FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

DISTURBIA...
As outer space becomes suburbia, and our world has shrinking pains — WMAL Radio distinguishes the facts with award-winning perspective — lively news-in-continuity for Washington, D.C.!
Color Calisthenics?

Up Down, Up Down... despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.

Write or call collect. 203-327-2000.

PROFESSIONAL PRODUCTS

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc., 227 High Ridge Road, Stamford, Connecticut 06905
They laughed when he sat down at the typewriter. They didn’t know he was programming the station for a week in advance!

We don’t recommend that the night maintenance man program your station. But he could—with just a few hours of training on the new Schafer 8000 Automation System.

Imagine. A system that gives you 21 times more walk-away—that can increase “people utilization” by 100% or more—that automatically types the program log. A system which you can’t possibly outgrow.

Mind boggling but true. Because with the Schafer 8000 you can individually program each day of the week up to 7 days in advance. Then, without disturbing the basic structure, you can add, delete or change segments at will. Merely by typing a few simple commands on the system typewriter.

And don’t let the word “computer” shake you. Ours is the size of a stereo receiver. It’s about as simple to use as your office calculator. Simple yes. But far more flexible and expandable than any other system.

Our new 16-page brochure is must reading for everyone in AM and FM radio. Just mail the coupon.

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**schafer**

Schafer Electronics, 9119 De Soto Avenue, Chatsworth, California 91311 (213) 882-2000  
A division of Applied Magnetics Corporation

Send me the new brochure describing the Schafer 8000

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**MEMORIAL LIBRARY**  
**SOUTHWESTERN COLLEGE**

**AUG 27 1970**

**WINFIELD, KANSAS**
accent on action!

The attention of the Dallas-Fort Worth football televiwer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season’s football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation’s 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB
Television Audience Estimates
Program Audiences
Total Survey Area

KDFW-TV
The Dallas Times Herald Station

represented nationally by

CLYDE W. REMBERT, President
House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Staggers (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for $450 monthly (normal rental is $3,480), after story broke in press three weeks ago.

Many chances

Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow's Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up

Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as courtesy to at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10 months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programming and require broadcasters to carry minimum of 14 hours weekly of adless kiddie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming

It may be smaller than man's hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, "Salesmen are not griping about the third quarter nearly as much as they did about the second."

Money tree

Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted *Seasame Street*, is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set no terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as $100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCBF(TV) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also being given to possibility that ban on network ownership of cable may put number of other California CATV's on market. KCBF's cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike

FCC Chairman Dean Burch's latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inept coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week's holiday at nearby Rehoboth Beach, Del., observed that FCC's advance press-release innovation was designed to "alleviate the insidious practice of news reports based on internal leaks from within the commission."

What he didn't say was that he was incensed over what had happened week before when interim report of conglomerate study task force (BROADCASTING, Aug. 17) was made available to Wall Street Journal, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC's chief security officer, Fred Goldsmith, is on prowl.

Double Huntley

Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newsman, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest ("Closed Circuit," May 11). It's understood syndication of TV commentaries will be handled by MG Films, radio commentaries by UPI Audio. In production, mostly in New York, commentaries will be "simulcasts."

Another media house

Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat "up front" fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television spot sales veterans, Ron Hammer and Roy Wade, and Pat Connelly, formerly with McCann-Erickson, Detroit. Big initial market: fall political campaigns.
GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a "Montage" program called "A Legacy of Life," WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. "A Legacy Of Life" was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It's typical, too, of the way each NBC Television Station recognizes community problems—and responds.

*For more information, write to "A Legacy of Life" WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115
FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See . . .

**FCC heads for showdown this week . . . 19**

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See . . .

At center stage for last act . . . 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on print cigarette advertising by Senator Frank E. Moss (D-Utah). See . . .

**Cigarette print ads worry Moss . . . 22**

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See . . .

Campaign-spending measure bogs down . . . 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission's fairness decision. See . . .

**Press carelessness irks Burch . . . 28**

CBS suspends 'Loyal Opposition' show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O'Brien's appearance. See . . .

**CBS takes 'Opposition' off the air . . . 34**

Daytime and prime-time product hit hard on drug-abuse problem through 'subtle sell' of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See . . .

TV backing Nixon on drug abuse . . . 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See . . .

**No new copyright bill this year . . . 39**

As the football season draws near, NFL Films camera crews stand ready to capture the action of 182 National Football League games, later to be shown before, during and after live telecasts. See . . .

**Everything but the live action . . . 40**

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See . . .

**Satellite hopefuls seek more time . . . 42**

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NOW!
TWO NEW ONES ON 2

Big Valley
5 PM WEEKDAYS
BARBARA STANWYCK

Newswatch
THE 6 PM REPORT
ALSO 7 and 11 PM

Supported by a continuous multi-media promotion campaign — newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder... In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
NBC sets antiwar talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's on Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion.

ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated for six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Wrather, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been elected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. Thesoptic systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digisons—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative encoding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicon Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Engelke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Videomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred to Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of...
Sections on station-affiliated newspapers

Presumably, questions concerning those

one that was sent to six companies in

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to induce suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of nonbroadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those associations will be explored in current rulemaking aimed at breaking up multimedia holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

Toledo ducks test

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROAD-ASTING, Aug. 17).

Judge Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cases decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

Union fracas erupts

WNEW-TV New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of manslaughter and degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from WNEW-TV staged camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of WNEW-TV have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disturbance erupted, it was said, because union personnel at TV stations resented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at WNEW-TV and at WTTG-TV Washington, both Metromedia stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

Harry Daly services

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Maryheleen, five daughters, son, and one grandson.
FAMOUS
JURY
TRIALS

A Sensational New Case for Strip Programming

New for first-run syndication.
52 Weeks.
Half-hour continuing drama for daytime/evening stripping.
New stories inspired by actual courtroom cases.
Adapted for television by famous writers.
Co-produced by Talent Associates and 20th Century-Fox TV.
Starring Donnelly Rhodes and Tim Henry.
IN COLOR — ON VIDEOTAPE.

Available Now for a Fall Start!

20th Century-Fox Television, 444 West 56th St., New York, N.Y. 10019 · (212) 957-5010
Puzzled by relaxing rules

EDITOR: With reference to the story in Broadcasting, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

It wasn't KRIS-TV's tower

EDITOR: The press around the world, including Broadcasting Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr. president, KRIS-TV Corpus Christi, Tex.

(BookNotes)


The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and sound-track characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-
QRK Announces a Breakthrough
QUALITY CONSOLES AT REALISTIC PRICES!

QRK-5 MONO PRE-WIRED SYSTEM
$1995

QRK-5S STEREO PRE-WIRED SYSTEM
$2995

QRK-5/5S Prewired Systems — Reflects the epitome of quality to produce either a mono or stereo system capable of serving as either a local or remote studio or production facility. Incorporates the QRK-5 (Mono) or QRK-5S (Stereo) console; (2) QRK-12C Turntables with synchronous motors; (2) Rek-O-Kut 3200 Stereo Tone Arms; (2) QRK F3 stereo cartridges; QRK Ultimate Preamplifiers; and substantial pre-wired transportable furniture.

QRK-8 — 8 CHANNEL MONO . . . . $1695
QRK-8S — 8 CHANNEL STEREO . . $2495

QRK-5 — 5 CHANNEL MONO . . . . $995
QRK-5S — 5 CHANNEL STEREO . . $1595

QRK-8/8S — 8 Channel Console — QRK offers a professional console with Altec faders; plug-in modules (3) pre-amplifiers; built-in power supply; 10 watt monitor amplifiers; independent audition and program channels; muting relays; cue amplifiers; built-in speaker; substantial capacity and ultimate access.

QRK-5/5S — 5 Channel Console — Both mono and stereo units incorporate Altec attenuators with cue switches in every fader, 10 watt monitoring amplifiers, plug-in modules, muting relays, and self-contained power supply. The stereo unit, QRK-5S contains independent audition and program channels as well as a cue amplifier. Both consoles have substantial capacity and total access.

CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030
Phone: (609) 456-1718

QRK ELECTRONIC PRODUCTS INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

REK-O-KUT COMPANY, INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213
“ARE THINGS GETTING TOUGH?”

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can’t all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody’s newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren’t pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these “estimates” tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That’s our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

M&H McHugh and Hoffman, INC.
Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 614-5200

Kidman

visor of technical film operations for the Canadian Broadcasting Corp., and executive vice president, American Society of Motion Picture and TV Engineers.

“Introduction to Mass Communications,” by Edwin Emery, Phillip H. Ault and Warren K. Agee. Dodd, Mead and Co., New York. 444 pp. $7.95. This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work— including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations and syndicates, advertising, public relations and information writing, mass-communications research and teaching. Three chapters trace theories of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.

“How is the growth of television creating new areas for public relations work?” by晶体. "International Communication: Media-Channels-Function," edited by Heintz- Dietrich Fischer and John C. Merrill. Communications Arts Books, Hastings House. New York. 508 pp. $12.95. This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns and areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.
October

Oct. 1—Deadline for reply comments on FCC’s proposed rules prohibiting TV broadcasters from local-ownership of CATV systems; concerning CATV technical standards and desirable minimum channel requirements for future CATV’s.

Oct. 10—7th National Association of Broadcasters annual meeting, Hyatt Regency, Washington, D.C. Regarding transmitter use and demonstration of CATV’s use.


Oct. 27—7th Annual convention of the National Religious Broadcasters. Mr. President, Motor Inn, Fairville, N.C.

November

Nov. 2—Deadline for comments on FCC’s proposed rules requiring radio stations to use third-class operators on routine basis if proper showing are made regarding transmitter stability and employment of first-class operators.

Nov. 5—Annual meeting, Broadcast Association of Broadway, Ramada Inn, Portland, Ore.

Nov. 7—11th Annual Convention, Broadcast Association of Cincinnati, LaSalle hotel, Chicago.

Nov. 9—Annual convention, Broadcast Association of Chicago.

Nov. 12—Annual convention of the Pennsylvania Community Antenna Television Association, LaChatain Wine Cellars, Philadelphia.

Nov. 13—Annual meeting, North Carolina Association of Broadcasters. Downtowner Motor Inn, Fayetteville, N.C.

Nov. 16—Meeting of Midwest chapter, National Religious Broadcasters. Mt. President, Motor Inn, Grand Rapids, Mich.


Nov. 17—Annual convention But it is the third-class operators to have their say.

Nov. 18—Annual convention, Broadcast Association of Cincinnati, LaSalle hotel, Chicago.

Nov. 19—Annual convention, Broadcast Association of Dallas.

Nov. 20—Annual convention, Broadcast Association of Oklahoma City, Travelodge, Oklahoma City.

Nov. 23—Annual convention, Broadcast Association of St. Louis, Boardman Manor, St. Louis.

Dec. 1—Deadline for reply comments on FCC’s proposed rule permitting radio stations to use third-class operators on routine basis if proper showing are made regarding transmitter stability and employment of first-class operators.

Dec. 5—Annual meeting, Broadcast Association of Broadway, Ramada Inn, Portland, Ore.

December

Dec. 1—Deadline for reply comments on FCC’s proposed rule permitting radio stations to use third-class operators on routine basis if proper showing are made regarding transmitter stability and employment of first-class operators.

Dec. 11—Sigma Delta Chi convention, Palmer House, Chicago.

Dec. 13—SMPT-E-SFIE tutorial seminar on “Technologies in Motion Picture Film Laboratory”, Airport Motor Inn, Los Angeles.


Dec. 22—Annual Radio Program Conference sponsored by Bill Gavin. Speakers and special presentations will relate to conference theme, which concerns Golden Anniversary of Commercial Broadcasting. Century Plaza hotel, Los Angeles.

Dec. 23—Deadline for reply comments on FCC’s proposed rules concerning extent of local, state and federal regulations of CATV and limitation of CATV’s use.

December

Dec. 1—Deadline for reply comments on FCC’s proposed rules prohibiting radio stations to use third-class operators on routine basis if proper showing are made regarding transmitter stability and employment of first-class operators.

Dec. 4—Annual meeting, Arizona Broadcasters Association, Mountain Shadows, Scottsdale.

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.


Nov. 12-13—Concourse Motor Inn, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

For list of NAB’s 1971 fall conference dates, see [Broadcasting June 29].
At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV's two stalwart sources of support have been “the high and unflagging loyalty level of the TV audience” and the “total and unflagging degree of advertising and agency commitments to the medium.”

The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion.

Mr. Duffy said: “How effective is TV today? It is not only serving so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important new words in TV today—like reality, sophistication, now, communication.’ Never before have our nation been faced with so many different problems—minority groups, crime in the cities, younger in trouble, general rebellion. We must keep changing our programming to keep pace.”

Both statements are essentially about programming. One observes an erosion of TV's strengths; the other talks of pace-setting and need for change.

Meaningful quality programming is emerging more and more, and viewers are watching it. Sesame Street is doing a job long-needed and the timing now is right for it. The Forsyte Saga appeals to a sophisticated audience and this fall's Civilization series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency's programming role has lessened and concurrently programing has acquired a general quality of sameness. Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one falls way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth without their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which oddly enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware and offer solutions just as product and service advertising does. Close the gap, encourage courtesy, start an antilitter (cleanliness) program. A candy company could en- dear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extoll the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must re-establish their leadership position. The product has to match up and even exceed expectations. If one with products, the company might well have something extra going for it, such as a public-reations effort in an area of interest to their customers.

Advertisers can encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it's too late.

Richard H. Depew rose to general programming executive at ABC-TV before moving in 1957 to Cunningham & Walsh, where he was director of TV programing from 1961 to 1965. He then moved to Ogilvy & Mather and, in 1967, to his present post as vice president, media and programing, at F&S&K, where his contributions have included the program-buying/placement concept exemplified by Alcoa's sponsorship of Life-produced specials on Hughes Television Network this year.
Effective August 3, 1970....

KCRA-TV
Channel 3
Sacramento-Stockton

now represented by—

STORER TELEVISION SALES
NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO · ATLANTA
People who can view PGW represented TV stations will take 54,100,000 airline trips this year.

Do you sell air travel?

You can sell more with spot TV

...and we can show you how
...market by market
...season by season

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the most controversial items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may leave unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-a-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (Broadcasting, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that that final action can be taken before Commissioner Cox's scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman's statement, however, made it clear he opposed the idea of acting on the one-to-a-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crosstownship of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commis-

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At center stage for last act

Preparing to leave FCC, Ken Cox is key figure as toughy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loevinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loevinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher

minded than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programming in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programming, believing that the new rules would help stimulate new sources of programming. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (Broadcasting, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the

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Showdown at FCC

Continued from page 19

In addition, Chairman Burch's handpicked men for the key staff jobs of general counsel and Broadcast Bureau chief—respectively, Richard E. Wiley, of Chicago, and Francis Walsh, San Francisco University law-school dean—are expected to move into those slots early in September.

The proposed license-renewal standards under consideration involve matters that have long concerned Commissioner Cox. One deals with staff actions, taken under delegated authority, granting renewal applications of stations proposing to devote less than 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programing (religious, instructional and agricultural). Along with Commissioner Johnson, Commissioner Cox has long opposed granting such applications without further inquiry by the commission as to whether the stations would be serving the public interest.

Another issue involves Commissioner Cox's long-held conviction that the commission should scrap the community-needs survey question in its renewal-application form in favor of a question merely asking applicants to list the 10 most important issues in their areas and to describe programing they carried to deal with them. He would keep the community-needs survey in applications for transfer of stations and for new stations.

There is sentiment within the commission for the major-issue proposal. But there is opposition to the suggestion that 5-1-5—or any other form formula—be used as a guideline for determining whether renewal applicants should receive letters of inquiry. Some commissioners feel it would encourage stations now exceeding the standard to do less.

Commissioner Cox, however, says the standard should not be used as a permissible minimum. He would recommend an examination of some stations—possibly a prosperous VHF television outlet—proposing even as much as 12% news.

The staff is known to feel that the Cox-Johnson criticism that renewals are granted "wholesale" without regard to whether minimal standards are met is not warranted; it contends that applications containing apparently minimal standards are checked and that grants can be defended as serving the public interest. (For instance, a large-market, all-music FM station that carries only five minutes of news an hour and no public affairs or "other" programing would, in the staff's opinion, warrant renewal.)

The staff, while it would like a reaffirmation of its authority to use its judgment in granting renewals of stations proposing less than 5-1-5, is requesting commission guidance on what guideline, if any, it should use.

Whatever decision is reached will probably be formally announced. Chairman Burch is said to feel that broadcasters should be told the standards the commission staff applies in examining their renewal applications.

The commercial-standards issue involves a matter that has long troubled the commission and one that had presumably been settled last February (BROADCASTING, Feb. 16). The commission at that time directed the staff to question radio stations proposing to carry more than 18 minutes of commercial time per hour (the National Association of Broadcasters code limit). And the tone of the letters indicated that those stations proposing to exceed the standard in more than 10% of their broadcast hours would face renewal hearings—absent an extraordinary justification for its proposals. [TV stations rarely exceed the standard the commission has set for them—16 minutes per hour.]

However, the staff has asked for further guidance on this matter. It says the standard is unfair to daytime stations since they would be permitted fewer.

Cox at center stage

Continued from page 19

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalism grounded in faith in the capacity and obligation of government to raise the public-interest quality of programing, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programing the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

It was this attitude that propelled him, when he was still chief of the Broadcast Bureau in 1962, into the center of a major controversy. Acting under a delegation of authority from the commission, Mr. Cox instructed his staff to question renewal applicants whose proposed local-live programing in prime time appeared to be inadequate. To many broadcasters receiving the letters, the staff's questioning suggested that the inclusion of a proposal for sustained local-live programing in prime time would speed commission action on their renewal applications. At one time, the renewals of some 100 California AM, FM and TV stations were deferred at least in part because of questions about program proposals.

