO Radio Pictures. He last held post
of adviser on corporate publicity for
R. H. Macy & Co. (Macy's department
stores), New York. He is survived by
dughter.

Willis K. Freierl, 55, assistant general
manager and director of sales, WBAL-TV
Baltimore, died there July 24 after ap-
parent heart attack. He is survived by
his wife, Rose, son and daughter.

Charles L. (Red) Hotchkiss, 62, died
July 23 in Middlesex Memorial hospita-
l, Middletown, Conn., after long ill-
ness. After associations with Disney
Studios, NBC and Sherman K. Ellis
agency, Chicago, he joined Dancer-
Fitzgerald-Sample in 1943 where he was
employed for 25 years in account serv-
icng and program production. He re-
tired because of ill health in 1967. He
is survived by his wife, Virginia, and
two daughters.

Frank Gill Jr., 58, radio-TV writer,
died July 11 of heart attack in Los
Angeles. He had written scripts for
McHale's Navy. He is survived by his
wife, June, and two daughters.

Katherine Albert Eunson, 68, news-
paper and television writer, died July
25 in St. John's hospital, Santa Monica,
Calif., after brief illness. She is survived
by her husband, Dale, and daughter.

Molly Low Petty, 52, national sales
manager, KOFY (AM) Los Angeles, died
in Los Angeles of cancer. She had been
with station since 1952. She is survived
by her husband, Frank, two daughters
and son.

Robert Fritch, 59, television film editor,
died in Los Angeles after long illness.
He is survived by his wife, Patricla, and
two sons.

Leith Stevens, 60, director of music,
Paramount-TV, died July 23 in Los
Angeles of an apparent heart attack.
He composed and conducted motion
picture scores since 1939, switching to
TV in 1950. He wrote the theme for
the first Burns and Allen show, Lost in
Space and Daniel Boone among others.
He is survived by three sisters.

For The Record ©

As compiled by Broadcasting, July 21
through July 28 and based on filings,
authorizations and other FCC actions.

Final action

- Camden and Atlantic City, both New
Jersey, and Philadelphia-Broadcast Bureau on request of
Vue-Metrics Inc. extended through Aug.
25 to file comments and through Aug.
20 to file reply comments in matter of
amendment of Table of Assignment. Television Broadcast

Rulemaking action

- Ohio Educational Television Network Commis-
ion-Requests institution of rulemaking proceed-
ings looking toward amendment of rules to pro-
vide UHF channels reserved for noncommercial
educational use in Ohio to permit implementation
of plans for activation of noncommercial network
in Ohio. Action July 8.

Rulemaking action

- Charlotte Amalie and Christiansted, both Virgin
Islands-Broadcast Bureau granted request by
Department of Education of Puerto Rico, and
Western Broadcasting Corp. and extended through
Aug. 26 to file comments and through Sept.
9 to file reply comments in matter of amend-

Other actions

- San Diego-TV proceeding-Review board
granted motion to reschedule date for oral argu-
ment, filed July 23 by Gross Broadcasting Co.;
oral argument rescheduled for 10 a.m. Aug.

- Review board in Terre Haute, Ind.-TV pro-
ceeding-granted request by Alpha Broadcasting
Corp. and extended to Aug. 27 to file appli-
cation for review of final rule board decision
(Docs. 18321-2). Action July 23.

- Guam Educational Telecommunications Com-
mision, Agana, Guam. Requests *KGTB(TM).

- Illinois Valley Public Telecommunications
Corp., Peoria, Ill. Requests WTTP(TM).

- Northeast New York Education TV Associa-
tion, Plattsburgh, N.Y. Requests *WNNE(TM).

Call letter applications

- New Jersey Public Broadcasting Authority,
Trenton. Granted *WMJT(TM).

Existing TV stations

Final actions

- Broadcast Bureau granted mod. of CP's to ex-
tend completion dates for following: KFPW-TV
Fort Smith, Ark., to Nov. 22; KRON-TV San
Francisco to Jan. 17; WHFS-AM and WTVB-
ning Inc., Boston, to March 23, 1971; WTLX(TM)
Summary of broadcasting

Compiled by FCC, July 1, 1970

On Air

Licensed

On Air

Total

Not On Air

On Air

Total

Commercial AM

4,275

11

4,288

82

4,370

Commercial FM

2,089

37

2,126

134

2,260

Construction permit (CP) - VHF

492

2

494

18

512

Total commercial TV

630

2

632

18

650

Educational FM

395

0

413

21

434

Educational TV - VHF

76

0

76

0

76

Total educational TV

173

0

173

0

173

* Special Temporary Authorization.

1 Includes 25 educational AM's on nonchannelized frequencies.

2 Includes two licensed VHF's that are not on the air.

<table>
<thead>
<tr>
<th>Network</th>
<th>Operator</th>
<th>Location</th>
<th>Service Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGT-DTV</td>
<td>KGU-TV</td>
<td>Fuyerille, Ark.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WBRL-TV</td>
<td>WFTY Smith</td>
<td>Ark.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KMSTV</td>
<td>KSWX</td>
<td>Monterey, Calif.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KTXL(TV)</td>
<td>SACRDO</td>
<td>Sacramento, Calif.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WGPS-TV</td>
<td>WSGR</td>
<td>Washington, D.C.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WPLG</td>
<td>WPLG</td>
<td>Miami, Fla.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KBKL</td>
<td>KBKL</td>
<td>Pocatello, Idaho</td>
<td>105 stations</td>
</tr>
<tr>
<td>KGLO-TV</td>
<td>KELO</td>
<td>Mason City, Iowa</td>
<td>105 stations</td>
</tr>
<tr>
<td>WHAG-TV</td>
<td>WHAG</td>
<td>Hagerstown, Md.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KETC(TV)</td>
<td>KSOU</td>
<td>St. Louis, Mo.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KKYU</td>
<td>KKYU</td>
<td>Miles City, Mont.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WVNE(TV)</td>
<td>WVNE</td>
<td>Vineland, N.J.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WNPB</td>
<td>WNPB</td>
<td>Watertown, N.Y.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WUSC</td>
<td>WUSC</td>
<td>Jacksonville, N.C.</td>
<td>105 stations</td>
</tr>
<tr>
<td>WQCC(TV)</td>
<td>WQCC</td>
<td>Douglas, Tex.</td>
<td>105 stations</td>
</tr>
<tr>
<td>KERA(TV)</td>
<td>KERA</td>
<td>Dallas, Texas</td>
<td>105 stations</td>
</tr>
<tr>
<td>KCPX(TV)</td>
<td>KCPX</td>
<td>Salt Lake City</td>
<td>105 stations</td>
</tr>
</tbody>
</table>