When news of this activity broke in BROADCASTING (in its issue of Dec. 3, 1962), some commissioners charged Mr. Cox with exceeding his authority and with seeking improperly to influence programing. The letter-writing was suspended. It was later resumed, although under tighter commission control and on a much smaller scale. Still later it petered out completely.

Now, however, the commission may be back where it was seven years ago. Because of the concern of Commissioner Cox, now supported by Commissioner Nicholas Johnson, over the need for standards to assure that broadcasters will provide a reasonable amount of news, public-affairs and other non-entertainment programing, the commission is considering whether to establish new guidelines for processing renewal applications (see story page 19). And while it ponders, applicants that fail to meet the standards suggested by Commissioner Cox and Johnson—5% news, 1% public affairs and 5% public affairs and "other" programing—are being deferred.

If broadcasters will not miss his advocacy of a tight regulatory rein on their business, they will miss the Cox approach to CATV—or at least that may be said of television operators not yet in CATV themselves. His has been one of the strongest voices urging a hold-the-line policy against cable. He is unmoved by talk of the wonders that CATV technology can bring. "They [CATV systems] are being pulled kicking and screaming into the business of program origination," he says sourly. In his view, CATV systems are interested only in the simple, and profitable, business of importing distant signals into major markets and in paying as small a copyright fee for the privilege as possible.

The commission policy geared to protecting television stations against competition of CATV systems importing distant signals—a policy now subjected

20 (LEAD STORY)
hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flat number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials [up to 22 minutes if political advertising is involved].

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed $15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding $20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protests by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (Broadcasting, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissent that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import distant signals into major as well as minor markets.

He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programming—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalist.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He also says frankly that he likes the job.

"The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loewinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-
Cigarette print ads worry Moss

Senator asks FTC nominee Kirkpatrick to 'monitor' tobacco expenditures in '71

The Senate Commerce Committee quizzed Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department's new Office of Management and Budget (Broadcasting, Aug. 17, July 27).

But the hearing did give senators an opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC "monitor" cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising [an estimated $240 million] would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger's promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (Broadcasting, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I.], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called "outlandish" advertising claims on TV that are "frauds against the consumer."

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented in answer to other questions that he was uncertain about the merits of the class-action bill, now pending before the Senate. This would, he said, lead to a host of "clientless" lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. "That is why the FTC was established," he said. He also said he didn't know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren

Mr. Kirkpatrick
Code: Don't emphasize smoking in any ads

The Code Authority of the National Association of Broadcasters has warned television broadcasters that they should watch carefully that cigarette smoking isn't over-emphasized in commercials for products other than cigarettes—especially after Jan. 1, 1971, when cigarette commercials are banned.

Responding to a request from an unidentified advertising agency, the Code Authority noted that Part IV, paragraph 12 of the TV code, calls on telecasters to refrain from depicting cigarette smoking in a manner "to impress the youth of our country as a desirable habit worthy of imitation."

To follow this objective, the Code Authority has recommended to all advertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g. a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt. The letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air, by federal law, next Jan. 2.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

Easy-Off demonstration questioned by FTC

A complaint charging the makers of Easy-Off window cleaner with using a deceptive TV demonstration to show the merits of its product has been proposed by the Federal Trade Commission. The complaint also cites the firm's agency, Cunningham & Walsh, New York.

The commercial in question purports to show that Easy-Off causes no spotting and streaking as compared to an unnamed "leading brand". Both products are sprayed on halves of a window, spread and allowed to dry. The voice-over in the commercial says: "See, the leading brand left spots... but the Easy-Off dried spotless and streakless.

The FTC says that there is reason to believe that "in the demonstrations the directions for use of the 'leading brand' of window cleaner were not followed" and that the commercial does not give actual proof of Easy-Off's superiority over competitive window cleaners when both are used in the intended manner.

American Home Products Corp., the makers of Easy-Off, and Cunningham and Walsh may avoid a formal complaint by filing a consent order agreeing to stop the alleged deception. Such an action would not be an admission to a violation of any laws.

FTC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposal.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, was responding to a letter from
WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY:
"The West Side smoldered today after looters reveled..."?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto..."?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.
A reporter and interpreter who understands causes and consequences.
Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.
Who isn't too ignorant to keep on asking "Why? Why? Why?"
If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat.
It's called the Urban Journalism Fellowship program, under the wing of the University's Center for Policy Study. Attendance is very select.
Ten—and only ten—working journalists from print media or broadcast, will be chosen to take part in the third year of the Program, starting in January 1971.
You spend two quarters at the University as a Fellow.
You receive a stipend of $200 per week, plus tuition money.
You audit certain highly relevant courses.
You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.
You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.
You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.
If you're interested in becoming an Urban Journalism Fellow, if you're between 23 and 35—and if you're good, very good—write for an application.
You may end up as the only person in your particular city who really understands it.

Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637

Is it time for
a new kind of reporter?
Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and then the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or $20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately $13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsmen in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W&W Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations "to increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Schwerin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Ampex Videotape playback machines. Besides the city, a

‘Dinty Moore’ stars in Hormel campaign

A new animated character, “Dinty Moore,” is star of a new TV campaign of 30-second and 60-second spots being launched by George A. Hormel & Co., Austin, Minn., manufacturer of Dinty Moore beef and meatball stew, through BBDO, Minneapolis.

In one of the new spots, Dinty is approached by a scout from the National Football League, seeking to persuade him to give up stew-making for a football career.

The name Dinty Moore, first used for a tavern owner character in the pioneer comic strip, "Maggie and Jiggs," was adopted as a name for the food product during less prosperous time when the emphasis was on economy.

The advertising theme has since been changed.

26 (BROADCAST ADVERTISING) BROADCASTING, Aug. 24, 1970
client can choose any tools, subjects, sampling method, or evaluation tech-
niques he wants.

Respondents, selected from a client-
picked sampling technique, are invited by mail or phone to the Holiday Inn to
view the prospective black-and-white or color commercial and to fill out a
questionnaire. The commercial might be
tested as part of, separated from, or ad-
herent to a TV program.

The first assignment for the new ser-
vice is a four-day $30,000 study in Cleve-
land, Boston and Seattle of six com-
mmercial for a major food manufacturer,
the identity of which was not disclosed.

Other cities with testing facilities at
Holiday Inns are New York, Chicago, Los
Angeles, Detroit, Philadelphia, Wash-
ington, Cincinnati, St. Louis, New Or-
leans, Denver, San Francisco, Miami,
Atlanta, Charlotte, N.C., Memphis,
Minneapolis, Phoenix, Kansas City,
Dallas, Houston, Omaha and Oklahoma
City.

The cost of the commercial testing
service varies depending upon the com-
nents of the survey, but it is said to vary
to between $2,000 and $6,000 for a
given test.

Former competitors
set up N.Y. rep firm

Bolton/Burnside Representatives Inc.
has been formed as a new station-
representation firm in New York. Car-
men Bolton, formerly an account execu-
tive with CBS-TV spot sales, and Glen
Burnside, formerly an account executive
with NBC-TV spot sales, are president
and executive vice president, respec-
tively.

The company will "concentrate on a
short list of television stations in major
markets," according to Mr. Burnside.

First client is CKLW-TV Windsor, Ont.,
Detroit which B/B will represent in the
New York market. RKO Television
Representatives, New York, represents
the station outside the New York area.
Bolton/Burnside is at 1700 Broadway
10019, Phone (212) 265-0660.

TWA's marketing unit
absorbs ad department

Trans World Airlines, New York, said
last week it has "eliminated the tra-
ditional advertising department" and will
work directly with its advertising ag-
ency, Wells, Rich, Greene, that city,
through its marketing staff.

Blaine Cooke, senior vice president-
marketing, TWA, said the advertiser
was changing the "traditional agency/ client relationship" so as to simplify
procedures and to allow both agency
and client staffs to work together "more
productively." He said the marketing

Business briefly:
Purchases on ABC Radio include Car-
ter-Wallace Inc., through SCA&b, both
New York, for Adirond American Con-
temporary, Information, Entertainment
and FM networks; Admiral Corp., Chi-
cago, through Campbell-Ewald Co., De-
troit, and Ford division of Ford Motor
Co., Detroit, through J. Walter Thomp-
son, New York, both on American Con-
temporary Network.

Eastman Chemical Products Inc.,
through Needham, Harper & Steers, both
New York, will begin a network-
TV and print campaign for its Kodel
Polyester carpets beginning Sept. 22 and
continuing through Oct. 31. Use of 30-
second spots will be piggybacked with
Eastman Kodak camera commercials.

Dupont Co., Wilmington, Del., through
BBDO, New York and Hartford In-
surance Group, Hartford, Conn.,
through Larche, McCaffrey & McCall
Inc., New York, have renewed their co-
sponsorship for ABC-TV's The Under-
sea World of Jacques Cousteau.

Purchases on NBC Radio include Ran-
ston Purnia Co., through Gardner Ad-
vertising, both St. Louis, for its Purnia
Dog and Cat Chow on NBC Radio's
News on the Hour, Emphasis and Moni-
tor; Seven-Up Co., St. Louis, through
J. Walter Thompson, New York, on
News on the Hour, Emphasis and Moni-
tor, and General Mills, Minneapolis,
through Dancer-Fitzgerald-Sample, New
York, for Total cereal, on News on the
Hour and Emphasis.

Kool-Aid division of General Foods

staff at TWA, which has the responsi-
bility for sales programs, would now
work directly with the agency.

Mr. Cooke said that Wallace J.
Smith, vice president-advertising and
marketing programs, would have over-
all responsibility and report directly to
him "to insure that the advertising
doesn't get splintered in support of too
many programs, and that corporate
advertising receives top-level attention."

He said the new procedure should make
for greater coordination between sales
and advertising "with fewer people in-
volved in fewer decisions."

'Cupid' bares a spray

Tawn Limited, which met with NAB
code resistance when it introduced its
liquid douche concentrate; Cupid's
Quiver, earlier this year (BROADCAST-
ing, Jan. 12), is adding a new deodo-
 rant spray to its list of feminine hygiene
products. Like its predecessor, the new
deodorant will come in two fragrances
—raspberry and champagne. The com-
pany, through its agency, Kane, Light,

Gladyen, New York, will introduce
Cupid's Quiver deodorant spray in De-
cember. Both spot-TV and spot-radio
campaigns are planned as well as print
advertising. Tawn Limited is a division of
McKesson Laboratories.

Rep appointments:

WHEC-TV Rochester, New York: Katz
Television, New York.

WILZ(AM) Tampa-St. Petersburg,
Fla.; WHEL(FM) Detroit; KMIN(AM)
Phoenix; KGM(R) Salt Lake City;
WAFT(AM) Grand Rapids, Mich.; KZEL-
FM Eugene, Ore.; WPAD-AM-FM Padu-
cah, Ky.; WNLA-AM-FM Indianola, Miss.;
KGUS-FM Hot Springs, Ark.; KPSN-FM
Los Altos, Calif.; KQXY(AM) Joplin
Mo.; Gert Bunche & Associates, St.
Louis.

KWTO-AM-FM Springfield, Mo., and
WLR'E(AM) Richmond, Va.: Katz
Radio, New York.

WDCJ(AM) and WXTZ-FM Jackson-
ville, Fla.; Edward Petry & Co., New
York.
Firm offers TV help

Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kamkakis Symon Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:

- Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.

- Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its $1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:

Statement Instead of spot ★ Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series Now. Episode, titled "P.O.W.—Next of Kin," is in-depth study of families of thousands of American soldiers missing in Vietnam. Sentry President John W. Joanis will replace commercials with short statement that "American business has a responsibility in its television advertising, a responsibility to support and present meaningful programs like this."

Enjoy joined billings ★ Two Chicago agencies, Albert Nader Co. and Todd Lief Advertising, merged last week to become Nader-Lief Co. at 919 North Michigan Avenue. Albert Nader continues as president and Todd Lief is executive vice president-creative director. Total billing is about $5 million, part in broadcast.

New rep firm ★ Norwood J. Patterson and Louis A. Gillespie have formed Radio Rep Inc., a new representative firm which will handle accounts of religion-oriented stations. The company is located at 220 Campo Drive, Long Beach, Calif. 90803.

House agency ★ Gimbels-Pittsburgh, retail clothing store, will form its own advertising agency. Effective Sept. 1, G-P Promotion Services Co., will handle campaigns, including extensive use of radio and television, for the Gimbels stores operated by the Pittsburgh division. F. Richard Schwartz, vice president and sales promotion director of Gimbels-Pittsburgh, will direct the new house agency.

Department stores lead local gainers

Television Bureau of Advertising reported last week that 10 major local categories invested $68.6 million in television during the first quarter of 1970, an 18% increase over the corresponding period of 1969. This marked the first time TVB has released dollar investments for local advertiser classifications.

Paul Benson, vice president in charge of local sales, pointed out that department stores registered the largest percentage gain in dollar investment, exceeding the 1969 first quarter by 51%. Other substantial gains, he said, were made by builders and real estate (36%) and auto repair, service stations and auto supply stores (31%).

The top local categories by TV-dollar investments:

<table>
<thead>
<tr>
<th>Category</th>
<th>1st quarter 1969</th>
<th>1st quarter 1970</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>$16,428,700</td>
<td>$17,727,000</td>
<td>8%</td>
</tr>
<tr>
<td>Auto dealers</td>
<td>10,009,600</td>
<td>11,449,200</td>
<td>14%</td>
</tr>
<tr>
<td>Department stores</td>
<td>6,710,700</td>
<td>10,120,000</td>
<td>51%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>6,791,200</td>
<td>8,105,400</td>
<td>20%</td>
</tr>
<tr>
<td>Food stores</td>
<td>5,031,700</td>
<td>6,333,800</td>
<td>26%</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>3,023,100</td>
<td>3,998,700</td>
<td>20%</td>
</tr>
<tr>
<td>Public utilities</td>
<td>5,592,700</td>
<td>5,920,700</td>
<td>4%</td>
</tr>
<tr>
<td>Builders, real</td>
<td>1,354,100</td>
<td>1,834,700</td>
<td>36%</td>
</tr>
<tr>
<td>estate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto repair, service stations, auto</td>
<td>1,186,000</td>
<td>1,559,500</td>
<td>31%</td>
</tr>
<tr>
<td>supply stores</td>
<td>1,491,700</td>
<td>1,640,500</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>$57,908,100</td>
<td>$68,588,300</td>
<td>15%</td>
</tr>
<tr>
<td>BAR, 75 Markets</td>
<td></td>
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</tbody>
</table>

Press carelessness irks Burch

Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was. He felt they had been careless in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokesmen for those opposing President Nixon's views on the Southeast Asia war (Broadcasting, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released with the text of the commission decision late Tuesday afternoon. Coverage of the commission's action was based on a four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the Christian Science Monitor headline, "Anti-Nixon
TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least "one more uninterrupted opportunity" to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits a little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the Washington Star, Chicago Sun Times, Boston Globe and St. Paul Pioneer Press used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the National Observer which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both Time and the New York Times speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

[And White House aides were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.]

Chairman Burch also said the commission decision did not, as Newsweek said it did, establish "a new fairness doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

Klein lauds broadcast progress

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WWJ (AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting.

But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's bad, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media. "The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue "to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of
the original transmitter—a DeForest model OT-10 (see picture)—used by WWJ when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the WWJ stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which WWJ is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at WWJ and later station manager of WWJ-TV.

Mr. Walbridge praised WWJ and called radio a “new force for freedom” that has engendered “formidable adversaries who would seek to limit its freedom and shape its contents.”

WWJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

**Collegians protest grant to Ala. ETV**

The Student Government Association of the University of Alabama is protesting a $1-million grant awarded to the Alabama Educational Television Commission by the Office of Education.

In a letter to U.S. Attorney General John Mitchell, the SGA executive assistant, Steve Suits, said the funds should not be given to AETC “until their prejudicial actions, conscious or unconscious, have ended altogether.”

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of “licensee taste or judgement” (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employees and said AETC has “denied [blacks] equal opportunity to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation.” AETC does not impose “blanket censorship,” he said, but it does exclude from broadcast “programs which contain elementary matters of black power, Afro-American pride and enterprises and cultural experimentation.” AETC’s structure and programming practices, he concluded, are “discriminatorily whitewashed in appearance and attitude.”

**Campaign in Congress urged against cables**

West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructures the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that “congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals.”

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would “artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so.”

Mr. Weber’s call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called “the changing and deteriorating CATV situation.”

**Changing Hands**

**Announced:**

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


- **WKBW(AM)** Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for $500,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: WGBL-AM-FM-TV Lancaster, WORK(AM)
York and West-AM-FM Easton, all Pennsylvania; WDLE-AM-FM Wilmington, Del., and WTEV-TV New Bedford, Mass. Mr. Rea owns WRSC(AM) and WOWR-FM both State College, Pa. WKBZ is full time on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.


KGTV(AM) Glenwood Springs, Colo.: Sold by Jerry and Marcie Fitch to Jack Warkentin for $225,000. Mr. and Mrs. Fitch own KDDO(AM) Durango, Colo. Mr. Warkentin has interests in ranch land and office supplies stores in Oklahoma. KGTV is a daytimer on 980 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:
The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 58).

WFWM-AM-FM Madisonville, Ky.: Sold 50% by H. W. Wells to Elmer L. Kelley Jr. for $200,000. Mr. Kelley previously owned 50%, and is commercial manager and sports director of the station. WFWM(AM) is a daytimer on 730 kc with 500 w. WFWM-FM is on 93.9 mc with 28 kw and an antenna 355 feet above average terrain.