New AM stations

Actions on motions

<table>
<thead>
<tr>
<th>Hearing Examiner</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basil P. Cooper</td>
<td>AM proceeding, denied motion to hold Click Broadcasting Co. and Haberham Broadcasting Co. (In default filed) by R-J Co., and by separate action granted petition by Click Broadcasting Co. for an amendment with respect to financial showing (Docs. 18525-7). Action July 20.</td>
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</tbody>
</table>

Call letter applications

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Broadcasting Co. Thompson, Ga.</td>
<td>Requests WTHO.</td>
</tr>
<tr>
<td>Juncos Broadcasting Corp., Juncos, P.R.</td>
<td>Requests WCIP</td>
</tr>
</tbody>
</table>

Call letter action

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norman E. Petty</td>
<td>Granted KWRA</td>
</tr>
</tbody>
</table>

Existing AM stations

Final actions

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSLC</td>
<td>Granted</td>
</tr>
<tr>
<td>WALB</td>
<td>Granted</td>
</tr>
<tr>
<td>WRNJ</td>
<td>Granted</td>
</tr>
<tr>
<td>WPTX</td>
<td>Granted</td>
</tr>
<tr>
<td>WKR</td>
<td>Granted</td>
</tr>
<tr>
<td>WADD</td>
<td>Granted</td>
</tr>
<tr>
<td>WTOK</td>
<td>Granted</td>
</tr>
<tr>
<td>WCHT</td>
<td>Granted</td>
</tr>
<tr>
<td>*KBRP</td>
<td>Granted</td>
</tr>
</tbody>
</table>

Call letter applications

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>*KERS</td>
<td>Granted</td>
</tr>
<tr>
<td>WIRL</td>
<td>Granted</td>
</tr>
</tbody>
</table>

Call letter action

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCTU</td>
<td>Granted</td>
</tr>
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Fines

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLEM</td>
<td>Granted</td>
</tr>
</tbody>
</table>

BROADCASTING, Aug. 3, 1970

56 (FOR THE RECORD)
New FM stations

Applications

- Kent, Conn.—The Kent School seeks 88.9 mc, 0.010 kw, 151 dollars per year. Request not indicated. Principal: Cyrus S. Eason Jr., president of board of trustees of the Kent School.

- Mazon, Ga.—Pleasant Broadcasting Co. seeks 107 mc, 100 kw, Ant. height above average terrain 318 ft. P.O. address 757 Minden St., Minden, La. Estimated construction cost $30,308.00; first year operating cost $1,050.00; revenue $5,000.00. Principals: Cyle D. Garner, president, and Walter F. Bennett, vice president.

- Franklin, Mass.—Mr. Ernest H. Piccione seeks 103.3 mc, 0.010 kw, 151 dollars per year. Request not indicated. Principal: Mr. Piccione is owner of Piccione Advertising agency. Mr. Hardie is owner of Hardie Advertising Co., North Haven, Conn. Mr. Welch is legal counsel. Ann. July 17.

- Ashland, Wis.—The Egg Harbor Publishing Co. seeks 95.9 mc, 750 kw; revenue none. Request not indicated. Principals: Herbert J. Gladdengebke, vice president; Robert P. Hansen, general manager; and Arthur A. Koning, treasurer. Mr. Hansen is sales manager of KXKIN(FM) at Titonka, Ia. Mr. Koning is owner of Titonka Productions, which sponsors dances and other events. Robert S. Hanten is office manager of rubber company in Ashland. Robert P. Hansen is son of Robert S. Hansen. Ann. July 17.

- Newton, N.H.—Examiners Broadcasting Corp. seeks 104.9 mc, 0.3 kw, Ant. height above average terrain 257 ft. P.O. address Lundy Rd., Newton, N.H. Estimated cost $7,275; first-year operating cost $2,033; revenue $5,000.00. Principals: Mr. Hardie and Mr. Welch.

- McKean Town, Ia.—William M. Kuckske seeks 102.3 mc, 15 kw, Ant. height above average terrain 201 ft. P.O. address 1320 S. Third St., Council Bluffs, Ia. Estimated construction cost $15,000.00; first-year operating cost $4,000.00; revenue $5,000.00. Principals: Donald Mikochn, president, and Mr. Mikochn is public address system.

- Ashland, Wis.—WATW-FM Inc. seeks 95.9 mc, 3 kw, Ant. height above average terrain 155 ft. P.O. address 914 West Second St, Ashland, Wis. Estimated cost $22,845; first-year operating cost $10,000.00; revenue $15,000.00. Principals: KATW-FM Inc., owner of submissions. Principals: Donald Mikochn, president, and Mr. Mikochn is public address system.

- Shell Lake, Wis.—Erwin Gladenberg seeks 95.5 mc, 3 kw, Ant. height above average terrain 300 ft. P.O. address 112 Fifth Ave., Shell Lake, Wis. Estimated cost $31,179; revenue $34,000.00. Principals: Donald Mikochn, president, and Mr. Mikochn is public address system.
Help Wanted Sales

Talley stations, Illinois and Iowa seek two salesmen. They must be honest, reliable. Send resume, photo, references. Litchfield, Illinois. Box G-215, BROADCASTING.

You’re good . . . but stymied! If that’s you . . . and you can really get your complete resume and photo to this top-ranked radio station. Radio sales experience helpful but not required allows a sales rep to concentrate in just one area. If you’re satisfied with $1,000.00 m/m A.P.S., you’re training. Box H-35, BROADCASTING. An equal opportunity employer.

$1,000 per month in commission and salary to salesmen-newsman, midterm of 6,000. Resume, photo. Box H-61, BROADCASTING.

Wanted salesman for large suburban FM market. We’re looking for a top-flight FM radio seller in one of Illinois’ richest counties. The sky is the limit money-wise, you can sell you’ll make more than the boss. Prove you can sell and you’re on our payroll. Send resume and track record. Box H-86, BROADCASTING.

Wanted, salesmen or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, lowa.

Our sales manager has graduated to station manager. Need hard driving sales manager capable of meeting advertising sales. We’re expanding. Full details first letter. No phone calls. Contact Davis, WKIV, Pocatello, Idaho.

Once-a-lifetime sales opportunity. Opportunity for an intelligent and experienced salesperson to get in on the ground floor with Florida’s hottest radio station. Radio sales experience helpful but not required allows a sales rep to concentrate in just one area. If you’re satisfied with $1,000.00 m/m A.P.S., you’re training. Box H-35, BROADCASTING. An equal opportunity employer.


C & W announcer with first ticket, no maintenance, contact Van, WVPD Radio, Franklin, N.J. 201-827-6500.

Technical

Chief engineer for midwest AM direction, Class C FM. New equipment. Send resume to Box H-34, BROADCASTING.

Chief engineer, AM-FM multi-station chain. Excellent salary, paid hospitalization and advancement opportunities. Box H-84, BROADCASTING.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WOAI, Coles county, Pa. 215-384-2100.

Wanted, qualified, reliable technician to assume duties at four (4) tower daytimer, remote. Prefer man who can handle short board shift. Excellent salary and benefits, ideal working conditions, pleasant, easy, living area. Box K2J, BROADCASTING, Bellwood, Illinois 62627.

Chief engineer, full responsibility. 5000 watts non-directional. 1000 watts directional. Mid-west medium market. Good money for right man. Call 812-425-2221.

News

Morning newsmaster with first phone. Must be mature. Must project. Immediate opening in medium-large town dose New York market. Box H-9, BROADCASTING.

Outstanding news opportunity for experienced, authorized, West Coast. Excellent opportunity with administrative ability. Qualified applicant should contact this station immediately. Qualify benefits and life. Send all material to PO. Box 31600, Omaha, Nebr. 68131.

Programing, Production, Others

Situations Wanted Management

General manager radio-seeking challenge. Success based on hard work and honesty, 12 years experience, 10 in management. Presently employed, can give excellent references, you must have a must be a need somewhere. Box G-172, BROADCASTING.

Take charge guy in top 25 with outstanding sales success. Enthusiastic station manager seeks exciting opportunity. Ability to handle multimillion dollar account in finance, Family, 33, degree. Will consider all areas. Box G-180, BROADCASTING.

Thoroughly experienced Young-aggressive broadcaster seeks return to small or medium size market. Currently managing major market FM’er. All areas considered. Write Box G-216, BROADCASTING.

Any organization is no stronger than it’s leader. If it’s leadership you need find a mature, experienced, pro. Write Box G-276, BROADCASTING.

Medium market/east of Mississippi. Salary secondary to liberal profit sharing, no free agent. 19 years experience . . . salesman . . . sales mgr. . . general mgr. Prefer Utah, Colorado, Oregon, Maine, Alaska, etc. Must be willing to relocate. Have managed markets from 15,000 to 600,000 . . . Hard working go getter must be personable, please atmosphere shoe . . . $20,000.00 plus free benefits to start . . . Write Box H-12, BROADCASTING.

If you own FM in top 35 or market 40 and want to be major factor, considered progressive rock? Presently managing major FM. Must have a must be a need somewhere. Box H-60, BROADCASTING.

Managing, up through the ranks, hard worker, early 30’s, honest and loyal, medium market; preferably Omaha for absentee owner. Box H-106, BROADCASTING.

Classified Advertising

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—$2.00 minimum.

Applications, replies to this ad. Situations are acknowledged.

Classified Advertising

Classified Advertising

Classified Advertising

Classified Advertising
BROADCASTING.

Announcers


Beginner, will relocate, third phone, limited experience. Anxious to work in radio, fast to accept criticism. Box G-65, BROADCASTING.

D J copywriter, third, 37, experienced professional look for rock or future. Box G-210, BROADCASTING.

Versatile, Dependable. 5 years experience. Play-by-play, all sports, jazz, MOR, Classical DJ. All shifts. Excellent references. 3rd endorsed. Box G-211, BROADCASTING.

Beginner, 3rd endorsed/broadcast grad/ Negro/ relocation wanted/2nd degree. Third endorsed. First broadcast, first radio, first band, good production experience. Box G-219, BROADCASTING.

News and sports announcer looking for sports reporting position. Box G-264, BROADCASTING.

Bom-jock, news, experienced directional FM, construction maintenance—South or Northeast. Box G-273, BROADCASTING.

Would I eat Personality, good news, good production. Top 40 or Progressive Rock. Married. Third. Box G-276, BROADCASTING.

First, MOR, New York, Florida, anywhere, 315-478-8996. Box G-302, BROADCASTING.

Cem first phone d.j. seeks announcer-sales position. 9 years experience, all phases. Age 29. $65 minimum. Miami, FL. Box D-11, BROADCASTING.

Disc jockey 5 yrs. experience. Top 40-MOR-TV. Draft exempt, 3rd, no floater, willing worker. Box H-13, BROADCASTING.

Personal preference moves. Major market only—MOR. Box H-36, BROADCASTING.

Heavy Pipes—7 years experience—26—married—draft exempt. Box H-37, BROADCASTING.

Experienced announcer, with personality and ambitions. Sincere, enthusiastic, 3rd endorsed. Third week. Box H-42, BROADCASTING.

Dier, Jockey? News caster? I'm an Army veteran. Experienced, dependable, creative, and versatile. Very authoritative on the news. Have a third endowed, run a tight board, married, and ready to settle down. Write Box H-46, BROADCASTING.

Experienced rock and MOR announcer, third phone: current, experienced, medium sized East Coast market. Seeking a progressive station, will move anywhere in the Mid-Atlantic. Box H-46, BROADCASTING.