Nielsen increasing frequency of reports
A. C. Nielsen Co. announced last week it is making several changes in its National Television Index (NTI) measurement of network TV audiences for 1970-71.
A major change, according to a spokesman, is that the National Audience Demographics (NAD) report will be issued six times a year, instead of twice, and measured weeks will be increased to 24 for regular programs, as compared to 12 now. He added that the National Audience Composition (NAC) cost supplement will continue, issued six times annually on the same schedule as the NAD report.
The NTI pocketpiece is eliminating the "man of the house" and "lady of the house" classifications, making room for several categories not now included: men, 25 to 48 and women, 25-49, and households with any viewing adult and households with any viewing non-adults.

Small markets on, FM off NAB board
A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.
NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.
The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.
At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.
The FM representatives are Edward D. M. Allen, WDOR-FM Sturgeon Bay, Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crosett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPAN(AM) Hereford, Tex., whose term expires in 1972 and John F. Huribut, WVMC(AM) Mt. Carmel, Ill., whose term ends next year.
The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives $4 million to ETV
Ford Foundation announced last week it will make grants and a loan totaling about $4 million for national and local public television.
The loan, for $2.5 million, is to KCET(TV) Los Angeles to acquire, renovate and convert buildings to studios. The loan is for 10 years at 8% interest.
The grants include $300,000 to Educational Broadcasting Corp. (WNDT(TV) Newark-New York) for additional programs of Souf, a television series produced by and for blacks; $175,000 to Community Television (WJCTV) Jacksonville, Fla.) for TV programs involving the community; $392,000 to the Corp. for Public Broadcasting for its
Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the $27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated $9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Weldon Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr. Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27 years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary program development and promotion.

Also, $445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for Newsroom, its nightly one-hour news program; $60,000 to National Educational Television and Radio Center for program promotion, and $50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled Sunday Night at the Pops.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week nudged along the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis" dealing with the urgent problems facing the nation, and of "the simple truth... that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in a speech to the American Bar Association in Dallas (Broadcasting, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (Broadcasting, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said— "not the least" of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe "a cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Media notes:

New street address ■ Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image ■ KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.
FM's at the top in two markets

They lead all radio in audience shares as others move into rating contention

FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of metro shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. Wood-FM Grand Rapids, Mich., and WET-FM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

Wood-FM had a metro share of 14.5 to nose out WLAV(AM) shown with a 14.0. WET-FM had a 15.0 to WIRK(AM)'s 11.3.

Both WET-FM and WOOD-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Schulke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independent, and automated. WET-FM went on the air last September; WOOD-FM in 1962.

WOOD-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book. WLAV(AM) took its close second place with a music format described as adult contemporary.

The station is also affiliated with the ABC Contemporary Network.

WET-FM was first among 15 stations reported in the West Palm Beach book. WIRK's second place was achieved with what representatives described as a modern music format. WIRK is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their market—KEDO-FM Colorado Springs, KRFM(FM) Phoenix and KORK-FM Las Vegas.

KEDO-FM, which also programs the SRP service, was shown with an 11.2 behind KYSN(AM)'s 19.5, achieved on a contemporary music format. (Together, KPIK-AM-FM Colorado Springs, edged KEDO-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis KEDO-FM was counted second among 14 reported stations in the market.)

In Las Vegas, KENO(AM), whose music is described as modern, was a clear first with a 19.9 metro share. KORK-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-AM-FM operations programing what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 stations were reported, KRFM(FM) was shown with a 10.3 metro share, second only to KRU(AM) Glendale's 11.4.

Representatives of KRFM said it programs good music; those of KRU said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (Broadcasting, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lower" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its CKLW-AM-FM Windsor, Ont.-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of CKLW-TV there (Broadcasting, March 16). Purchase price: $4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (Broadcasting, July 28, 1969). Canadian legislation requires that citizens of that country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought CKLW-TV jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about $5 million.

The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also owner of Toronto Telegraph Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Crisler & Co.

Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, former field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.

International
CBS takes 'Opposition' off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS's Loyal Opposition—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness-doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, "for the time being," and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

Dr. Stanton said the action was the result of the commission's Aug. 14 ruling requiring CBS to afford "some reasonable period of time" to a Republican spokesman to reply to DNC Chairman Lawrence F. O'Brien in his 25-minute appearance on the first Loyal Opposition program, on July 7.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network's plans in letters to O'Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton's letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order "threatens the very survival of the two-party system in the age of television." It also asked the commission to stay the effectiveness of its order until after it rules on the petition.

Dr. Stanton said that the purpose of the Loyal Opposition series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help "redress the "imbalance arising from presidential appearances" on network television.

He noted that the commission, in its ruling, acknowledged that the program represented "a good faith" effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS "is to be commended for its concern."

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to respond to Mr. O'Brien, Dr. Stanton said, "is to vitiate the series."

Dr. Stanton, in his letter to Representative Morton, expressed the hope that "the commission and, if necessary, the courts" act promptly in the matter. It would be "unfortunate" if the network were ultimately required to air a Republican response "during the height of the campaign period," he said.

CBS's decision to suspend the Loyal Opposition series apparently caught the Democrats by surprise. Mr. O'Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another Loyal Opposition program before the November elections.

The DNC, in its petition for reconsideration, said the commission had based its ruling on an incorrect premise—that Mr. O'Brien had spent only a few minutes in the July 7 program on the Indo-China war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but "as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance."

The petition said that President Nixon "has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled."

And the networks, it added, have permitted virtually no effective reply. CBS's Loyal Opposition series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O'Brien—the state of the economy, the nation's crime problem, civil rights for black and other minorities, among them—was being raised for the first time. The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if "the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party," the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 "highly responsible citizens" the group believes are capable of "presenting an alternative viewpoint to the President's actions in Vietnam."

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration views. Two other groups had also brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues. (BROADCASTING, Aug. 17.)

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Leonard Woodcock, president, United Auto Workers.
solicit funds, they may refuse to sell time for the discussion of controversial issues (BROADCASTING, Aug. 10).

Mr. O'Brien, at his news conference, said the two decisions make clear that the fairness doctrine "now stands as a monument of partisan unfaithfulness."

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to "slow down" programming for the Democrats.

He said he intends to pursue every available means, "administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties."

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

"That decision," Mr. O'Brien said, "would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer."

Congressman queries stations on policies

Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman's office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew's statements on dissenter.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: "In the light of the current controversy over the media's treatment of the current administration, I feel that it would be beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation's radio and TV stations."

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight

A jurisdictional issue arises after ABC files its appeal in Washington

The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one.

ABC made that a certainty by filing a petition for review of the commission's decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (BROADCASTING, Aug. 17.)

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid what ABC argued before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission's news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was a "convenient" one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates' group in acquiescing to the commission's prime-time access rule; ABC said it "can live" with it. The rule prohibits major market affiliates from taking more than three hours of network programming between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC's petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (BROADCASTING, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission's decision.

Buckeye subscribers get a world view

A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programming provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra $1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modulates to FM and then converts to an unused frequency before feeding to FM sets in subscribers' homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programming emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a "peculiar local habit" of avidly following police broadcasts.

He notes that British Broadcast Corp. programming is also highly popular and says he hopes to add to the South American stations for Toledo's Spanish-speaking population of approximately 26,000.
TV backing Nixon on drug abuse

‘Subtle sell’ turning up in entertainment story lines in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC’s soap opera One Life to Live are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York’s Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC daytime series, General Hospital. And these are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This ‘relevant’ programing may in part be due to producers’ views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (Broadcasting, April 13).

The President appealed for help from the 35 network, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were. They present the most effective medium for the “subtle sell,” he said.

Judging by responses to a follow-up letter that a White House aide, Jeb Magruder, sent to those attending the conference, the appeal was successful. The letters, reporting plans for programs dealing with the drug-abuse problem, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers’ spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode—The FBI (Warner Bros. Televison-Quinn Martin), The Mod Squad (Thomas-Spelling Productions), Marcus Welby, M.D. and Matt Lincoln (both Universal Television), Room 222 (20th Century-Fox), The Young Lawyers, Immortal and Love American Style (all Paramount), and Dan August (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies “prohibit” dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a Hawaii Five-O segment—“Funky Junky Blues”—was put into production on his return from the White House conference “where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach to what is now a much over-used dramatic premise.” He also said he expects to come up with a drug-abuse subject for a segment in the new Storefront Lawyers series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for Medical Center dealing with drug abuse as it affects college students—again, with credit for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is Mannix. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled Treasury Agent will be produced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal’s Name of the Game, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programing on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with school dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, The Woman Inside, WB-TV says has been optioned to a network. It declines to identify. Another, still in the early stages of development, would feature an inter-agency governmental “strike force” active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons—a sort of contemporary Bonanza”); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government’s efforts to fight drug abuse. It is called Three Seals and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new project for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company’s plans for new series, Gerald J. Leider, WB-TV president, said: “I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year.”

Before the seal act

Vice President Spiro Agnew, whose network appearances usually fail to elicit laughter from the broadcasters themselves, will help launch the Red Skelton Show on Sept. 14 (7:30-8 p.m.) when the comic begins his new series on NBC-TV. Mr. Skelton, who had been on CBS-TV for the past 17 years, begins his 20th year in television this fall. Mr. Agnew will introduce Mr. Skelton on the premiere program.
FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled “Use of Broadcast Facilities by Candidates for Public Office,” the primer is a compilation of the commission’s interpretive rulings under 315 and the rules implementing that section. The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid “to reconstruct the evolution or modification of particular 315 questions.”

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations’ merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to survey listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for “rule making” if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC’s fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time “for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC.”

ICCB said it felt “this collection of opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest.”

However, ICCB continued, the committee “realizes that the public interest is not at the heart of every station’s broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for ‘rule making’ which would give independent citizens’ organizations the right to have ‘equal time’ on broadcast stations in which to solicit audience opinions concerning that station.”

Duane Lindstrom, executive director of ICCB, said the group is an outgrowth and extension of the former “Citizens Committee to Save WFMT,” which had considered itself “victorious” in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of wgn-AM-TV Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW(TV) in Chicago.

Mr. Lindstrom said this successful...
Using one machine to beat another

KNX's computer gives freeway drivers tips on escaping traffic jams

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long it will take to drive a certain distance at prevailing speeds.

The first computerized traffic report was aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data was compiled from studies made by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the "slow-and-look" or "rubberneck" effect and other factors affecting traffic flow. All told, some 10,000 bits of information have been programed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

UA-TV plans new package

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezzes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company's syndication sales during the first half of 1970. He added that if the new features package can be cleared soon, UA-TV "can look forward to an even better half for 1970."

Dual media effort for rock

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same cities. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KVNU(FM) Oakland, Calif., in conjunction with Metromedia's KSAN(FM) San Francisco.
No new copyright bill this year

McClellan hopes FCC will adopt regulation to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan (D-Ark.) said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To copy-affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (BROADCASTING, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year."

The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however. Senator McClellan said, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places some restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals will be distributed

Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed for the pageant for showing in late August or early September. Among the TV outlets are WGN-TV Chicago; WBAL-TV Baltimore; WTVN-TV Columbus, Ohio; Wkye-TV Cincinnati; WOR-TV Buffalo; WAAF-TV Kansas City, Mo.; KSD-TV St. Louis; KSL-TV Salt Lake City; WJLK-TV Detroit; KGW-TV Denver; WMAL-TV Washington; W1EY1T(K) Albany, N.Y.; KTV(T) Fort Worth-Dallas; W1EKC-TV Hartford, Conn., and KETV(T) Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address RTNDA conference

Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.
Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kick-offs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, NFL Action and NFL Today on CBS-TV and the pre-game filmed segments for this season's NBC-TV telecasts are productions of NFL Films. And then there's This Week in Pro Football, fed by the Hughes Sports Network to 150 stations, and the half-time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

- By ad agencies needing footage for commercials.
- By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.
- By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.
- By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.
- By high-school and college coaches.
- And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia.

Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sabol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telecasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's NFL Today show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of wcau-TV Philadelphia, will explain aspects of the game to women.

Discussed will be on-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed with contracts signed.

Ed Saboe (l), president of NFL Films, sizes up the situation while on location with Gene Mason, NFL Films staff cameraman-producer. NFL films will shoot 182 games this season for the professionals.
for showings in 23 markets, Mr. Klein pointed out.

Primary reason for the temporary move away from TV production was the immediate need for operating capital. "There is no desire by the company to tie up cash in a product, no matter how potentially profitable, when the return is to spread over the next 12 months while the original outlay is in one month," Mr. Klein said.

Mr. Klein also said no decision has been reached on the fate of 60 hours of film of the recent eastern European tour of Blood, Sweat and Tears.

‘Misterogers’ gets $200,000 from Sears

National Educational Television received a monetary boost for its Misterogers’ Neighborhood daily series last week in a $200,000 grant by Sears-Roebuck Foundation to the Corp. for Public Broadcasting.

The grant was announced jointly by Sears Foundation President William F. McCurdy and CBS President John W. Macy Jr. The grant will enable NET to produce 63 new half-hour programs in the young children’s series.

A matching grant was given by CPB to the Public Broadcasting Service to distribute the series for 1970-71 to 194 non-commercial television stations. CPB made a $521,000 grant in support of the program earlier this year (Broadcasting, Feb. 2).

The present grant is the fourth in support of Misterogers’ Neighborhood by the Sears-Roebuck Foundation, which since 1967 has contributed $700,000 to the program.

‘Rosko’ takes aim at college market

College Marketing Corp. has signed "Rosko," New York radio personality, as host for a new radio program directed at the nation’s college student.

Radio Syndicate Inc., a new division of College Marketing, has created a network of 100 college and 11 commercial FM radio stations in 10 major markets to carry the new program, which will feature progressive rock music and a discussion of events and issues of interest to students. The commercial FM outlets, which will receive 10 hours a week of Rosko, are WDAS-FM Philadelphia; WKOX-FM Framingham, Mass. (Boston); WBRU (FM) Providence, R.I.; WHFS (FM) Bethesda, Md. (Washington) WGLD (FM) Oak Park, Ill.; WKRN-FM Dearborn, Mich.; WMMS (FM) Cleveland; KMET (FM) Los Angeles; KGO-FM San Francisco; WVOX-FM New Rochelle, N.Y.; and WBAR-FM Babylon, N.Y.

ITC budgets $20 million for TV

Funds to be used for new programing in six-month period

Independent Television Corp., New York, has committed $20 million for new production of programs in the current six-month period, a $5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, This Is Tom Jones, entering its third season this fall, and The Friendly Persuaders (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is The World of Jason King (also working title), which will star Peter Wyngarde, a one-hour suspense-adventure series spin-off from Department S, a one-hour adventure property not yet released in the U.S.

Included in ITC’s production schedule are several specials, some now completed. They are Carol Channing’s Mad English Tea Party, slated for NBC-TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC-TV next season; a 90-minute trilogy, Female of the Species, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour Hamlet starring Richard Chamberlain for showing as a Hallmark Hall of Fame entry on NBC-TV.

ITC had the schedule included feature films produced for network telecast: Firechases, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, M.A.C.E., produced by Monty Berman, and another property to be selected. ITC also has completed The Tribe That Hides from Man, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, The Violent Earth, about volcanoes.

Program notes:

Proud country • Cine-Vox Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programing titled My Country, My Music. Programing traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact • Tele-Tape Productions and Children’s Television Workshop, both New York, have renewed contract for CTW to continue to produce Sesame Street at TTP’s second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing • Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol • Volume six in continuing series of programing and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children’s dramas • Beckwith Presentations Inc. has signed Alvin Boretz to write first teleplay for series

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BROADCASTING, Aug. 24, 1970
Hughes plans basketball
Hughes Sports Network will telescast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called The American Indian: Man in Exile. Excerpts of special will be used in regular daytime programs and prime-time will be given to the program.

Tennis buffs Independent producer Dick Feldman taped special close-up sequences during recent U.S. Professional Tennis Championship match at Brookline, Mass., for inclusion in future world championship tennis TV special. Lewron Television, New York, was assigned by Mr. Feldman to shoot sequences and handle editing and post-production work.

Ring that bell Revival of the format of former network series Name That Tune has begun by Tulchin Productions Ltd., New York. Tulchin scheduled taping on Aug. 29 of half-hour pilot, cost of which Tulchin reportedly will underwrite. Initially, company sought outside backers. Firm has signed Richard Hayes as master of ceremonies. Tulchin said series will be offered to stations for evening stripping, Monday through Friday.

Away the anchor Correspondent John Hart becomes anchor man on CBS Morning News with John Hart on CBS-TV (Mon.-Fri., 7-8 a.m.), effective Aug. 31, replacing Joseph Bent, who is leaving for reassignment to a foreign bureau. Correspondent Bernard Kalb, most recently based in Hong Kong, was named Washington anchor man for the morning news program, assuming role being relinquished by Mr. Hart. Mr. Halb is also joining correspondent Hart on CBS News' weekday Mid-Day Report on CBS Radio, effective the first week of September. Mr. Kalb takes over the Tuesday and Thursday anchor post, replacing Mr. Bent, also in that assignment.

French fry at Chicago WGN-TV Chicago has announced new 26-week series of full hour live color musical programs, International Cafe, which if successful in its Saturday 6 p.m. period this new season on that station may be offered in tape syndication. Program features French singer Jean-Paul Vignon as host and will include the music, dancing and entertainment of various countries in contemporary settings. Series starts Sept. 26.

Satellite hopefuls seek more time
Ask FCC to delay deadline; say further analysis is necessary

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

The statements were filed with the FCC last-week in response to its request earlier this month asking interested parties to submit by Aug. 19 estimates of how much time they will need to prepare their filings (Broadcasting, Aug. 10).

Responses were filed by AT&T, Communications Satellite Corp., Data Transmission Co., Microwave Communications Inc. and Hughes Aircraft Co., in addition to the networks.

In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (Broadcasting, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for $15 million to $30 million a year less than they are currently paying AT&T. Payments to

AT&T this year would amount to about $70 million, the networks estimated.

The networks asked the commission to provide a period during which additional satellite proposals, with respect to the time for filing applications, could be submitted.

They added it is of "major importance" that no policy determinations blocking the institution of a specialized system for program transmission be adopted by the commission on the basis of WU's application or others that may be filed. WU favors restricting domestic satellite systems to common carriers.

In its response, Comsat recommended that the commission permit applicants to make submissions until Oct. 23, and

Equipment & Engineering

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The 1971 Yearbook includes new population, marketing and audience data: ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; color household data; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

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"The TK-44A makes very sharp pictures. Reaction to a recent live ball game was 'It's the finest video ever seen.'"
—LeRoy Bellwood, Director of Engineering
KOGO-TV, San Diego, California
Time-Life Broadcast, Inc.

"The camera has met with excellent reaction from viewers and sponsors...No question whatsoever—it beats the daylights out of other cameras. Sharpness of picture, by the enhancer...means another generation of quality tapes."
—Wayne Barrington. Chief Engineer
WISN-TV, Milwaukee, Wisconsin

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Kaiser Broadcasting Corp.
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—C. E. Miller, V.P., Engineering
Fisher's Blend Station, Inc.
KOMO-TV, Seattle, Washington

"Our folks like the way the picture looks and the way the camera handles...We get requests to go on location...agencies from out of town come to us...We are doing a lot of this work."
—Rupert Bogan, Director of Engineering
Carter Publications, Inc.
WBAP-TV, Fort Worth, Texas

"We have been impressed with the construction, the dependability and the quality of pictures...The pictures are great and the lack of noise in the black is beyond belief."
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

"They have been used with as little as 25 foot candles of light...and give us noise free color pictures...We have worked with all other makes and models of cameras, but none compare to the TK-44A."
—Larry R. Eskridge, Chief Engineer
WTOC-TV, St. Petersburg, Florida

Thank you, gentlemen.

RCA
Purpose:
To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:
Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:
Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed... VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:
There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
- New York
- Los Angeles
- Chicago
- Philadelphia
- Boston
- San Francisco
- Detroit
- Cleveland
- Washington, D.C.
- Pittsburgh
Networks
TV station groups
TV station representatives
Category II: TV stations in all other TV markets

Awards:
There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

Judges:
Selection of the winners will be made by a panel of professional representatives in/or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:
Enteries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

BPA TV Sales Promotion Awards—1970

ENTRY FORM
1970 BPA TV Sales Promotion Awards

Organization: _______________________________
Address: _________________________________

Submitted by: (name and title) __________________________

Category Entered (circle one) I II

Material submitted: ___________________________
- Videotape
- Film or Kine
- Slides
- Other ___________________________

Entry form must accompany each entry, together with a $10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N.Y. 10017. ENTRIES MUST BE POSTMARKED NO LATER THAN September 15, 1970.
the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (BROADCASTING, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission it and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said "they are expected to include, among others, a major aerospace firm and a communications system supplier."

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

Systems help originate live, tape color shows

Origination of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio packages by International Video Corp., Sunnyvale, Calif.

The new "Colorcaster" systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from $12,400 to $47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color videotape recorder, color monitor, audio system and cable. It is the lowest priced of the three at $12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-

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<th>Plans Apollo 16 unit</th>
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<td>RCA is developing an earth-controlled space-TV system, which will beam live, color pictures from the lunar rover vehicle driving over the moon's surface, it was announced by the company last week. An RCA spokesman said the system under development for NASA is scheduled for use in Apollo 16 and in subsequent lunar exploration missions. He said it will permit complete earth command of a color-TV camera on the moon. 820C color video tape recorder. Including installation, cost of this system is $20,700. The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 video-tape recorder and color film chain island with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitors, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.</td>
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Networks seeking circuit commitments

Television networks hope they've started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wembley, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wembley was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. ("CLOSED CIRCUIT," July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances at the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Telecommunication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they've never denied they are more interested in message traffic than in TV.

<table>
<thead>
<tr>
<th>Color TV sales dip 27% in first half of 1970</th>
</tr>
</thead>
</table>
| The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome set sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

EIA noted "sizable increases" in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year's early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA's year-to-date sales totals are as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>2,304,932</td>
<td>2,943,048</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,350,408</td>
<td>2,703,390</td>
</tr>
<tr>
<td>Total</td>
<td>4,655,340</td>
<td>5,646,438</td>
</tr>
</tbody>
</table>

Translators sought for Spanish audience

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programming beyond a station's coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission's proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KMEX-TV San Antonio, Tex.; KXME-TV Los Angeles, and WXTV(TV) Paterson, N.J.—supported the measure
and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number . . . to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, kxex-tv could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

NAB, Rust ask
new tower rules

Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

Telemation forms subsidiary

Telemation Inc., Salt Lake City-based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn.

District manager of the new firm is Joseph S. Bottali.

8mm for cable

Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for $795, is complemented by model 710 Uniplex ($250) and model 177 solid state, 1-inch vidicon camera ($955). Model 711 system—including all three units—sell for $1950.
IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??
National General Television has captured the essence of the women's lib movement in a graphic humorous hour film special. Hosted by that most articulate gentleman – Ralph Story. Filmed on location in California and New York.

SOLD:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WNEW</td>
<td>Metro.</td>
<td>Baltimore</td>
<td>WIZ</td>
<td>TVAR</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Metro.</td>
<td>Atlanta</td>
<td>WSB</td>
<td>TeleRep</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WTAF</td>
<td>H.R.P.</td>
<td>Cincinnati</td>
<td>WXIX</td>
<td>Petry</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ</td>
<td>TVAR</td>
<td>Buffalo</td>
<td>WGR</td>
<td>Katz</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KTUV</td>
<td>TeleRep</td>
<td>Kansas City</td>
<td>KMBC</td>
<td>Metro.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJMY</td>
<td>T.B.A.</td>
<td>Providence</td>
<td>WTEV</td>
<td>H.R.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WUAB</td>
<td>Petry</td>
<td>Denver</td>
<td>KBTV</td>
<td>P.G.W.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WIBC</td>
<td>TeleRep</td>
<td>Dayton, Ohio</td>
<td>WHIO</td>
<td>TeleRep</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR</td>
<td>Metro.</td>
<td>Little Rock</td>
<td>KARK</td>
<td>Blair</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>P.G.W.</td>
<td>Omaha</td>
<td>KMTV</td>
<td>Petry</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chattanooga</td>
<td>WDEF</td>
<td>Blair</td>
</tr>
</tbody>
</table>

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY"' and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".

NATIONAL GENERAL TELEVISION PRODUCTIONS, INC.
A National General Company
(212) 752-0300 • 600 Madison Avenue, New York, NY 10022
(213) 937-4100 • 1 Carthay Plaza, Los Angeles, CA 90054
Promotion

MGM merchandising arm handling pro basketball

MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J. Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

Promotion tips:
Sesame Street hits the road - Characters from Sesame Street children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

PR educational - The Word Is Out, Radio Is In is title of new public relations workbook on the medium prepared for colleges across the U.S. by Steve R. Smirnoff, director, special communications, Wisconsin State University, Oshkosh, Wis. 54901. Mr. Smirnoff tells schools how to prepare public service and news program materials useful to broadcasters.

FocusOnFinance

Earnings nearly doubled in 6 months, Cowles says

Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and per-share earnings in the first half of 1970 (Broadcasting, Aug. 17). Company credited the substantial increase in consolidated net income of more than $1.2 million to extraordinary credits such as the gain on the sale of the Star Publishing Corp. (San Juan Star in Puerto Rico) to Scripps-Howard for $9.75 million, and sale of stock in Television Communications Corp. last January providing $709,000 after provision for taxes.

The company said it had a net loss of $1,152,000, before extraordinary credits of $3,909,000 resulting mainly from the sale of the San Juan paper and leaving a net income of more than $2.7 million. In the comparable period of 1969, the extraordinary credit was $859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.69</td>
<td>$0.37</td>
</tr>
<tr>
<td>Revenues</td>
<td>78,029,000</td>
<td>65,234,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,757,000</td>
<td>1,481,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,986,587</td>
<td>3,986,587</td>
</tr>
</tbody>
</table>

Commerce expects drop in '70 TV profits

According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of $553.6 million to a level near $450 million.

The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and Defense Services Administration. Data on the communications industries was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach $3,180 million (net time sales plus talent, program and other revenues), making 1971 the first $3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around $540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than $500 million in new business in 1971 to reach the projected $3,180 million level of revenues.

"Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (Broadcasting, July 27).

Memorex income up 26%

Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

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>$1.04</td>
<td>$0.83</td>
</tr>
<tr>
<td>Revenues</td>
<td>47,704,000</td>
<td>35,703,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>3,684,000</td>
<td>3,073,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,733,000</td>
<td>3,666,000</td>
</tr>
</tbody>
</table>

Broadcasting, Aug 24, 1970
Company reports:

**Columbia Cable Systems Inc., Westport, Conn.**

Group CATV operator, reported increased revenues and net income for the nine months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.27</td>
</tr>
<tr>
<td>Revenues</td>
<td>$2,472,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$164,000</td>
</tr>
</tbody>
</table>

Average shares outstanding: 945,193 874,128

Note: 1969 figures restated to reflect results of acquired companies on basis of pooling of interests. 1969 net income figures are after non-cash, non-recurring charge of $157,000 or $0.18 per share, for write off of Florida and Ballinger, Fla., plants. Rebuilding of which is completed.

**Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income for the six months ended June 30:****

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.24</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>$10,973,273</td>
</tr>
<tr>
<td>Net income</td>
<td>$473,487</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,694,794</td>
</tr>
</tbody>
</table>

Dorenus & Co., New York-based advertising and public relations agency, reported a 31% decrease in net income for the three months ended June 30, and a 2.8% decrease in net income for the first six months of 1970.

The company also declared a regular quarterly dividend of 8 cents per share on common stock owned by shareholders of record July 31.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.48</td>
</tr>
<tr>
<td>Gross billing</td>
<td>$2,199,000</td>
</tr>
<tr>
<td>Net income</td>
<td>206,000</td>
</tr>
</tbody>
</table>

Notes: 1969 figures restated to reflect acquisition of B. H. Music's Advertising Inc. as a pooling of interests, as center-shares figures based on 440,513 average number of shares outstanding.

LaRoche, McCaffrey and McCall Inc., New York, reported almost doubled earnings per share from 29 cents to 57 cents for the first half of 1970.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.75</td>
</tr>
<tr>
<td>Net income</td>
<td>337,920</td>
</tr>
<tr>
<td>Billings</td>
<td>126,409,000</td>
</tr>
</tbody>
</table>

**MCA Inc., Universal City, Calif., parent corporation of Universal Studios, reported revenue increases but declines in net income for the six month period ended June 30. Second quarter statistics also reflect higher sales but lower income trend.**

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.78</td>
</tr>
<tr>
<td>Revenues</td>
<td>13,419,000</td>
</tr>
<tr>
<td>Net income</td>
<td>3,642,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,174,263</td>
</tr>
</tbody>
</table>

**National General Corp., Los Angeles-based diversified firm with major leisure-time interests, reported about a 52 million decline in operating income for the six-month period ended June 30, compared with last year. The company also shows a $325,000 decline in net income for the same period. Revenues were up nearly 14% for the six month period.**

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.35</td>
</tr>
<tr>
<td>Revenues</td>
<td>256,372,000</td>
</tr>
<tr>
<td>Net income</td>
<td>6,860,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,249,740</td>
</tr>
</tbody>
</table>

Ogilvy & Mather International Inc., New York, reported an increase in net income and in billings for the first six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.14</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>$122,958,834</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,514,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>$1,249,740</td>
</tr>
</tbody>
</table>

Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in gross revenues of 55% and an increase of 37% in net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.29</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>$4,080,792</td>
</tr>
<tr>
<td>Broadcast revenues</td>
<td>$2,184,075</td>
</tr>
<tr>
<td>Net income</td>
<td>298,694</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,025,897</td>
</tr>
</tbody>
</table>

Note: 1969 net income includes extraordinary credit of $35,000 or 4 cents per share.

Tele-Communications Inc., Denver-based multiple CATV and microwave systems operator, reported a 43% increase in revenues, a 32% increase in CATV revenues and a 98% increase in microwave revenues for the first half of 1970.

Bob Magness, president, also reported that ICI's entry into TV network trunking service with an NBC feed from Denver to Salt Lake City, already completed, and an application filed with the FCC for a similar CBS feed.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.07</td>
</tr>
<tr>
<td>Revenues</td>
<td>12,937,200</td>
</tr>
<tr>
<td>Net income</td>
<td>1,249,740</td>
</tr>
</tbody>
</table>

Notes: Figures based on average shares outstanding: 2,506,841 in 1970 and 2,180,068 in 1969.

Microwave revenues do not include intercompany microwave charges of $375,923 in 1970 and $290,178 in 1969.

Vikoa Inc., cable television systems operator, CATV manufacturer of equipment for CATV and producer-distributor of TV programming, reported last week an increase in sales and a net loss for the first six months of 1970.

Theodore Baum, president, said the decrease in earnings was attributable to softness in the economy, high copper and labor costs as related to selling prices, continuing restrictions on CATV construction and an estimated loss on a transaction with San Jose Cable Co. amounting to $325,000.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.07</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>12,863,000</td>
</tr>
<tr>
<td>CATV revenues</td>
<td>1,214,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>(157,000)</td>
</tr>
<tr>
<td>Net income</td>
<td>2,316,000</td>
</tr>
</tbody>
</table>

**Ampex quarter income drops**

Ampex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported a sharp decline in earnings for the first quarter of its fiscal year. The reduction was attributed to the depressed economic climate which lowered orders and to start-up expenses associated with several new product lines to be introduced this year. William E. Roberts, president, noted that production would reach its peak at the end of the second quarter and would generate improved sales and earnings in the last half of the year.

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.05</td>
</tr>
<tr>
<td>Revenues</td>
<td>64,528,000</td>
</tr>
<tr>
<td>Net income</td>
<td>519,000</td>
</tr>
</tbody>
</table>

**Rapid-Q Tape Cartridge Equipment**

- Automatic fast-forward rapid cue
- Minimizes wall between messages
- Exceeds all NAB standards
- Full logic switching - without relays
- Stereo or monaural

**VISUAL ELECTRONICS CORPORATION**

358 W. 40th St., New York, N. Y. 10018 - (212) 738-5840
### The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing August 20</th>
<th>Closing August 13</th>
<th>Closing August 6</th>
<th>1970 High</th>
<th>1970 Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

### Stock trading by insiders

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

- Adams-Russell Inc. (CATV) - C. J. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.
- ABC - E. H. Erlick sold 5,500 shares, leaving 999.
- American TV & Communications Corp. - D. H. Distrik bought 2,000 shares, totaling 10,000.
- Ampex Corp. - E. P. Larmer bought 100 shares, totaling 100.
- General Electric - A. M. Poniato bought 1,500 shares, giving him a total of 1,500.
- Cablecom General Inc. - J. B. Poor bought $65,000 worth of 61% convertible debentures, totaling $65,000.
- Cablecom General Inc. - W. L. Westerman, as executive, bought $10,000 worth of such stock, totaling $10,000.
- Cities Broadcasting Corp. - J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 worth and 2,500 as custodian.
- Columbia Pictures Industries - M. N. Fesler bought 400 shares, totaling 400.
- Columbia Broadcasting System Inc. - L. C. Meyer bought 100 shares, totaling 100.
- Conrac Corp. - Dwight Whiting bought 1,000 shares, totaling 1,000 individually and 1,200 in trust.