First phone, country-music personality. Experienced, miliary voice, knows country music. Married, stable, good production. $30 or more please. Resume and tape available at Box H-47, BROADCASTING.

Every radio personality with ability will serve you with top forty, jazz, rock or MOR. Good news delivery, eager learner, draft free, will relocate. Box H-53, BROADCASTING.

At last! The chance you've been waiting for! Miss Jennifer Hall! Young, beautiful, ambitious, talented, modest. Hails from AM/FM in NYC, area, voice written, directed and performed by self. 3rd endorsed. Available immediately, trained. Any chance you've got? Box H-56, BROADCASTING.

Announcers continued

Experienced DJ/newscaster. Creative, dependable, versatile, authoritative, aggressive, tight board. Graduated broadcasting school. Best references. Box H-57, BROADCASTING.

Top 40 DJ, experienced, 1st. Increase. Top 40. Box H-63, BROADCASTING.

Ten year pro. Heavy on news-talk-play-by-play (212) 945-3057. Box H-64, BROADCASTING.

Avail immediately recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle news, sports, etc. Like sales and promo's. Mature and willing. Go anywhere. Current position firm. Will collect (212) 463-0027 or write Box H-85, BROADCASTING.

College graduate, Broadcasting school graduate. Intelligent and imaginative personality. Experienced. Seeking news or DJ position. Box H-87, BROADCASTING.

Young ambitious announcer with first phone and very good knowledge of popular music. Steady opportunity in the midwest. Top 40 experience and radio school graduate. Draft exempt! Write Box H-69, BROADCASTING.

Available now . . . draft free, first phone, with some experience wants rock or MOR, no screamer—prefer D-N.Y.-Ohio location. Box H-72, BROADCASTING.

1st phone announcer, newsman, 3 years experience radio and TV. 5 years photography experience, prefer TV or western states. Reply Box H-73, BROADCASTING.

Young British, experienced, good production, tight board, N.Y. or Midwest. Box H-76, BROADCASTING.

Have first. 4 years experience. Desire 6-mid or mid-top 40 in southwest market. Box H-77, BROADCASTING.

First, college grad. Top 40. Box H-78, BROADCASTING.


1st ticket, top 40 up tempo MOR, college graduate, tight, creative. Box H-89, BROADCASTING.

Announcer, beginner, anxious to get started, will relocate, fully trained, 3rd, Box H-90, BROADCASTING.

Salesman-announcer-first phone. Single, mature adult. Wants challenging sales-technical station. Know all formats. New York preferred or close by, for interview. Box H-91, BROADCASTING.

Color me a female bargain, if the price is right! Looking for radio or advertising agency work in Pittsburgh only. Ingenious copywriter! Voice specialized for radio. 11 years experience. 1st phone. Moscow, Box H-92, BROADCASTING.

Candidate: Home town, college grad/ with 5 years experience. Seeking a bigger market. Box H-94, BROADCASTING.

First phone, country-music personality. Experienced, miliary voice, knows country music. Married, stable, good production. $30 or more please. Resume and tape available at Box H-47, BROADCASTING.

Technical

Chief or assistant, experienced directionals, FM, excellent construction, maintenance—South or Northeast. Box G-272, BROADCASTING.

Experienced first phone technician available immediately. Market, draft exempt, car, West, Midwest preferred. Box H-85

Experienced chief engineer-announcer, $140 week current earnings, available. Box H-86, BROADCASTING.

Chieft engineer/maintenance with 20 years tech experience. Will relocate if necessary. Excellent construction-midwest. Box H-88, BROADCASTING.

BROADCASTING, Aug. 3, 1970 59
Situations Wanted

**Technical continued**

Chief engineer/announcer wanting to relocate... six years experience... prefer country or MOR format... ability and woodies area... Box H-85, BROADCASTING.

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer... on station on the move... Box H-104, BROADCASTING.

Can't afford vacation this year... Would like change of scene... Phone experienced all phases AM-FM-TV... could like three weeks work this summer in Northeast... 613-706-2083.

Experienced engineer looking for position of responsible... on broadcast station anywhere. Please call (216) 688-2395.

**News**

News director seeks opportunity... 12 years radio/TV presently in Midwest... Box G-181, BROADCASTING.

Program, Reading, Others

Need somebody you know?... Contact... Box 49, BROADCASTING.

**Television Help Wanted**

Technical

Maintenance engineer. Experienced in all phases, AM-FM-TV transmitters, video tape, color cameras, live/film, construction, etc. Top salary to qualified person. Retirement plan, medical and other benefits. Major Southeast network. Equal opportunity employer. Box H-49, BROADCASTING.

Immediate opening... experienced TV transmitter engineer... Salary to $1800 per week, depending upon experience. Contact W. G. Allis, C.C.R., Cedar Rapids, Iowa.

University own commercial-station seeks first phone technician. TV transmitter experience desirable. Write or call William Leary, WKBG- TV, Bowling Green, Ohio. Bowling Green State University, an equal opportunity employer will give consideration for employment without regard to race, color, creel or national origin.

Experienced television engineers wanted for transmitter and studio maintenance. Good starting salary and excellent fringe benefits. Contact C. A. Perkins, P.O. Box 520, Jackson, Mich. 49204. An equal opportunity employer.

Large Midwest university has an opportunity for two experienced broadcast producers with 1st class Radio Telecaster licenses. You'll operate and maintain all types of equipment for closed circuit TV and radio in two major departments. One position involves supervisory responsibilities. Top salary and benefits. Resume to Jeff Lariere, Personnel Dept., Rm. 16, Morrill Hall, University of Nebraska, Lincoln, Nebras. An equal opportunity employer.

Investigative Reporter-The man we seek must be experienced in quietly digging out the facts and then willing to suffer vicariously. He must be a member of an award-winning news department, but will work independently of the day to day operations. Resumes and work samples to P.O. Box Midwest top 50 market. Top salary to right man. Send resume and samples with letter. Write Box G-237, BROADCASTING.