52 (FOCUS ON FINANCE)

BROADCASTING, Aug. 24, 1970
Programming
Columbia Pictures DIS NS N 8% 9% 9% 9% 31% 8% 5,942 60,133
Disney D 92% 92% 100% 100% 158 92% 5,133 549,231
Filmways FWY A 6% 6% 7% 18% 6% 1,700 11,679
Four Star International O 2% 1% 2% 1% 1% 666 1,665
Gulf & Western GW N 12% 11% 22% 24% 20% 9% 15,952 193,868
Kinney National KNS N 22% 21% 24% 38 21 9,067 226,675
MCA MCA N 13% 13% 13% 25% 11% 6,195 114,730
MG M MCM N 13% 12% 14% 29% 12% 5,843 92,027
Music Makers Group O 2% 3% 3% 9 2% 589 1,914
National Geographic NGC N 13% 12% 14% 20% 9 4,910 70,556
Transamerica TA N 11% 12% 13% 26% 11% 65,635 859,005
Wallace Reade Organization TF N 7% 7% 8% 20% 6 8,562 67,383
Weather Corp. WCO A 5% 5% 5% 10% 4% 2,312 7,514

Total 134,122 $2,271,017

Service
John Blair BJ N 11% 12% 13% 23% 10% 2,605 34,176
Comsat CO N 36% 36% 37% 57% 25 10,000 355,000
Creative Management O 6% 7% 7% 4% 4% 1,075 8,600
Dyle Drive O 14% 14% 14% 24% 14 1,924 26,455
Footle, Cone & Belding FCB N 7% 7% 8% 12% 7% 2,167 16,850
Grey Advertising Y 7% 7% 7% 13% 6% 1,937 9,354
LaRochelle, McCaffrey & McCall O 9% 9% 10 17 585 6,143
Movielab MOV A 2% 2% 2% 7% 2 1,407 2,983
MPD Videolectronics MPO A 5% 5% 5% 9% 4% 558 3,067
Nelson NS N 32% 30% 32% 42% 26% 5,299 192,316
Ogilvy & Mather O 16% 16% 17% 22% 15 1,056 20,002
PKL Co. PKL A 3% 3% 2% 12% 2% 740 1,039
J. Walter Thompson JWT N 21% 22% 23% 36% 21% 2,773 69,325
Weils, Rich, Greene WRG A 5% 5% 6 8% 6% 1,581 10,871

Total 33,017 $780,773

Manufacturing
Admiral ADL N 7% 6% 6% 14% 6% 5,158 36,685
Ampex APX N 14% 13% 14% 48% 13% 10,846 166,307
CCAA Electronics O 2% 1% 1% 5 1% 800 1,800
 Goblin Radio CR N 11% 10% 11% 31 1% 2,384 34,488
Computer Equipment CEC A 4% 3% 3% 12% 3% 2,406 10,514
Convac CAX N 11% 12 12% 32% 11 1,254 15,048
General Electric GE N 7% 7% 7% 77% 60% 90,584 7,086,918
Harris-Intertype HI N 44% 41% 42% 75 36% 6,557 265,994
Magnavox MAG N 29% 29% 29 38% 22% 16,401 508,431
Motorola M MAM N 8% 7% 7% 60% 11% 71 59,058 4,526,884
Motorola MOT N 39% 38% 39% 47% 31 13,334 531,827
RCA IRA N 22% 22% 22% 34% 16% 66,925 1,564,060
Reeves Industries RSC A 5% 5% 5% 2% 1% 3,448 10,338
Teleset O 9% 9% 10 24 1,080 5,344
Visual Electronics VIS A 1% 1% 1% 1% 1,357 2,198
Westinghouse WX N 64% 63% 66% 69% 53% 39,665 2,619,210
Zenith Radio ZF N 32% 31% 31% 37% 27% 19,020 587,147

Total 337,880 $17,905,935

Standard & Poor's Industrial Average
85.09 $1.75 84.51

N-New York Exchange
A-American Stock Exchange
M-Midwest Stock Exchange
O-Over-the-counter (bid price shown)

Grand total 727,788 $28,936,348

Shares outstanding and capitalization as of Aug. 3. Over-the-counter bid prices supplied by Merrill Lynch.

Pierce, Janner & Smith Inc., Washington, D.C.

Trading suspended July 16 by American Stock Exchange.
5,000 shares, totaling 5,000; his son bought 2,000 shares, totaling 2,000. Morton Rosenthal, his wife and son sold 1,000 shares, leaving 95,620; his adult children sold 100 shares, leaving 3,150. In 1970, he sold 203 shares, leaving 100.

- Lee Enterprises Inc.—W. J. Rothschild bought 400 shares, totaling 17,004. R. F. Galigan, in joint name with his wife, sold 100 shares, totaling 7,198.

- Magna Vo Co.—C. H. Feigl sold 2,000 shares, leaving 9,400. J. W. Schrey bought 4,100 shares, totaling 18,013.

- Memorex Corp.—P. C. Hale's child sold 200 shares, leaving 1,900; Mr. Hale as trustee bought 400 shares, totaling 7,198. M. G. McKeown bought 243 shares, totaling 10,450. L. M. Wilson bought 759 shares, totaling 5,259.

- MCA Inc.—Ed Henry bought 500 shares, totaling 22,565. C. B. Thornton bought 400 shares, giving him a total of 1,075.

- Meredith Corp.—C. W. Aurnaud bought 100 shares, totaling 200.

- MGM—C. L. Killion sold 1,900 shares, leaving 19,705. James Meikle sold 1,000 shares, leaving 17,013.

- Metromedia Inc.—A. T. Bird bought 1,000 shares, totaling 2,022. George Eikins bought 500 shares, giving him a total of 2,499. M. L. McKeown bought 100 shares, totaling 600. Mrs. A. L. Schwartz bought 200 shares, totaling 500. J. B. Sias sold 500 shares, leaving 20. M. C. Weber bought 200 shares, totaling 200.

- Motorola Inc.—J. F. Mitchell sold 500 shares, leaving 513.

- National General Corp.—William E. Newcomb sold 5,248 shares, leaving 8,000. M. C. Klein sold 750 shares, leaving none.


- PKL Co.'s:—W. A. Murphy sold 1,200 shares, leaving 1,460. Frederic Pappert bought 300 shares, giving him a total of 55,196. Peggy Prag sold 500 shares, leaving 2,302.

- Pacific Southern Broadcasting Inc.—Heywood Fox, through Fox Watts & Rogers, sold 2,000 shares, totaling 17,196; held through that company, J. O. Gilbert bought 285 shares, totaling 10,770.

- Pough Inc.—W. E. Bush bought 120 shares, totaling 60. J. C. Dilllon sold 2,100 shares, leaving 30. C. Turner bought 100 shares, totaling 500.

- RCA Corp.—D. L. Mills sold 6,500 shares, leaving 8,976.

- Reeves Telecom Corp.—E. L. Glackner sold 500 shares, leaving 94,802. G. H. Walker Jr., through Walker Co., bought 500 shares, leaving 1,000 held through that company.

- Republic Corp.—R. F. Schmid bought 2,000 shares, totaling 4,100. R. H. Wessler bought 1,000 shares, totaling 4,200.

- Rollins Inc.—R. R. Rollins, through trust, bought 200 shares, totaling 48,400 held through trust.

- Signal Co.—L. A. Green, through trust for child, sold 2,972 shares, leaving 31,334 individually and none in trust.

- Sondering Broadcasting—A. H. Becker sold 1,000. W. F. Monsen sold 2,100 shares, leaving 219,280.

- Sterling Communications—Salvatore Misereino bought 300 shares, totaling 500.

- Storer Broadcasting—Grady Edney sold 3,375 shares, leaving none. Bill Michaels bought 3,900 shares, totaling 11,100. J. F. Store bought 1,000 shares, leaving 24,250 individually and 600 held by wife, F. W. Smith bought 500 shares, totaling 7,120.

- Technicolor Inc.—J. T. LaFollette bought 1,000 shares, totaling 1,000. G. L. Murphy sold 1,000 shares, leaving 45.

- Transamerica Corp.—J. R. Dant bought 1,500 shares, totaling 10,159; Mrs. Dant bought 500 shares, totaling 5,000. W. J. Holcombe bought 3,200 shares, totaling 3,202. Henry Salvator bought 2,000 shares, totaling 1,890. D. A. Spain bought 2,162 shares, leaving 110 personally and 313 in savings plan.

- Vika Inc.—Robert Baum sold 6,000 shares, leaving 15,576.

- Walt Disney Productions—D. B. Tatum sold 600 shares, leaving 1,040. Franklin Walheim bought 500 shares, totaling 1,540.

- Walter Reade Organization—Matthew Huttler bought 42,000 shares, totaling 17,953; his wife bought 12,150 shares, totaling 7,222.

- Wells Rich Greene Inc.—M. W. Lawrence bought 100 shares, totaling 225,850.

Meredith reports 24.3% earning drop

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 24.3% decline in earnings despite an 8.8% increase in revenues for fiscal 1970.

Meredith also reported that fourth quarter earnings of $311,626 were down $1,251,486 or 80.1%. Fourth quarter operating earnings per share were 12 cents as compared to 55 cents the previous year.

For the year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net Income</th>
<th>Shares outstanding</th>
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<td>1970</td>
<td>2.32</td>
<td>143,668,833</td>
<td>6,419,031</td>
<td>2,782,293</td>
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<td>1969</td>
<td>3.67</td>
<td>132,169,608</td>
<td>10,192,240</td>
<td>2,779,406</td>
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Note: 1969 net income figures include extraordinary income of $1,711,135 primarily gain on sales of 50% interest in Meredith-Avco Inc., CATV systems operator.

Financial notes:

- CBS has declared a cash dividend of 35 cents per share on common stock payable Sept. 11 to shareholders of record Aug. 28. In addition, CBS declared a cash dividend of 25 cents per share on preferred stock, payable Sept. 30 to shareholders of record Aug. 28.

- Downe Communications Inc., New York, 40% owner of group-broadcaster Barrett Media Corp. and publisher of Ladies' Home Journal, American Home and Family Weekly, completed acquisition of Founders Mutual Depositor Corp. Founders sponsors Founders Mutual Fund and is investment adviser and principal underwriter of Gryphon, Apollo and Meridian funds. Acquisition is for 500,000 Downe shares and marks Downe's entry into mutual fund field.

- Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, has reported first six months figures ended June 30. Firm said sales were $921,708 and net after tax income was $1,102,991.
declared standing. Donald Price, president of Washington, and has offered per New York traded over counter. change Commission, permitting stock amounted 910,882 average shares outstanding. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,178 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

- Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.
- Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.
- Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.
- RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of $2,879,000 on revenues of $45,907 for the six months ended May 31, vs. revenues of $48,271,000 and net income of $3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

Fates & Fortunes

Broadcast advertising

Carl E. Sturges, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.

Dorothy Glasser, media director, and Edward J. Rogers, director of personnel, Ted Bates, New York, named VP's.

Harry J. Durando, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

Carol Moberg, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.

Anthony C. Thurston and William W. Young, account supervisors, Grey Advertising, New York, elected VP's.

Richard C. Phalen Jr., with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.

Jonathan C. Thwaites, art group head, SSC&B, New York, and Richard Francis Rack, account supervisor at agency, both named VP's.

Bill McQuillan, with Dodge & Delano, New York, named VP-creative.


George F. Howlett Jr., with Sudler & Hennessey, New York, named VP. Stephen M. Parello, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities. Barry Siegel, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.

Byron B. Schlesinger, formerly group product manager, Alberto Culver Co., Melrose Park, Ill., joins Robert S. Block Advertising, Milwaukee, as executive VP. Noel (Bud) Wiegele, operations director with Robert S. Block, named VP.

J. Patrick Graham, with Grubb Advertising, Champaign, Ill., named VP in charge of account services.

Bruce Glenn, VP and creative group head, and Dave Kolesar, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

Doug Barker, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

David E. Michels, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding Willis K. Freiert, who died last month (Broadcasting, Aug. 3).

Charles B. Kahao, formerly account supervisor, Norman, Craig & Kummel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

Robert A. Malone, senior editor, Broad-
CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins Raymond E. Finn Advertising, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins W. B. Doner and Co., Baltimore, as copy supervisor.


Jack W. Kortegaast, manager, John C. Butler & Co., Dallas rep firm, joins KVIL-AM Highland Park, Tex., as sales manager.

George E. L. Barbee, assistant product manager and Roger Yeager, assistant products manager, Noxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, Ill., joins W TWO(TV) Terre Haute, Ind., as commercial production manager.

Al Mancinetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces Paul L. Klein, who resigned earlier this summer to enter his own business.


W. J. Wheeler, general manager, KHOZ-AM-FM Harrison; Jack Freeze, general manager, KFPW(AM) Fort Smith; Mike Horne, KARV(AM) Russellville, and De Witt Waites, KKLK(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Flesher, director of advertising and promotion, Reeves Telecom Corp., New York, joins ABC-TV there as manager, new-business development.

Mr. Faust Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WSIX stations and KOA-TV are General Electric stations. He is succeeded by Ray A. Shouse, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corf for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial station WNDT(TV) New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNDT, which will be renamed WNET(TV).

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenfeld, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WSPA-TV Spartanburg, S.C., named manager, WSPA-AM-FM.

David R. Greene, executive VP and general manager of KBLI-AM-TV Helena, Mont., joins KLO(AM) Ogden, Utah, as general manager.

Robert Dalton Jones, program director, WRRN(AM) Raleigh, N.C., joins WKBC(AM) Garner, N.C., as general manager.

Peter Kadesky, Midwest sales manager. Radio Advertising Representatives, Chicago, joins WDNA(AM) there as station manager.

Anne Spotts and Debra Spotts, wife and daughter of late James A. Spotts, general manager of WLEM(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of licensee, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harshes-Rotman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programming, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WALT-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Burrud Productions, Los Angeles, named executive VP.

Tim Wholey, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.


Bobby Dark, with KBOX-AM-FM Dallas, joins WWIN(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Seslowsky, director of program purchasing, Telecom Associates, New York, joins Telemation Program Services there as director of programming.


Samuel C. Gale, president, Corser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Westport, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programming, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WBME-FM Hartford-Meriden, Conn., joins WNH-FM New Haven, Conn., as music director.

News

Roy Heally, news editor, KCRA-TV Sacramento, Calif., joins KRON-TV San Francisco.
Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by Thomas Hodson, producer.

Joseph Alvarez, reporter, NBC News, New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.


Jim Kelter, with WVLN(AM) Olney, Ill., joins WTVO(TV) Terre Haute Ind., as sports director, succeeding Jerry Palma, appointed night news editor.

John Adair, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM there as newsman.

Jerry Klein, news director, WRCB-AM-FM Philadelphia, joins WCAU(AM) there as newsman.

Rick D’Amico, news director, WREO-AM-FM Ashstuba, Ohio, joins WKFR-AM-FM Battle Creek, Mich., in same capacity.

Connie Chung, news writer, WTG(TV) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVI(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by Bob Robertson, who is with KVI and KTNT-TV Seattle.

Bill Lorin, with KFWB(AM) Los Angeles, joins KPRO(AM) Riverside, Calif., as newsman.

**Equipment & engineering**

Harry Heltzer, president, 3M Co., St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by Raymond H. Herzog, VP of Graphic Systems subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joint CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.


Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation

**RTNDA chooses five**

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), Jack Eddy, KOMO-AM-TV Seattle; Region 2 (Midwest), Fred Douglas, WZAO-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), Richard Wright, WTAG(AM) Worcester, Mass.; Region 4 (South), Don Owen, KSRA-TV Shreveport, La.; and for Canada, Gary McLaren, CKCO-TV and CKKW-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, Chet Casselman, KSFQ(AM) San Francisco; Region 2, Mark Gaultier, KMTV(TV) Omaha; Region 3, Tom Frawley, Cox Broadcasting, Washington, and Region 4, Ed Planer, WDSU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

Sales Inc., subsidiary of Telemation Inc., Salt Lake City, named sales engineer in charge of Telemation Sales’ newly opened branch in Las Vegas.

Holmes Bailey, with Weston Instruments Division, Weston Instruments Inc., Newark, N.J., named director of marketing.

Donald W. Nash, chief engineer, WOKO(AM) joins KTLM(AM) Denver in same capacity. He is succeeded by Randy Smith, with WGGG-AM-FM Brunswick, Ga.

Flavio Blanco, with Superscope Inc., Sun Valley, Calif., U.S. distributor of Sony tape recorders, appointed director of engineering.

Walter Wisneski, with noncommercial KQED(TV) San Francisco, named studio engineering supervisor.


C. Dale Criswell, with General Electric Cablevision Corp., Schenectady, N.Y., named manager-operator, western region, Walnut Creek, Calif.

**Promotion**

Stephen Corman, with New York public relations staff of Westinghouse Broadcasting Co., rejoins WIND(AM) Chicago, Westinghouse station, as advertising and promotion manager.

Ed Nix, news director, KEZI(AM) Anaheim, Calif., appointed marketing and public relations director.

Jerome Manigan, coordinator of youth programs, Cincinnati area Community Action Commission, joins WLW(AM)-WLWT(TV) Cincinnati as assistant community services director.

**Allied fields**

Theodore N. McDowell, general manager, national public affairs, WTMAL-AM-FM-TV Washington, who became director, office of information, Department of Transportation earlier this year, named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news, WTVJ(TV) Miami, named to national television committee, Boy Scouts of America. Other members include: Walter Cronkite, CBS News; James Hagerty, ABC Inc.; George A. Heinemann, NBC News and Carl Lindemann Jr., NBC News.

**Deaths**


Bob Ekstrom, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station licensee since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of Mayberry R.F.D. TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of Andy Griffith show and began career as writer for Marx brothers and Anos n’ Andy radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1963, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.
Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission's bureau of deceptive practices from 1961 until he retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of Joey Bishop show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also produced The Jack Paar Show for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, Daniel Boone. He is survived by his wife, Gertrude.

As compiled by Broadcasting, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, nul.—null, CATV—community antenna television, CH—critical hours, CP—comparable, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, LS—local station, mc—megacyclos, mod.—modulation, N—night, PSA—presume service authority, SCA—subdivisional authorization, SH—specific hours, SAA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vist.—visual, watts—watts, *—educational.

**New TV stations**

**Actions on motions**

**Chief, Broadcast**. Bureau on request of Vug-Metric Inc., extended through Aug. 20 time to file reply comments to notice of proposed rulemaking in matter of amendment to TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 10.

**Hearing Examiner** Charles J. Frederick in Glen-dive, Mont. (Meyer Broadcasting Co. and Harri-scope Broadcasting Corp.), TV proceeding, granted petition by Harriscoppe Broadcasting Corp. for leave to amend application to correct certain minor errors relating to power gain and geographic co-ordinates of proposed Harriscoppe transmitting ant. ( Docs. 18737-8). Action Aug. 12.