TV executive director for CBS affiliate in North Central market. Director's responsibilities include administration of department, anchorman for 6 and 11 p.m. newscasts, and moderator for public service programs. Sterling salary. Send resume and work samples to Box 615, Dis. 1, Dayton, Ohio. Market... No. 1 News rating... excellent opportunity with Louisville's most established in further development of news facility. Only experienced department heads considered. Forward complete resumes, tape and references to Box G-124, BROADCASTING.

TV newsman. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer and pictures and resume. Box G-266, BROADCASTING.

**Situations Wanted Management**

Thoroughly seasoned professional offers a multitude of broadcast skills. Personal sales at agency or local level. Cost-conscious administrator, accustomed to limited budgets; experienced film buyer; knowledgeable from initial application to on-the-air; creditable on-camera performance. First phone. Married, presently employed. Excellent industry references. Box G-253, BROADCASTING.

Programmer-Director for major Alabama PTV production center. Feeding state ETV network. Minimum requirements include some graduate or Masters degree or Masters without experience. An equal opportunity employer. Box H-97, BROADCASTING, Auburn University, Auburn, Alabama 36830.

Television

Sales

Sales executive TV film with major company. Desire position with major station within TV industry. Young, experienced, Box H-85, BROADCASTING.

**Technical**

Experienced studio operator. 1st phone— desires position with major chain or cable broadcast area. Box 431, BROADCASTING. References and employment background furnished upon request. Box H-492, BROADCASTING.

Masters' degree—Mass communications, specializing in broadcast law and station operations research. Seven years commercial television experience, including production and promotion. Desire TV traffic/operations work with opportunity to work into management. Complete resume on request. Box H-97, BROADCASTING.

News continued

Experienced reporter—photographer for south Florida TV station. Require journalism degree or comparable experience. Complete resume and salary requirements in 1st letter. Box H-54, BROADCASTING.

Television station needs experienced consumer programmer who can relate to the public in layman's language and analyze economy impact upon viewers. Will work on detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-105, BROADCASTING.

Programming, Production, Others

Producer-Director for major Alabama PTV production center. Feeding state ETV network. Minimum requirements include some graduate or Masters degree or Masters without experience. An equal opportunity employer. Box H-97, BROADCASTING.

Television

Situations Wanted Management

Thoroughly seasoned professional offers a multitude of broadcast skills. Personal sales at agency or local level. Cost-conscious administrator, accustomed to limited budgets; experienced film buyer; knowledgeable from initial application to on-the-air; creditable on-camera performance. First phone. Married, presently employed. Excellent industry references. Box G-253, BROADCASTING.

BROADCASTING.

BROADCASTING.

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BROADCASTING.
FOR SALE Equipment continued

Automatisation Station gone live, brand new Studio/Control room. Computer tape plays, 1-Matcher log tech. Must sell. Assume monthly payment of approx. $2,300. KODA Radio, Jack 15350 Channel 1450
Barford-Armada Rd, Lemoore, Calif. 93245, (209) 872-9058.

2 Schafer 800 automation systems available in 45 days. Stereo. Now on air, inspection invited. Any configuration. 32 memories, 3880 back and fillers, audio clocks, 2 playback, 2 program loggers, to be used for "Hit Parade 70." Lease available for cash. Before you buy any automation, ask us about our experience in all formats. We'll tell you the truth, what you can and can't get, plus installation service. Call or write WMJE, 5101 N. Federal Hwy. Ft. Lauderdale, Florida. 305-564-7613.

Flying saucer. Great sales tool for remote promotions. Device for fair, real-ground-effect machine that anyone can fly safely, driver's body movement controls speed and direction. Fiberglass construction, 7'6" in diameter, powered by 6 h.p. 4-cycle engine. Used only at remote for two summers, very good condition. Saucer, retaining well, 2-wheel transport truck, $990, FCDB, or call Bob Bell, 800-359-7341, 200 W. Jefferson, South Bend, Ind. 46601, 219-233-341.

Tower fabrication, erection and maintenance; tower equipment sales and service. P.O. Box 984, Tallahassee, Florida. Phone 904-877-7451.

Amex model 600/601 users, noise, heat, and flutter reduction kits available from VIF Interna-
tional, Box 1555, Mt. View, Calif. 94040. 408-797-9740.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.


Color videotape recorders for sale. Four IVC Model 860, almost new, excellent condition. Cost $7,900 each. Make a reasonable offer. Phone 904-352-3800.

Pathamp, 25 DP Patchable, self-contained I.C., Audio Amp, $30.00 w/less back cards, Rolvey Design, 3237 Canyon, Route 6, Elsinore, Calif. 92530.

GE color film island complete with Eastman multiple-pluse and spindle dual projector, excellent condition, used less than 100 hours, has not been in service for last 9 months. Contact Howard Zuckerman, National Broadcasting Co., 4801 North Tacoma Ave., Indianapolis, 317-257-158.

Gates CB-77, Gray 212-TN cartridge, $135 bob. Shaw, Box 1104, Poughkeepsie, N.Y.

Amplex Model 90-10 magnetic tape duplicator, master and three 1000 foot cartridge consoles, assembled, mounted, high quality precision instrument, one user who finds the finish too rough, Slightly used, in perfect condi-
tion. Shipping arranged, $1,500 complete. Write or wire Diocesano Office for Radio & Television, Catholic Diocese, Box 296, New Orleans, N.J. 1169.

1970 Mobile television station tractor trailer unit, immediate delivery anywhere in U.S. For information contact J. Healey-617-427-5100.

FOR SALE Equipment

Rigid Transmission Line-6 ⅛"-50 ohm, 20 ft. Lengths, flanged, Aluminum coated, 500 available. Pacific Western-Box 23873, Oakland, Calif. 24165. Tel. (415) 632-3327.


For Sale: Two Tower A.R.I.: phaser and cabinet (Gibson), please see above. Two 35ft., 1750 tower, dismantled 4 sections, $700.00 Noirm-Clark two 35ft. towers, used, in excellent condition. Box G-223, BROADCASTING.

Jamping FM antenna. Six bays horizontal plus six vertical bays. One damged vertical element. $1,500.00 X840, 135 Geary, San Francisco.

FOR SALE Equipment

Defeas 11,000 classified gap lines. $100.00. Un-
conditionally guaranteed. Comedy catalog free.

Edmund O. Greenspan, 486-A, 902 Mission St., San Francisco.

"1970 Test Answer" for FCC First Class License

Plus Command's "Self-Study Ability Test." Proven $5.00, Command Publications, Box 26348, San Francisco 94126.

D.J. One Liner Write for "free" samples, and also receive details on California Aircheck Tapes, Voice Trips, D.J. Souvenir, and more. Command Publications, Box 26348, San Francisco 94126.

FCC news releases. . . . we can make them available to you. Will mail daily to your office, your radio station or newsroom. National Broadcasting Co., Press, Building, Washington, D.C. 20004, (202) 737-4343.

Wow! 15 pages best one liners only $0.01! Shelf House of Humor, 3744 Apple Ave., Cincinnati, Ohio 45211.

MICELLANEOUS

DelayMail-A one of a kind teasering service for sparking DJ's. $3.00. Write for free brochure. 

BROADCASTING, Aug. 3, 1970

RECORDING INSTRUMENTS and欄 WITH

Missed announcements, D.J.'s and P.D.'s. Boost your ratings with the funniest creativity material on the market today. Custom tailored for D.J.'s, 37 pages of hilarious one liners, $40.00. Send ck or M.O. to: Milk Leaf Comedy, 7213 Cherokee Street, Suite "B", Philadelphia, Pa. 19106.

Recorded character voices, set 35 different recorded monologues on two 3" ⅛" /4, or D.J. and come back for each $10.00. Send imme-
antly from: Contemporary Comedy, 216 Cheshunt Street, Chicago, Illinois 60611.

JUST GETTING STARTED? Need help with your audition tape? Send tape and $150.00 professional advice. Profound Productions, Box 1745, Washington, D.C. 20013.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence) accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, accredited member. National Association of Trade and Technical Schools*. Write or phone the location most convenient to you. Elkins Institute***

In California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-764-3111.

Elkins in Florida, 1929 Purdy Avenue, Miami, Florida 33139. Phone 305-582-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.


Elkins*** in Louisiana, 523 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins*** in Minnesota, 411 East Lake Street, Minne-

apolis, Minnesota 55406. Phone 612-721-1687.

Elkins*** in Tennessee, 60 Monroe, Memphis, Tennessee 38105. Phone 901-272-1210.


Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins* in Texas, 3218 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Announcing, programming, production, newscasting, sportscasting, canoe operation, disc jockeying and all phases of radio broadcasting. All taught in accredited professional schools. Approved for veterans' and accredited member. National Association of Trade and Technical Schools***. Write or phone the location most convenient to you. Elkins Institute***-Atlanta, Georgia; Elkins Institute***-Houston - Memphis* - Minneapolis** - Nashville** - New Orleans** - San Francisco***.

Licensed by New York State, veteran approved for FCC Class License, accredited by the accrediting commission of the nation's few schools offering 1st class FCC licensed broadcasting in 18 weeks. Approved for veterans' and accredited member of NATTS***. Write or phone the location most convenient to you. Elkins Institute***-Atlanta, Georgia; Elkins Institute***-Houston - Memphis* - Minneapolis** - Nashville** - New Orleans** - San Francisco***.

"1970 Test Answers" for FCC First Class License, Plus Command's "Self-Study Ability Test." Proven $5.00, Command Publications, Box 26348, San Francisco 94126.
Instructions continued

Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJs, salesmen, engineers.

Some vacancies exist in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and required qualifications.

New Mexico Broadcasters Association, 129 West Menard, Albuquerque, N. Mex. 87102

Announcers

ALL-NIGHT FORMAT PERSONALITY
WLW, Cincinnati, Ohio, 50,000 watts NBC, contemporary MOR, is seeking an all-night format personality. Please send resume and air checks of show, news and live spot definition.

John Barger, KRLD AM-FM

RADIO NEWSMAN
Experienced reader/writer . . . professional sound a must . . . solid figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to BOX H-31, BROADCASTING

WANTED ANNOUNCERS and NEWSMEN
KRLD AM-FM
New ownership offers opportunity on 50 kw station for "pros" with top flight credentials. Forward resumes and tapes to:

John Barger
KRLD DALLAS

Situations Wanted Announcers

AIR PERSONALITY PRO


BOX H-63, BROADCASTING

PUT SOME LIFE IN YOUR DRIVE TIME PERSONALITY . . . PACING . . . INTELLIGENT HUMOR
Red hot college grad now with number one MOR station in a 100,000 market. B.A., first phone, 3 years experience and ready to move up. Rush your photo, station qualifications and salary capability to BOX H-87, BROADCASTING

NEED PERSONNEL?
We can place an experienced 1st class ticket man on your staff now. Call:

REI School of Broadcasting
Ph: Sarasota (813) 955-6922

Television Help Wanted

ANNOUNCERS

PROFESSIONAL HOCKEY PLAY-BY-PLAY ANNOUNCER
Man we are seeking must be able to handle National Hockey League in a major market. If qualified and interested please send resume—photo and audio tape.

BOX G-250, Broadcasting

WANTED: First Class Technicians
KUAM-TV, Guam

Requirements:

1. First Class License

2. Experience in medium or major markets

3. General knowledge of your fields of activity

4. Must show initiative

5. Well qualified for A.M. and F.M.

6. Proficiency in languages

Strongly recommended.

Apply:

KUAM, 1110 N. Main St., Honolulu, Hawaii

Radio Telephone License INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION
- COMPREHENSION
- KNOWLEDGE

Instructees

- Years of practical experience

- Intensive Methods

- Animated Electronic Films

Reasonable Costs

- Only one charge to completion

Selected Accommodations

- Student rates at Hollywood-Plaza Hotel

Top Results

- Our students obtain their first job

Bank financing available for tuition and housing

LEARN

at the Nation's oldest and most respected
School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1937)
Next Accelerated Class Starts

Oct. 2, 1970

Information call the School

DON MARTIN SCHOOL OF RADIO & TV
1653 N. Cherokee, Hollywood, Cal.