**Call letter actions**

**WGBH Educational Foundation, Springfield**.

**Mass. Granted** WGBY-TV.

**Mississippi Authority for Educational Television, State College, Miss.** Granted WMBM(TV).

**Blue Ridge ETV Association, Norton, Va.** Granted WSVN-TV.

**Designated for hearing**

**Greensburg, Pa.** FCC designated for consolidated hearing mutually applicable of Western Broadcast Inc. and Warman Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

**Existing TV stations**

**Final actions**


**Broadcast Bureau** granted licenses covering changes in following: KBAK-TV Bakersfield, Calif.; KYRE-T.V. Lufkin, Tex.; WTAP-TV Parkersburg, W. Va.; and WISC-TV Madison, Wis. Action July 27.

**Broadcast Bureau** rescinded actions of July 30 which granted renewal of licenses to WBDT-TV South Bend, Ind. and WJSM(TV) Elkhart, both Indana. Action Aug. 10.

**KNTV(TV) San Jose, Calif.** Broadcast Bureau granted CP to expire permit for changes, Action Aug. 11.

**William B. Ray, chief of FCC Complaints and Compliance Division, in Washington (Evening Star Broadcasting Co. (WMAL-TV)), TV proceeding, informed Black for Soul in Television (BEST) that WMAL-TV did not violate fairness doctrine in Dec. 19, 1969 in allegedly critical black of militants. In letter to BEST, Mr. Ray said, "It appears that station has presented contrasting views in overall programing concerning leadership in black community."

**WMAL-TV Washington**—FCC granted group of individuals and organizations opposed to license renewal application of WMAL-TV, 21-day extenion to submit comments to licensees' amendment to renewal application; denied petition asking for reconsideration of decision by chief of Broadcast Bureau denying motion to strike and remove amendment. Action Aug. 14.

**WFTV(TV) Orlando, Fla.** FCC granted modification of CP to operate with non-directional ant.
# Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W. Wash., D.C. 20006</td>
<td>396-6400  Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>Suite 402, Park Building 6400 Coldborn Road Bethesda, Md. 20034</td>
<td>(301) 329-6600  Member AFCCE</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td></td>
<td></td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>Phone: (201) 746-3000</td>
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<td></td>
<td></td>
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<tr>
<td>ROY &amp; DIPPELL</td>
<td>CONSULTING ENGINEERS</td>
<td>1242 Munsey Building Washington, D.C. 20004</td>
<td>Phone: (202) 347-4215</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers</td>
<td>Everett L. Dillard Edward F. Larens PRUDENTIAL BLDG. 337-1319 Washington, D.C. 20005</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1771 N St., N.W. Washington, D.C. 20036</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2922 Teletar Ct. Falls Church, Va. 22042</td>
<td>Phone: (703) 560-6800</td>
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<tr>
<td>SILLIMAN, MOFFET &amp;</td>
<td>CONSULTING ENGINEERS</td>
<td>711 14th St., N.W. Washington, D.C. 20005</td>
<td>Member AFCCE</td>
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<td>KOWALSKI</td>
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<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS</td>
<td>2029 9 Street N.W. Washington, D.C. 20006</td>
<td>Phone: (202) 323-4646</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>CONSULTING ENGINEERS</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>KANSAS CITY, MISSOURI 64114</td>
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<tr>
<td>Jules Cohen &amp;</td>
<td>CONSULTING ENGINEERS</td>
<td>Suite 716, Associations Bldg. 1405 19th St., N.W., 20007</td>
<td>Phone: 216-631-8360</td>
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<td>ASSOCIATES</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220, Coldwater, Michigan 49036</td>
<td>Phone: 517-278-6733</td>
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<tr>
<td>E. HOFFMAN</td>
<td>CONSULTING ENGINEERS</td>
<td>10021 W. 13th St., N.W. 20005</td>
<td>Member AFCCE</td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road Cleveland, Ohio 44143</td>
<td>Phone: 216-544-4316</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>CONSULTING ENGINEERS</td>
<td>345 Colorado Blvd. - 60206</td>
<td>Phone: (Area Code 303) 333-2962 Data Line (303) 338-7807 DENVER, COLORADO</td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>729 Industrial Road</td>
<td>Member AFCCE</td>
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<td>San Carlos, California 90407</td>
<td>(415) 592-1394</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220, Coldwater, Michigan 49036</td>
<td>Phone: 517-278-6733</td>
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<tr>
<td>ROSNER TELEVISION</td>
<td>SYSTEMS CONSULTING ENGINEERS—CONTRACTORS</td>
<td>29 South Mall Plainview, N.Y. 11803</td>
<td>Phone: (516) 694-1903</td>
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<tr>
<td>ASSOCIATED COMMUNICATIONS CONSULTANTS</td>
<td>1100 Beech Road Anchorage, Kentucky 40223</td>
<td>(502) 245-4673</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>817-281-8721</td>
<td>P.O. Box 808</td>
<td>1100 W. Abram Arlington, Texas 76010</td>
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<tr>
<td>TERRILL W. KIRKSEY</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F. Austin, Texas 78751</td>
<td>(512) 454-7014</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS</td>
<td>449 Concord Ave. Cambridge, Mass. 02138</td>
<td>Phone (617) 876-2810</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
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<tr>
<td>RTV International, Inc.</td>
<td>RADIO PROGRAM CONSULTATION</td>
<td>Sheldon Singer Vice President</td>
<td>405 Park Avenue New York, N.Y. 10022</td>
</tr>
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York, (WPIX Inc. [WPIX(TV)]) and Forum Communications Inc., TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 18717, 2). Action Aug. 12. 

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<td>1) 25 additional cases on nonreserved channels.</td>
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<td>2) Includes two licensed UHF's that are not on the air.</td>
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</tbody>
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Rulemaking actions

- FCC ruled that major television networks must allow broadcasters engaged in presentation of competing viewpoints to President's views on war in South- east Asia. On Aug. 8, FCC addressed over-the-million complaints filed by Committee for Fair Broadcasting on controversial issues; United States senators and representatives move for Vietnam peace (Doc. 12782). Action Aug. 7.

Call letter application

- WKHM-TV, Jackson Television Corporation, Jackson, Miss. Requests WWLD-TV.

New AM stations

Final action

- Wanchese, N.C.—Ouster Banke Radio Co. Broadcast Bureau granted 1530 kc, 250 w D.P.Q. address c/o Douglas Lystra Craddock, Box 652, Leesville, N.C. Estimated construction cost $27,360, first year operating cost $27,600; revenue $42,000. Principals: Douglas Lystra Craddock (50%) and Lucy Phil Wicker (50%). Mr. Craddock owns WLOE-AM-FM Leesville, N.C., and has theater interests. Mr. Wicker has interest in theater supply firm. Action Aug. 11.

Actions on motions

- Chief, Broadcast Bureau, granted request by Association for Broadcast Engineering Standards Inc, and extended through Oct. 5. time to file comments and through Nov. 2, time to file reply comments on proposal of proposed rulemaking, adopted May 20, in matter of amendment of rules covering Classification of programs on limited to positive modulation (Doc. 18867). Action Aug. 12.


- Hearing Examiner Isadore A. Horig in Elmhurst and Chicago, Ill., on Aug. 21, 1970. On motion of DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co., AM proceeding, granted request by DuPage County Broadcasting Inc. and rescheduled certain procedural dates and resched-

- Hearing Examiner David I. Kraushaar in Spokane and Midwest City, both Oklahoma, (Creek County Broadcasting Co., Tinker Air Force Base) to appoint counsel and other parties to be notified of order granting stays and disposing of merits of withdrawing party certified to commission (Doc. 18880). Action Aug. 4.


- WKHM-TV, Jackson Television Corp., Jackson, Miss. Requests WWLD-TV.

Existing AM stations

Applications

- WANA Anniston, Ala.—Seeks CP to increase daytime power to 1kw and change antenna and station identification to 201 Connor Street, Anniston. Action Aug. 11.

- KOHL Grand Junction, Colo.—Seeks CP to increase daytime power to 1kw and change antenna trans. to Gypsum Creek. CP 06-140, 150kw. U. Action Aug. 11.

- WOCN Miami—Seeks CP to increase daytime power to 1kw. License on 140kw. 250w. U. Action Aug. 11.

- KWRA Guthrie, Okla.—Seeks CP to increase daytime power to 250kw and change antenna trans. to Gates, BC-500G and change antenna trans. to 0.25 mile north of Junction of Interstate 35 and State Route 33. License on 140kw. 150w. U. Action Aug. 11.

- KEVF Tucson, Ariz.—FCC denied petition by Tucson Radio Inc., licensees of KEVT, for reconsideration of Commission's action which turned down KEVT's request for waiver of nighttime "white area" population requirement and returned as unacceptable for filing application to change its operation on 690 kc with 250 w-D to unlimited time using DMA nighttime. Action Aug. 5.

- KAPI Pueblo, Colo.—Broadcast Bureau granted renewal of license. Action Aug. 10.

- WTUX Wilmington, Del.—Broadcast Bureau granted renewal of license. Action Aug. 10.

- WTOP Washington—FCC denied for refusal by Busch Broadcasting Co., to file application for license on behalf of Benjamin Peace, against Post-Newswave Stations, licensee of WTOF, for refusal to all advertising time for presentation of BEN'S anti-Vietnam war commercials. Action Aug. 10.

- KVGB Great Bend, Kan.—Broadcast Bureau

granted license covering changes of auxiliary trans. Action Aug. 11.

- KXMM, Kennett, Mo.—FCC granted request by Botheel Broadcasting Co., licensees of KBXM Kennett, for waiver of "Firm freeze" criteria of rules. Application to increase power of KXMM from 250w to unlimited time at the conclusion of operation accepted for filing. Action Aug. 5.


- WTAE Pittsburgh—Broadcast Bureau granted CP to make changes to 0.25 mile south of WATV and southwest ant. with guyed tower with top-mounted FM and AM. Action Aug. 7.


- KZUN Opportunity, Wash.—Broadcast Bureau granted license covering studio and remote control location; 23 South Pine Road, Action Aug. 13.

- KAYO Seattle—Broadcast Bureau granted CP to increase auxiliary power to 1 kw and install new antenna. Action Aug. 12.

- WAIJ Morgantown, W. Va.—Broadcast Bureau granted license covering use of presently licensed trans. 6.5kw and nighttime 500 w. Action July 31.


- Hearing Examiner Chester F. Naumowicz in Chattanooga, (Jay Sadow [WIRP] and Rock City Broadcasting Inc.), AM proceeding, granted pending by Jay Sadow for leave to amend application to include financial and other considerations in order to better satisfy certain of designated issues (Docs. 19062). Action Aug. 11.

- WKHM-TV, Jackson, Miss. Requests WWLD-TV.

Designated for hearing

- Saafort, Ariz.—FCC set for hearing mutually exclusive applications of Al G. Stanley, licensee of KATO, to improve facilities of KATO and Tri- County Broadcasting Co., and to reschedule of new station in Safford. Action Aug. 3.

- KELC Gulfport, Miss. and WROA, America, Ga.—FCC designated hearing applications of Charles W. Dowdy, licensee of WROA, and Sum- ter Broadcasting Co., to operate on 1290 kc from daytime to unlimited

- (60 FOR THE RECORD)
time. Action Aug. 5.

Processing line

** FCC notified Aug. 12 the following AM applications will be ready and available for processing Sept. 22: BKXM Kennew, Mo., Booth... of new, 1540 kw. Action Aug. 12.

** Other actions


* KRGM-FM Tulsa, Okla.—Broadcast Bureau granted mod. of CP to change ERP to 62 kw. Action Aug. 11.


* WPBS(FM) Philadelphia—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location: 98.9 mc; ERP 29 kw; ant. height 120 ft. Action Aug. 7.

* WGCB-FM Red Lion, Pa.—Broadcast Bureau granted license covering changes. Action July 24.


* KTCN-FM Belton, Tex.—Broadcast Bureau granted CP's to move station from 250 kw. Action Aug. 13.

* KIVY-FM Cockett, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

* KHER(FM) Longview; Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

* KLIS(FM) Palestine, Tex.—Broadcast Bureau granted license covering new FM; studio and remote control location: 1118 N. Link. Action Aug. 13.


** Action on motion

* Chief Broadcast Bureau on request of Regional Broadcasting Co., licensees of WHAG-FM Half... to Nov. 23; to Dec. 22; to Dec. 29; and to Dec. 29, followed by rulemaking and issuance of order to show cause in matter of amendment of August 17; 1974, for new class A allocation at New Bruns... Action Aug. 7.

* Call letter applications

* KCBH(FM), Abbe Communications of California, Los Angeles. Requests KJOU(FM).


* WZIP-FM, Margareta S. Subdrbin, Cincinnati. Requests WWSWF(FM).


* WOTOS(FM), Martin W. Subdrbin, Wauwatosa. Requests WLYT(FM).

** Designated for hearing

* KRAB-FM Seattle—FCC set expedited license renewal hearing to determine whether Jack Straw Memorial Foundation, licensee of KRAB-FM, has exercised proper licensee responsibility in carrying out policy in determining whether material modifications to the station could be made, for which station should be issued one-year or full three-year renewal of license. Action Aug. 7.

** Modification of CP's, all stations


* Broadcast Bureau granted mod. of CP's to extend completion dates for following: KWW-FM Shell Lake, Wis., FEBRUARY 24, 1970 61

{continued on page 68}
Help Wanted Management

Major market station looking for an experienced program manager. Must have background which emphasizes decision to job to necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working knowledge of radio, TV, and all related matters. We are an equal opportunity employer. Send complete resume to Box H-217, BROADCASTING.

If you're a selling manager or top salesman... here's your chance to take charge of an established, well-known small market operation. Excellent equipment, prefer 1st phone but all considered, it's really a good opportunity. Send resume and picture to Box H-586, BROADCASTING.

WANTED: To enter partnership with CATV system in separate venture. Young man, now working in another field, who is interested in learning the ins and outs of a cable TV. Location is a coming town in communications. Good opportunity for aggressive person with record of past success. For full particulars and requirements write Midwest, small community. Write to Box H-295, BROADCASTING, as soon as possible.

SALES MANAGER: For top rated fulltime AM. Negro programed station in Richmond, VA. Starting salary $5,000, plus bonus. You want a man who can both sell and supervise sales, Company insurance and many other benefits. If you want a good job with a hard working little company, you should contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Before school starts and before you endure another busy fall season, try this job... It should be a beautiful tropical city on the ocean working with the ABC Radio Station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes... management opportunity but prove yourself first.

NEW YORK-BASED salesman or rep. with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

MAJOR EASTERN market program commercial religious, spiritual music required experienced fulltime salesman. Send complete references and resume to Box H-507, BROADCASTING.

FLORIDA large coastal market major with sales job for aggressive man with good background who can handle a help coverage needs a thoroughly experienced hard working successful radio salesman. Good salary and record. Send resume with all details. Box H-319, BROADCASTING.

ALL COMPANIES WANTED to ticket--announcing helpful: KHLW, Atlanta.

WANTED: Salesman or radio man wanting to sell ads. Midwest only. Dale Low, KLLS/KSMN, Mason City, Iowa.

Salesman or sales/news combination. Play-by-play of college and pro sports. Contact Gene Stanley, KVTY, Lebanon, Texas.

Account Exec. for KSAN--San Francisco's top-rated progressive rock station needs one account executive to join dynamic staff. Must have background in sales, draw, commission, liberal Metromedia profit-sharing and handling relationships. For an experienced salesman. Send resume to KSAN, 211 Sutter, S.F. or call (415) 946-2895. Excellent opportunity.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations wanted $1.00 for each 25 words or part thereof. All offers must be in writing and written offers are limited to one per account. All replies to be sent to one box only. All replies to have a 25 word or less copy. Deadline for copy: Must be received by Monday for publication next Monday. No advertising accepted for replies to our ads. No charge for blind box number.

RADIO

Help Wanted Management

Opportunity for young man to break into sales and eventually into program management. Good future in air show wanting to sell. Send tape, resume and picture to KWCO Radio, Box 770, Chillicothe, Okla. 73908; attention Michael McKern.

Real opportunity, number one, AM MOR station, 200,000 plus, phone and TV area of very large market. Large potential account list. Excellent guarantee against 15%, commission. Full training, fringe benefits. Send resume, photo, work and credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond, VA. Start with $10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.


Leave the ulcer factory ... sell for WIDG, 5000 watts, St. Ignace, Michigan. Resort area -- no pressure! Great working conditions ... top notch staff. Rush details to Bill Victor.


Sales manager/announcer with ticket (no main.). Must have at least one of AM-CW stations located in Minnesota's beautiful vacation area. Must have completed, on his own two feet and run a sales dept, Make no mistake we want no leeches draining our Roger orders taken... only proven salesman. This station just received an International news award to add to our list of awards. We are sold out most of the time. We promote like crazy...just completed a two week tour, our sound is major market...our sales are unreal. The man who gets this job will inherit a fantastic account list and a very dynamic and money making station. The man you're replacing left at 23 years of age to pursue a business in the static. It's made money with us. You better be a great salesman, great voice, and have a ticket. Immediate opening. Call 218-927-3322.


Sales manager/announcer with ticket (no main.). Must have at least one of AM-CW stations located in Minnesota's beautiful vacation area. Must have completed, on his own two feet and run a sales dept, Make no mistake we want no leeches draining our Roger orders taken... only proven salesman. This station just received an International news award to add to our list of awards. We are sold out most of the time. We promote like crazy...just completed a two week tour, our sound is major market...our sales are unreal. The man who gets this job will inherit a fantastic account list and a very dynamic and money making station. The man you're replacing left at 23 years of age to pursue a business in the static. It's made money with us. You better be a great salesman, great voice, and have a ticket. Immediate opening. Call 218-927-3322.

ANNOUNCERS

Medium market station looking for P.D. to help regain last numbers--excellent opportunity for right man--mid-climate--salary commensurate with background & ability--personnel production important. Send resume, tape and photo to Box G-208, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personnel. Should have interest in music programming. Send tape, picture and resume. Box H-188, BROADCASTING.

ANNOUNCER with first class ticket for MOR small market in the East--ability of good opportunity and details of experience to Box H-200, BROADCASTING.

Interested person is how could we best describe the radio air talent we are seeking. Previous track record as an announcer tells the capability of winning in a very competitive Midwest major market. We are looking for an experienced man, or an outstanding student with a high school diploma and salary history to Box H-215, BROADCASTING.

Announcers continued

Penna. 10,000 watt, contemporary music station looking for experienced man. No scrapper ... strong on news and commercials. Call now. Good future in music. Excellent working conditions and fringe benefits. Salary based on ability and experience. Send resume to WZAC, 3183 Broadway, P.O. Box 140, Cleveland, Ohio, in with first reply to Box H-222, BROADCASTING.

Virginia. 125,000 market. Bright MOR. Need mature personality to do four hour airshift and commercial production. No beginners, please. $125/week. Send aircheck, photo, resume first letter. Box H-236, BROADCASTING.

Need first phone man for air work and sales to start with new AM station near Pittsburgh, Penna. Salary and commission. Contact Box H-270, BROADCASTING.

Announcer with first ticket--Virginia station. New P.O. Box 141, Roanoke, Va. Write Box H-295, BROADCASTING.

WANTED first phone for chicken rock night show. Must run tight board. Immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice, Immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Mobridge, S.D.

If you're peaked in your present job, maybe it's mountain time. Try Denver! Our good music stations (AM-FM) need another, mature, heavyweight announcer. Bosses responsible, pay top. Tape and resume, John Dawson, PD, KGS, Box 98, Aurora, Colorado 80010. An equal opportunity employer.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

WANTED: Staff announcer for afternoon shift in AM-FM. Send resume, picture, tape to WMFC, Monroeville, Alabama 35640.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" voice. Good days and nights. Send resume, tape and resume, John Dawson, PD, KGS, Box 98, Aurora, Colorado 80010. An equal opportunity employer.

If you're experienced, if you have a first class ticket, if you would like to work in the Pennsylvania mountains, if you can stick with a MOR and come up front, we can probably get together. Send your qualifications and a 7½ audition tape to WYSC, Somerset, Pa. 15501.

You're in your twenties . . . loaded with soul . . . a great swinger for the morning slot . . . soul brothers, send your audition's picture, resume to WTHN, Box 5156, Chatanooga, Tennessee. Now! No phone calls please.

1st phone, heavy weight network, MOR station, resort Florida, afternoon drive-time, great opportunity for stable family man, good pay, fringe benefits. Call 513-1439.

On the Ball? Join aggressive small market MOR experience, credit references. Send resume, tape, picture. Box 426, Caribou, Maine.

We're staffing a new contemporary AM in southern Pennsylvania. If you're great and have something to offer, call Jack O' Lantern, 717-762-7883. New studios and equipment.

Smart and influential announcer with mature voice and style with production savvy and writing ability needed for major metropolitan format in powerful, influential stations. You will make key contributions, exciting new format being introduced to the industry in near future. Rush tape resume to Mr. Holtz, Box 1350, Princeton, New Jersey or call 609-924-3600.

BROADCASTING, Aug. 14, 1970
Technical

Major market group owned and operated 50 kw station is interviewing candidates for staff technican recorder and announcer. Experience essential. Salary commensurate with experience first phone. Box H-233, BROADCASTING.


Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional re- mote operation and maintenance. Good equipment, salary, career type. Box 979-1147, Tacoma.

Cheie engineer for WIXZ Mckeeport-Pittsburgh. Must be familiar with AM directional, 5000 ND days -1000 D night. We are looking for an experi- enced, So. Ohio area, good managerial, technical and operations. Super, 40 years experience. GM, 720-1147.

Chief engineer for WHCM-Lexington, Ky. Position is permanent. Send resume, experience and references to Box H-237, BROADCASTING.

Chief engineer position available. 20 years experience in all phases of broadcasting. Excellent opportunity for qualified engineer. Send resume and references to Box 118-269, BROADCASTING.

News continued

Programming, Production, Others

Major southeastern market programming commercial religious, spiritual music requires man for program director and production manager. Commercial background and excellent references and resume to Box H-308, BROADCASTING.

Program director-Florida, excellent for young pro needing an opportunity to expand. Must be well rounded, creative music ability for up-MOR. Must be web, experienced in community and show it on air. Tape, resume to Box H-326, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to: Manager, KNMA, Shenosdah, Iowa.

Station executive, well-organized, and experienced in administrative, sales, program sales and promotion. Year-round public station. M.A., preferred. Opportunity for free graduate study and local pictures, tape, and resume to WSU3, FM Station, State University, Tallahassee, Florida 32306.

WCLS Columbus, Georgia, the only all top-40 sta- tion in Georgia's largest market. Experience and interviewing for sales manager and production manager. Send resume to Box 151, BROADCASTING.

Situated Wants

Management

Natural 21 general manager in top market--highest record of sales/production area. Seeking part ownership; Great sales potential. Will invest. Box H-264, BROADCASTING.

Let's get it together! Air field-assign ratings? Years experience, strong background. Manager/group/promoter. Any size market, Calif., Pa., Ohio, or sunny south. Box H-299, BROADCASTING.

Honest, successful manager wants to talk about your station. Strong sales and programing experience. College graduate. Married with young children and want to know clean air and good schools. Interested in becoming part of proud community and good broadcast station or group. Phone or write: William Mussner, 360 Boundry Ave., Norfolk, Virginia. (540) 249-1791.

Announcers

Young black announcer, third endorsed, five years experience, ready to relocate. Box G-293, BROADCASTING.

First, MGR, New York, Florida, anywhere. 315-478-8866. Box H-5, BROADCASTING.

Black P.O. or operations manager, 6 yrs. experience, first floor, copy editing, talent development, R&B's with lower ratings. Answer now. Box H-103, BROADCASTING.

First phone. Four years experience. Completing mili- tary service late September. Want to work and finish school in southeast, medium market, univer- sity town. Write, Box H-207, BROADCASTING.

Experienced, reliable and hard working top 40 dj with first phone. Desires medium market top 40 station. Just over thirty, five and six hour airstream and some production. Write, Box H-209, BROADCASTING.

DJ/announcer: experience working with MOR and top 40; tight board. News,commercial delivery and background needed immediately. Box H-227, BROADCASTING.

Announcers: Experienced, dependable, tight board, Broad background, social work, psychology and sales. No phone calls. Please forward. We need you. Box H-238, BROADCASTING.

Make "talk" vital to your community. Feedback that not only discusses the news but makes it. For the man who can do it and has the awards to prove it, write Box H-249, BROADCASTING.

Beginner, professionally trained, DJ, announcer, newscaster, 3rd endorsed, stable, will relocate. Box H-255, BROADCASTING.

DJ announcer; experienced, familiar with MOR, established, versatile, creative sales personality, will relocate. Box H-296, BROADCASTING.

Number one medium market personality with strong sales background and long standing endorsement. Tight board. Box H-296, BROADCASTING.

Attention Gulf Coast. 15 years experience in both radio and TV including as weathercaster & film narrator. Interested in Gulf Coast but consider all areas. Phone inquiries answered. Box H-301, BROADCASTING.

1st phone--young aggressive man looking for a chance to work for you. Limited experience, but willing to learn. Box H-303, BROADCASTING.

ARTS veteran station manager seeks C&W, MOR board type. Five yrs., single, grad, 3rd endorsed, 2 yrs college. Tight board, creative production, personable and off air, 12 months C&W experience, 15 months TV news. Box 509, 3rd endorsed. Send Samples. Box H-315, BROADCASTING.

No burden pusher I, this hip, witty, ten-year first phone heavy production communicator wants moder- nize MOR home, prefers radio/television complex. Available October 1st. Box H-314, BROADCASTING.


South and west. . . . Large or small stations, avail- able good voiced disc jockey with ability to write and produce commercial copy, to imitate, some college, and desire to mature slowly under the supervision of professional. Box H-397, BROADCAST- ING.

Detroit . . . Experienced announcer, copywriter, production man seeking right position. Box H-330 BROADCASTING.

First Phase announcer, college graduate, experience, contemporary or top 40. Box H-332, BROADCASTING.

At last! The chance you've been waiting for, "Miss Jennifer Hale!" Young, beautiful, ambitious, talented, modest. N.Y. City. Want to work with the largest network in the world. First phase. Box H-333, BROADCASTING.

Expereined, aggresive sports announcer/wake skier seeking "big league" positions. Play-by-play basketball, baseball, football, hockey. Box H-335, BROADCASTING.


Here I am, D. J., newscaster, sales, dependable, married, two children, and taking college. Experience. Willing to work any format. Fred Tucker, 3216 Sycamore Lane, Sullivan, Mo. 301-736-0146.

First phone . . . . graduate . . . super nite jock, 24, former TV, recording personality-rock or MOR. Derek, 617-334-3865.

BROADCASTING, Aug. 24, 1970 63
Broadcast school graduate, hard worker, dependable, and with rhythm and blues background. Army veteran; young, single, good voice, willing to relocate. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.


Mature, dependable, radio man, first experience, experienced in all phases. 601-825-4045 mornings.

Beginner, broadcast school graduate, 3rd endorsed, draft exempt, will relocate. Creative, hard worker. Al Gerber, 38 Rockbridge Road, Wahkiakum, Wash. 02514 or 617-899-2373.

1st phone, 2 years experience, available now! Phone 312-834-6555, Bob Peacock.

You're announcing, 22, with experience, 3rd class license, now employed. Two years college specializing in radio, seeking out of Chicago opportunity. Will interview, personal interview, and resume available, Don VanJanen, 4660 Kenilworth Dr., Chicago 26, Illinois, 60619.

1st phone broadcasting school graduate desires part time work in Los Angeles area. Jack or newsman, want part time work for weekend; great potential. Call Dan Perez 213-477-8529 or 213-254-3555 or write me 6198 Mesa Ave., L.A. 90042.

Recycle the stuff that's mellow and new again. Staff writer; can read/write/sell Old pro. 408-758-3097. 200 W. Romie, Salinas, Calif.

Experienced announcer, 3rd ticket, age 31, married, no children. B.S. Communications December, seeks employment in New York area. Announce, writing, copywriting, 11 years various music formats. In New York City September 7-12 for interviews to James Ellis, 2001 East Fifth Avenue, Knoxville, Tennessee.

Technical

Chief engineer/announcer/announcer to relocate... six years experience... prefer country or MOR formats. Hilly and wooded areas. Box H-316, BROADCASTING.

First phone. Inexperienced. Need start. 28, family. Prefer Missouri or surrounding states. C. D. Harris, 3145 E. Wayland, Springfield, Missouri 65804.

News

R-TV grad, University Illinois, seeks radio or TV newsman. Experience in commercial experience on writing, production, sports, thorough, competent, master of on-the-spot writing. Box H-311, BROADCASTING.

Currently working as writer in major market. Want to get back on the air, college degree. Young. Appraoch: Can write read/write/sell. Old pro. 408-758-3097. 200 W. Romie, Salinas, Calif.

Progrining, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two speeds: Work hard—play hard, not a closet rocketeer, immediately for saleable voice or production. Box H-260, BROADCASTING.

You're aggressively and fully qualified in programing and production. B.S.—broadcasting, will relocate immediately. Box H-261, BROADCASTING.

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you have been hoping for a position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great weather, big open spaces. Work in 10 minutes (maybe 3). Clean air. Healthy family environment. Pay, $275 and expenses. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Chief engineer for expanding Canadian MSO, presently 200,000 watt system under construction. Needs a man with experience, to assume management position within two years. Send resume and compensation expectations. Box H-279, BROADCASTING.

Progressive mid-eastern production house is seeking a video tape operator. Must know maintenance and operation and have experience with Ampex Editel and 2000's. Liberal benefits & good working hours. Salary open—airmail resumes to Box BROADCASTING H-275.

Sony California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to be put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.


Operations engineer needed by expanding Southeast ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTRs. Apply to William M. Christman, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of black and white VTRs. Apply to William M. Christman, Chief Engineer, WTIV, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for ETV station at University of Alaska, Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, $1500 per month. Open immediately, write Television Services, University of Alaska, College, Alaska 99701.

News

TV newsman—UHF with small aggressive staff. Well equipped newsroom. Sound picture and resume, Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have experience in news writing, news writing and producing. Send tape and resume with salary history to Box H-259, BROADCASTING.

Aggressive reporter to work alone in market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in Midwest needs 3 experienced newsroom reporters, a news photographer and a news editor. Applicants must have background and complete dedication to news. Our station is fully committed to news and thus we are looking for the best in the country. Send complete resume to Box H-327, BROADCASTING.

Sportscaster, Young, good-looking sports type with four years TV experience and lots of drive. Daily sportscasts, no play-by-play. Major Ohio UHF. Send resume and picture to Box H-334 BROADCASTING.

South Florida TV station, T-President—photographer and 1-news event editor-producer. Require journalism de- gree or comparable experience. Contact Paula Flag, 305-726-6060, E. 21-40 major-market systems.

Programing, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs. Experience in film and television. Send complete resume and salary requirements to Box H-261, BROADCASTING.
News continued

Personable talk-host/news-personality deserves position in top-twenty market. Aggressive interviewing never gets in the way of taste. Widely read, easy to take, AB degrees valuable. VTR available. Box H-322, BROADCASTING.

General assignment announcer in top market, with anchorman experience, seeks full anchor or legman position. Box H-349, BROADCASTING.

Qualified black newsmaker, major market, seeks reporting/writing position, combined newspaper/TV experience. Call or write: O. Parham, KOED Ch 9 IV, 525 4th St., San Francisco, Ca. 94107. (415) 391-1020 X17.

Asst. news director, anchorman, 300 plus markets, major market, seeks reporting writer position. Box H-335, BROADCASTING.

For SALE

Equipment continued


1-GE 9 channel mixer with 9 transformers and power supplies. Excellent setup, 30 ft. cable. Channel mixer, very little use (portable model). A.B. Dick copy machine, located in Conn. Best offer. Box H-392, BROADCASTING.

Bauer 707 transmitter, 500 watts, can be converted to 1000 watts, seven years old. $2,500. Box H-336, BROADCASTING.

Audio input-reverberation unit model 44: Transport, mechanism, assorted amplifiers, manuals, rack. Box H-337, BROADCASTING.

For Sale: One (1) Ampex 150 7/15" tape recorder, console cabinet, operating manual, one extra cassette. One MX 10 Ampex $500.00... nearly new. Several Magnecorder recorders, various others. Contact: Goodson McKee, Waco, Texas 76714-4488.


Certain "GE" 750 kw back-up generator. 75 kw to 100 kw available. Includes cabling, 3 ea. 2800, 2 ea. 1600. Towers, transmitter shack, etc. Available for sale by state public bid. Available late 1970 for dismantlement and removal of this equipment near Salem, OR, to be taken to site to inspect the facility, currently operating, and to request copies of the Bid Provisions and Contractor's agreement. B. N. Brown, Sacramento Municipal Utility District, PO. Box 13550, Sacramento, California 95813. (916) 452-321, Ext. 576.

Ampex designed Model 450 background music tape reproduces both new and factory reconditioned models. Available from VTRM, Box 1555, Mt. View, Calif. 94040. (408) 739-7940.

MISCELLANEOUS

Deejay! 11,000 classified gag lines, $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Marietta, Calif. 95538.


D.J. One Uncle! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice dropping, D.J. Source Guild and much more. Command Productions, Box 26348, San Francisco 94118.

Wawi 95 pages best one liners only $3.00! Shad's House of Humor, 3744 Apple Ave., Cincinnati, Ohio 45210.

Los Angeles area radio: For call letters, format info, and the person to contact; send $5.00. Paul Thompson, 6023 Whistler, North Hollywood, Calif. 91606. List of ten.

Prizes! Prizes! Prizes! National brands for promotions, contests, promotions, no barter, or trade... better! For fantastic deal, write or phone Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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Current Comedy -- $65.00 original, topical one-liners each issue, twice-a-month, for entertainers, disc jockeys, broadcasters. Send for free sample; Current News, 300 New Jersey Ave. S.W., Washington, D.C. 20003.


Winters Productions, hilarious old timer voice "drop-ins" personalized for you. Free demo; write "Winters productions" Box 3677, Willmingon, Del. 19902.

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INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence) in broadcasting and for only $21.50 per month you can enroll in the National Home Study Council. Be a real engineer...join in! Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.
Instructions continued

First Class FCC License theory and laboratory training in six weeks. Preparing . . . i.e., the Masters in the nation's largest network of 1st class FCC License training. Approved and accredited member National Association of Trade and Technical Schools. Write for the location most convenient to you. Elkins, Institute** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-857-4010.

Elkins in Colorado, 419 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1648.

Elkins in Illinois, 540 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins in Tennessee, 2106A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8504.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-355-6507.

Elkins in Texas, 2451 Travis, Houston, Texas 77002. Phone 713-651-9414.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1846.


Announcing, programming, production, newscasting, scripting, operation and recording training. Preparing individuals for careers in the broadcast field. Approval in operations, production, advertising, and sales. Written by highly qualified professionals. One of the nation's largest, offers the most complete and comprehensive FCC-licensed training in the nation. For more information, call your nearest Elkins Institute.

Licensed by New York State, approved by FCC for FCC 1st Class and announcer-disc jockey training.


Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone call. 1970 includes complete text. 100% Guaranteed.