HO 2-3281

BROADCASTING, Aug. 3, 1970
BROADCASTING, Aug. 3, 1970

**For Sale Stations continued**

**STATIONS FOR SALE**

**ATTRACTION**

Attractive suburban fulltime AM currently profitable with gross revenues over $200,000. Will consider cash or terms. Principals only.

BOX H-30, BROADCASTING

**NORTHEAST FULL-TIMER**

Single-station small market, well established, grosses over $100,000; can go higher. About $135,000 down, plus terms and lease. Principals only.

BOX H-71, BROADCASTING

**SOUTHWEST DAYTIMER**

One KW non directional facility with fixed 6 AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed $75,000 last year. Asking $137,400. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX H-107, BROADCASTING

**ALASKAN**

Class IV 250 watt station in small market, offered for first time. Seventeen years of operation under same ownership. Also offered is closed circuit television system in same community. If seriously interested, write:

Box G-230, Broadcasting

**SOUTHERN CALIFORNIA OWNER MUST SELL**

Unique opportunity, fulltime AM, Land and building worth $46,000. Station is breaking even. Price $125,000. $60,000 to handle.

BOOMING MARKET.

Wilt Gunzendorfer
P.O. Box 35272
Los Angeles, Calif. 90035
(213) OL-2800

**FLORIDA**

Regional fulltime station on the coast, no brokers, growing market, write

BOX H-40, BROADCASTING

**For Sale Stations continued**

**STATIONS FOR SALE**

1. **SOUTHWEST**. Full time. Exclusive to market. $175,000. Terms. Fine profit.

2. **MIDWEST**. Daytime on fine frequency. Firmly in black. Priced at $135,000. 29% down.

3. **CALIFORNIA**. Full time AM-FM. Growing market. Requires $150,000 down.

Jack L. Stoll
and ASSOCIATES

6381 Hollywood Blvd., Los Angeles, California 90028
Area Code 213-464-7179

**NEED HELP?**

Your ad here...

gives you nationwide display

For Rates Contact:

Broadcasting

**Properties Available**

Radio-TV-Cable

Contact:

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90057

1501 Ave. of the Stars

Century City, Suite 501

213/277-1567

Wash., D.C. 20006

1725 Eye St., N.W.

Suite 714

202/223-1933

**LaRue Media Brokers Inc.**

116 CENTRAL PARK SOUTH

NEW YORK, N.Y.

265-3438

2045 Peachtree Road

Atlanta, Ga. 30309

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(Continued from page 57)

- Lake George, N.Y.— FCC granted Champlain Broadcasting Corp. the right of location, without restrictions, for station WSNY-FM. The sightline lies between New York and Lake George. (Doc. 18911). Action July 19.


An engineer who made his mark in management

should be in station operation anyway." Mr. Snow examines program policies with the same analytical eye. It is quite obvious to him that in highly competitive TV markets today you survive best by counter-programming. Both WTTV and WPTA, for example, pin strong entertainment shows against the 11 p.m. news of the other stations in their markets. WTTV airs its news at 10:30 instead, WPTA both earlier and later.

Mr. Snow's attention to excising anything of questionable taste is described as bordering on the meticulous. So is his insistence that the variety of views and opinions on the air, controversial and otherwise, shall be balanced. For this reason, he says, the stations do not presently editorialize.

WTTV regularly airs a report to the

WeeksProfile

Elmer Charlet Snow — general manager, WTTV (TV) Bloomington-Indianapolis, and general manager of Sarkes Tarzian Broadcast Division, responsible not only for WTTV but also WATJ (AM) Indianapolis, WPTA (TV) Roanoke-Fort Wayne, Ind., and WPTH (FM) Fort Wayne. Two other Tarzian stations, however, WTT (AM) and WTTV-FM Bloomington, Ind., report directly to the company's founder, Sarkes Tarzian, who operates from Bloomington.

Though the Tarzian firm turns out such broadcast equipment as color TV cameras and automated switching gear, Mr. Snow is careful to explain that the stations under his supervision are definitely not test laboratories.

"That conveys the impression we experiment," he says, "and we sure don't. We do use most of the equipment built by our sister division, but we expect the same kind of performance, finished product and ready to go, as we would if using anybody else's equipment."

About a year and a half ago WTTV began making use of the Tarzian computer and automated its billing operations. The invoicing system now completely reconciles itself and has helped in substantially cutting down the lag time in accounts receivable. During its evolution, Mr. Snow and his aides often consulted with the Television Bureau of Advertising, which also has been working on the ways data processing can help cure TV's paperwork problems. The system now is also used at WPTA.

WTTV functions with the Tarzian automated master control system too. Except for local live shows, all other switching is completely automated.

"We couldn't get along without it at this point," Mr. Snow explains, "considering the volume of business running through this independent station today. TV is a flood of constantly changing bits and pieces now and the only really efficient way to handle them is through automated switching and billing. More important, these techniques demand a higher order of care and exactness in everything else we do, which is as it
The prime issue in prime time

President Nixon's decision to open his evening news conference last Thursday to live broadcast coverage is certain to add a fresh element to the hearings that the Senate Communications Subcommittee is to conduct this week into the application of the fairness doctrine to political appearances on television. The news conference, which White House sources freely admitted was timed for peak-audience attraction in the West, where the President was sojourning, can only agitate the argument that was already raging.

The question, of course, is whether frequent use of television by the President, especially in prime time, entitles his opponents to a reasonable measure of television exposure of their views. This is the question that Frank Stanton has answered for CBS by giving the Democrats 25 minutes of prime time for the first of at least four programs. The Democrats' choice of their paid chairman, Larry O'Brien, as their spokesman on the program and of a general attack on the Nixon record as the subject of the show led in turn to Republican demands for time to answer the Democrats. Thus the specifications were clearly drawn for an endless circle of political maneuvering.

The trouble here is that broadcasters in the first instance are making the mistake of automatically opening their facilities to the President whenever he wants to go on the air. There is nothing in the Communications Act that directs the whole broadcast system to drop everything else and run to the White House at the President's every nod. Indeed the act could logically be read to suggest the exact opposite. Is it in the public interest to deprive the people of other network programs while the President is on the air? Not everyone is all that fascinated by the President's—any President's—every word.

To be sure, the President is the world's most newsworthy figure, but that does not mean that everything he says is first-magnitude news or that he has the authority to decide when he will be presented on all networks in full text. The press, print and broadcast, must be left in the charge of its editors.

It has been repeatedly suggested through many administrations that for routine appearances by a President a system of rotation of live coverage should be worked out among the networks. In principle that suggestion is still good. To it we would now add that the publicly subsidized noncommercial television system ought to be considered as the standard forum for such use.

There are times, of course, when the importance of a presidential statement merits the simultaneous attention of the whole country—a declaration of war, for example, or, more to be desired, an announcement of peace. On lesser occasions broadcasters must decide how much coverage to give him. That choice may be hard, but whoever said the practice of journalism was easy?

Not by bread (or cereal) alone

Now they're making jokes about dry cereals and how most of them are lacking in nutritive values.

It is getting so that nothing that is grown, compounded, manufactured and then advertised is honest, healthy or uncontaminated. This is all the more remarkable because Americans, with each new generation, grow taller, stronger, healthier and brighter than their forebears.

The consumer crescendo rises each election year, but never before has it been at such a high pitch, with a big assist from Nader's whiz kids and tax-exempt foundation money. This may explain why Senator Frank Moss (D-Utah), the man who gave us the discriminatory anticigarette-advertising snow job, is now after the proprietary people just in time for the upcoming elections in his state.

As for the so-called "junk-cereal" complaint, we go along with the cereal makers who say that no single food can supply all of the nutrition an adult, let alone a growing child, needs. To us, it's still a great way to start the day.

It would be refreshing if some one would just once come out in favor of a commodity list, or better yet, a product list by brand names, and say, "These are good for you." The closest it ever comes to this is through the Advertising Council, which works with Uncle Sam in furtherance of campaigns in which government needs, of all things, advertising help. The self-supporting council, once a year, gets an accolade from government for the voluntary advertisers and agencies and for the literally billions of listener-viewer-reader impressions. The big-name board of directors comes to Washington to get a pat on the back from whatever President happens to be in office—perhaps at a rose garden pass-through at the White House.

Maybe some day someone will be bold enough to admit that all those Advertising Council campaigns wouldn't be possible if those cereals, analgesics, bleaches, cattles, and other major businesses didn't underwrite it all through their advertising on the air and in print.

A better idea

The New York board of estimate has awarded two cable-television franchises of 20 years duration in Manhattan. As our story elsewhere in this issue explains, the grant raises interesting questions of federal and local jurisdiction.

But quite apart from those, it sets a precedent that the U.S. government would be well advised to follow in the issuance of broadcast licenses. Now that broadcasters are paying what amounts to franchise fees, why not give them license periods of reasonable duration? If a 20-year term is reasonable for cable, it is equally reasonable for AM, FM or TV on the air.

Not by bread (or cereal) alone

Now they're making jokes about dry cereals and how most of them are lacking in nutritive values.

It is getting so that nothing that is grown, compounded, manufactured and then advertised is honest, healthy or uncontaminated. This is all the more remarkable because Americans, with each new generation, grow taller, stronger, healthier and brighter than their forebears.

The consumer crescendo rises each election year, but never before has it been at such a high pitch, with a big

---

"Buck, we're going to miss all this—the milling herds, the wind-swept prairie, the residuals...."
We think radio should be more than just mouth.

It should have a lot of brain to it.

And heart.

And spirit.

And trust.

You don’t believe (and believe in) Galen Fromme because he smashes a lot of words on your ear. You somehow get the feeling he has thought about what he’s sharing with you.

Your feeling is right.

Galen puts in about 80 minutes behind his microphone each day. But he puts in 12 hours a day behind those 80 minutes. So Galen’s thinking/talking ratio is very high.

And that is part of what makes a great radio station great.

Some stations worry a lot these days about what they call their SOUND. They tinker. Super-think. Pull stunts. And repeat, repeat their top, top tunes, tunes, loud, loud, loud!

Often the effect is more noise than sound.

We prefer not to get uptight about our sound. In fact we’d rather you consider it our personality. A 24-hour-a-day impression made up of individual traits. Hopefully each one genuine and fresh, no matter when you happen to join us.

Did you ever try to define your own personality? It is very hard. Specifics are best.

Item: Jack Lacy. He plays Blood Sweat & Tears and Mama Cass. But he plays Moonlight Serenade and Andy Williams, too. Variety is the spice of our music.

Item: Morning. A zestful time for some people. Double distilled, dismal for others. Ted Steele somehow gets us all together every day. It’s a knack.

Item: Relentlessness. We don’t believe in waiting for Baltimore to come to us. We question and question to find out what’s happening. And when we discover what’s happening is not healthy we let you know. Like when we sounded off on air pollution.

Item: Sports. Frankly we consider our teams platinum-plated natural resources. We promise always to be accurate when we report them. But maybe more than neutral.

All those items are part of our personality.

So is 50,000 watts.

(A watt was important to James of the same name because he was the first person to define one, as—“a force equal to the power in a circuit in which a current of one ampere flows across a potential difference of one volt.” Clear?)

A watt is important to us because it defines the strength of the signal we broadcast. 50,000 watts is the most power a commercial radio station may have.

It gives us the ability to reach some four million people. It also gives us a pretty big responsibility.

Because every one of those four million people is a person. Like you. And you want to be entertained. But with taste. Informed. But with truth. Served. But not patronized.

That’s what we are trying to do.

If we reach you with a personality you can enjoy, that’s as close as a radio station can get—to a friend.

And who wants a friend that’s all mouth?

WBAL Radio 11
Baltimore
We talk to you like a person.

We talk to you like a person.

NBC Affiliate. Call 301-467-3000 or contact McGavren-Guild PGW Inc.
In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario
Further proof... sound has never been in better shape!

**RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE**

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For the microphone is even more rugged than the 655...long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a fawn beige Micomatte finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4” in diameter. It fits modern 3/4” accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year unconditional guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!