Radio Engineering Incorporated Schools have the fastest and finest course available for the 1st Class Radio Telephone Operator license (famous 5 week course). Total tuition $895. Classes begin at all R.E.I. Schools Sept. 7 & Oct. 12. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home of Sarasota, Florida 33577. Call 813-955-6922. Fully approved for Veterans training.

R.E.I. in lakeside Shady, the home of Kansas City, Kansas 66104. Call 816-941-3446. Fully approved for Veterans training.

R.E.I. in Glendale, California 91205. Call 213-244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Instructions continued

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcasting of Artesia, New Mexico. Three months training on two commercial radio stations. Your own FCC license as a radio operator gives you three years actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio telephone license with broadcast endorsement included. Needed at many radio stations for employment as a disc jockey. Room and board available and placed with employment after graduation. Class is limited to 12 only. Bonded approved by the New Mexico State Board of Education. Classes begin Sept. 7, 1970 and Jan. 7, 1971. Phone Rossie Butler, Manager. School of Broadcasting, 317 West Quay, Artesia, New Mexico 88232. Phone 505-745-7770 for reservations.

American Institute of Radio offers the nation's finest course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition $305.00.


A.I.R. in Tennessee, 2022 Old Lebanon Road, Nashville, Tennessee 37214. 615-589-0565, 589-2140.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida 32294-9600.

A.I.R. in Tennessee, 202 S. South 2nd St., Room 305, Knoxville, Tennessee 37901-3195.

B.E.S.T. FCC-license prep course first class, four weeks, tuition $400.00. Excellent instruction, practical and on-the-job training. For broadcast engineers. Offers experience in practical electronics and radio. For more information, call the Broadcast Engineering Institute, 306 North Markham Street, Nashville, Tennessee 37201. 310-362-4372. next class begins Sept. 7.

Move into TV news. Write Capital Broadcasting, P.O. Box 3579, Washington, D.C. 20014.

Need a 1st phone fast? The Don Marrin School Accredited Theory Course (six weeks) not only assures you of obtaining your first phone, but it provides you with the basic training necessary to get started in the rapidly expanding field of Communications Electronics. Our instructors have many years experience in practical electronics and radio engineering. We use the latest in animated film presentations as well as visual aids. We have a proven record of success. Take your time and see how the Don Marrin School of Radio & TV, 1653 N. Market Street, Columbus, Ohio 43212.

Help Wanted

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CALIFORNIA MAJOR MARKET RADIO STATION AM & FM stereo combination change format and gains full-time FM. Send resume, no phone calls. P.O. Box 1687, BROADCASTING

Announcers

ANNOUNCER-PRODUCER

Excellent opportunity for an all-around radio man. Airshift, production, music, public affairs. Send aircheck, production, and resume. Top pay.

Program Manager WOWO Ft. Wayne, Indiana 46802

NEWS

RADIONEWSMAN

Experienced reader/writer of professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to BOX H-31, BROADCASTING

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students on mass—we do it individually, one at a time. Word by word, phrase by phrase, by broadcast, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcer we turn out is worth it. No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact our placement director. No cost to you or the graduate.

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Placement Director
Columbia School of Broadcasting
(Home School) 4444 Geary Blvd
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BROADCASTING, Aug. 24, 1970
Help Wanted

Programming, Production, Others

PROMOTION PUBLICITY ASSISTANT

Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilbarn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F

MAJOR MARKET TALK RADIO PROGRAM DIRECTOR

I've just produced one big major market winner. Now ready to produce something bigger.

BOX H-265, BROADCASTING

Television Help Wanted

Announcers

Personality—Good Voice On Camera Experience

These three qualities plus the ability to ad-lib will get you a job with one of the top major market studios. Quality station looking for a young and personable all around station personality. No news. You must have minimum two years experience. Send resume and photo. Call Ted Base, Program Director, WUAB, United Artists Broadcasting, 8843 Day Drive, Cleveland, Ohio 44129. An Equal Opportunity Employer

Television Situations

Wanted News

PROFESSIONAL ON-CAMERA JOURNALIST


BOX H-180, BROADCASTING

Programing, Production, Others

DIRECTOR

Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.

BOX H-263, BROADCASTING

Wanted to Buy Equipment

STATIONS WANTED

Private individual interested in buying AM stations, AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

For Sale Equipment

RCA SIDEBAND FILTERS

Max. pwr 5KW, RF input—51% ohms 1M” coax; RF output—51% ohms 3/4” coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 3 Ch. 8 min condition. Make offer. All offers seriously considered.

KUAM-TV, Box 368, Agana, Guam 96910

Employment Service

STATION MANAGERS

Why look for personnel? Call Radio TV Personnel Placements 3956 South Broadway Englewood, Colorado 80110 Phone 303-761-3344

WE'LL GET YOU A NEW JOB, FREE! Stations pay fee. No resume needed.

TV Directors to $35k Radio Mgrs. $13-$30k R & TV Sales $15-$25k Engineers $9-$16k Newsroom $9-$16k Compo Djs $9-$16k

516 785-3848. Many more, every area.

BENNINGTON STATION LOG

Box 252 Latham, New York 12110

Wanted to Buy Stations

I WANT TO BUY A STATION

Manager, age 27, 15 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.

BOX H-321, BROADCASTING

FOR SALE Stations

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LARSON/WALKER & COMPANY

Brokers, Consultants, Appraisals

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1911 Ave. of the Stars

Century City, Suite 501

213/277-1567

Washington, D.C. 20008

1725 Eye St., N.W.

Suite 714

202/272-1553

FOR SALE Stations

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Chapman Associates

2045 Peachtree Road

Atlanta, Ga. 30309
Other actions, all services

- FCC adopted revised primer on "Use of Broadcast Facilities by Candidates for Public Office." Revised primer, when available, will be sent to all prior public notices issued on equal time as required by section 73.3553 of the Commission's rules and regulations, and public notices issued in connection with events pursuant to section 73.315(b) of the Commission's rules and regulations.

- FCC granted awards for experimental and development programs totaling $415,762 during fiscal year 1970. Congress allocated $500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 projects authorized and to authorize three additional support studies.

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- Director of Bureau of Broadcast Services, FCC--in response to request by Democratic National Committee, that broadcasters may not arbitrarily refuse to sell time for solicitation of votes to candidates for state and federal offices in 1972, it will continue to consider requests for time in sell for comment on public issues. Action Aug. 10.


- Translator actions


- KCTV Cable TV--FCC grants translator license to Channel 32 for translator station to be located at show in Tecumseh, Miss. Action Aug. 10.

- Florida PARIS Cable TV--Seeks distant signals of WXXV(WT)TV Chicago to DeKalb and Sycamore, Ill. Action Aug. 13.


- See-Mor Cable TV of New Madrid Inc.--Seeks distant signals of WWXV(WT) TV Paducah, Ky.; WWXZ(WT) TV Natchez, Miss.; WWXW(WT) TV, all Memphis; WBBJ-WTV Jackson, Tenn.; WATV-Jonesboro, Ark., and KPVB-WTV Poplar Bluff, Mo. Action Aug. 12.


- Final action


- Actions on motions

- Hearing Examiner David I. Kraus to Whitehall, West Virginia; Whitehall, West Virginia, all Pennsylvania (Parkland Cable, Inc.) April 28, 1971. Action Sept. 11 (Doc. 18922).


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- Final action

When Sanford I. Wolff, executive secretary of the American Federation of Television and Radio Artists, began contract negotiations with the TV-radio networks last fall, he presented 319 separate demands.

However, the networks were not flabbergasted by the volume of new conditions and changes sought in the expiring contract, Mr. Wolff pointed out, because they are well aware of the complexities involved in framing more than 30 national and local codes to make up the master contract. These include provisions to cover such occupations as announcer, newsmen, singers, dancers and actor appearing in such diverse areas as network TV and radio, spot radio and television, transcriptions, dramas, documentaries, commercials and phonograph recordings.

"In our final agreement, we managed to get about 150 changes through," Mr. Wolff said. "The negotiations took about nine months, but you must remember we had to take time out to brief our members on different proposals and the networks had to delay our talks from time to time to get into negotiations with other unions.

"Though we started last September and our contract actually expired last November, we continued to work while we talked. And I don't feel that an intricate negotiation such as ours can be completed in a shorter time."

Though the basic issues of wages and hours that occupied the old-line labor leaders are still paramount today, Mr. Wolff stressed that a union can and must get provisions that spell out the wages and fees, working conditions and fringe benefits for specific categories of membership.

Mr. Wolff, called Bud by his friends and industry acquaintances, is part of a new breed of union officials that has emerged in the entertainment field. He was never an actor or an announcer, but was trained in the law and practiced for more than 20 years before he assumed his AFTRA post in 1968.

His early ambition in life was to be a school teacher. But when he received his degree from Knox College in 1936, opportunities in the field of education were limited and salaries were extremely low.

"What really soured me on teaching at the time," he recalled, "was that a classmate of mine who was an excellent athlete got a teaching position that paid $55 a month—and he had to coach on the side."

Mr. Wolff opted for a career in law and enrolled at the University of Chicago law school. He helped work his way through by serving as a clerk with a law firm. He received his degree in 1940, practiced briefly and decided in early 1941 to enlist in the Army.

"At that time the draft was on and service was for one year," he recalled. "Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch."

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the phonograph-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

"Bud is honest and direct in his approach. He is not prone to histrionics and he doesn't exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

"He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members."

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

"At the same time, we have to be realistic," he said. "For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate."

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of a strike.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.
Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the over-all supervisor of American radio and television programming.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programming to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needling questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queued Mr. Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and political affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse.

The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-group backing, does not come up — and soon — with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.

A lively discovery of the inherent fault of the commission. It

"At this point we stopped running cute commercials and

began telling viewers to get the hell down to the store and

buy our product!"
In the last decade, Houston added 14 multi-story buildings to its downtown skyline...a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is...a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth...over 38% in the last 10 years.

Houston is...the center of an unprecedented building boom...including:

- Shell's PLAZA DEL ORO—a $1.5 billion, 526-acre development embracing the Astrodome...ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi...and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.
- GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston's exploding Southwest area.
- TEXAS EASTERN'S billion-dollar, 32-block downtown urban master plan.
- A $500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is...a farsighted approach to the future...with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation...and a keen respect for the environment.

Houston is...tomorrow happening today.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate
Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials explore the short-sightedness of suburban councilmen who refuse to meet with D.C. officials to discuss metropolitan Washington housing needs. WMAL-TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.

WMAL-TV
The Evening Star Broadcasting Company
Washington, D.C.
Represented by Harrington, Righter & Parsons, Inc.
FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

AS OUTER SPACE BECOMES SUBURBIA, AND OUR WORLD HAS SHRINKING PAINS — WMAL RADIO DISTINGUISHES THE FACTS WITH AWARD-WINNING PERSPECTIVE — LIVELY NEWS-IN-CONTINUITY FOR WASHINGTON, D.C.!
Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line. Let your audience relax. Write or call collect 203-327-2000.
They laughed when he sat down at the typewriter. They didn't know he was programming the station for a week in advance!

We don't recommend that the night maintenance man program your station.
But he could—with just a few hours of training on the new Schafer 8000 Automation System.

Imagine. A system that gives you 21 times more walk-away—that can increase "people utilization" by 100% or more—that automatically types the program log. A system which you can't possibly outgrow.

Mind boggling but true. Because with the Schafer 8000 you can individually program each day of the week up to 7 days in advance. Then, without disturbing the basic structure, you can add, delete or change segments at will. Merely by typing a few simple commands on the system typewriter.

And don't let the word "computer" shake you. Ours is the size of a stereo receiver. It's about as simple to use as your office calculator. Simple yes. But far more flexible and expandable than any other system.

Our new 16-page brochure is must reading for everyone in AM and FM radio. Just mail the coupon.

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Send me the new brochure describing the Schafer 8000

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A division of Applied Magnetics Corporation

MEMORIAL LIBRARY
SOUTHWESTERN COLLEGE

AUG 27 1970
WINFIELD, KANSAS
accent on action!

The attention of the Dallas-Fort Worth football televiwer will again be focused on the action-packed KDFW-TV special televcasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB
Television Audience Estimates
Program Audiences
Total Survey Area

KDFW-TV
DALLAS—FT. WORTH

The Dallas Times Herald Station
CLYDE W. REMBERT, President
A certain expertise

House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Staggers (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for $750 yearly (normal rental is $3,480), after story broke in press three weeks ago.

Many chances

Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow's Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up

Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as required at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10 months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programming and require broadcasters to carry minimum of 14 hours weekly of adless kidsie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming

It may be smaller than man's hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, "Salesmen are not griping about the third quarter nearly as much as they did about the second."

Money tree

Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted Seaside Street, is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set no terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as $100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCET (tv) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also being given to possibility that ban on network ownership of cable may put number of other California CATV's on market. KCET's cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike

FCC Chairman Dean Burch's latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inexact coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week's holiday at nearby Rehoboth Beach, Del., observed that FCC's advance press-release innovation was designed to "alleviate the insidious practice of news reports based on internal leaks from within the commission."

What he didn't say was that he was incensed over what had happened week before when interim report of conglomerate study task force (Broadcasting, Aug. 17) was made available to Wall Street Journal, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC's chief security officer, Fred Goldsmith, is on prowl.

Double Huntley

Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newsmen, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest ("Closed Circuit," May 11). It's understood syndication of TV commentaries will be handled by MG Films, radio commentaries by UPI Audio. In production, mostly in New York, commentaries will be "simulcasts."

Another media house

Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat "up front" fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television sales veterans, Ron Hammer and Roy Wade, and Pat Connolly, formerly with McCann-Erickson, Detroit. Big initial market: fall political campaigns.
GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a "Montage" program called "A Legacy of Life," WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. "A Legacy Of Life" was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It's typical, too, of the way each NBC Television Station recognizes community problems—and responds.

*For more information, write to "A Legacy of Life" WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115

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
FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See...

FCC heads for showdown this week... 19

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See...

At center stage for last act... 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on print cigarette advertising by Senator Frank E. Moss (D-Utah). See...

Cigarette print ads worry Moss... 22

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See...

Campaign-spending measure bogs down... 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission’s fairness decision. See...

Press carelessness irks Burch... 28

CBS suspends ‘Loyal Opposition’ show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O’Brien’s appearance. See...

CBS takes ‘Opposition’ off the air... 34

Daytime and prime-time product hit hard on drug-abuse problem through ‘subtle sell’ of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See...

TV backing Nixon on drug abuse... 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See...

No new copyright bill this year... 39

As the football season draws near, NFL Films camera crews stand ready to capture the action of 162 National Football League games, later to be shown before, during and after live telecasts. See...

Everything but the live action... 40

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See...

Satellite hopefuls seek more time... 42
NOW!
TWO NEW ONES ON 2

Big Valley
5 PM WEEKDAYS
BARBARA STANWYCK

Newswatch
THE 6 PM REPORT
ALSO 7 and 11PM

Supported by a continuous multi-media promotion campaign -- newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder... In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
NBC sets antiwar talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's on Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion.

ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated for six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Walker, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been elected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

"Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. The [electronic] systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digisomics—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative encoding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicom Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Engelke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Videomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred to Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of
Week's Headliners

David Levy, former VP in charge of television programming, Young and Rubicam Inc., Los Angeles, named executive VP in charge of television, Four Star International Inc., there. Mr. Levy was also VP at NBC-TV where he pioneered using feature motion pictures on television with Saturday Night at the Movies.

Willard C. Mackey Jr., VP-international marketing director, Coca-Cola Co., Atlanta, elected board chairman and chief executive officer of the Marschalk Co., New York, succeeding Paul J. Caravatt Jr. Mr. Caravatt will become chairman of executive committee and will assist Mr. Mackey in management of agency for next six months and then will join Interpublic Group of Companies Inc., New York, parent company of Marschalk, in executive capacity. James R. Heekin, president of Ogilvy & Mather Inc., New York, from 1966 until his resignation in December 1969, has joined Interpublic Group of Companies as executive VP.

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

one that was sent to six companies in February, as commission was getting study underway.

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to induce suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of nonbroadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those associations will be explored in current rulemaking aimed at breaking up multi-media holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

Toledo ducks test

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROAD-

CASTING, Aug. 17).

Judge Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cities decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

Union fracas erupts

WNEW-TV New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of assault in second degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from WNEW stage camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of WNEW-TV have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disturbance erupted, it was said, because union personnel at TV stations resented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at WNEW-TV and at WTTG-TV Washington, both metropolitan stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

Harry Daly services

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Maryelen, five daughters, son, and one grandson.
FAMOUS JURY TRIALS

A Sensational New Case for Strip Programming

New for first-run syndication.

52 Weeks.

Half-hour continuing drama for daytime/evening stripping.

New stories inspired by actual courtroom cases.

Adapted for television by famous writers.

Co-produced by Talent Associates and 20th Century-Fox TV.

Starring Donnelly Rhodes and Tim Henry.

IN COLOR—ON VIDEOTAPE.

Available Now for a Fall Start!
Puzzled by relaxing of rules

EDITOR: With reference to the story in Broadcasting, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

It wasn’t KRIS-TV’s tower

EDITOR: The press around the world, including Broadcasting Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr., president, KRIS-TV Corpus Christi, Tex.

(BookNotes)


The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and sound-track characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-

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The International Film, TV-Film and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 18 September.

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The International Film, TV-Film and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 18 September.

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visor of technical film operations for the Canadian Broadcasting Corp., and executive vice president, American Society of Motion Picture and TV Engineers.

“Introduction to Mass Communications,” by Edwin Emery, Phillip H. Ault and Warren K. Agee. Dodd, Mead and Co., New York. 444 pp. $7.95. This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work—including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations and syndicates, advertising, public relations and information writing, mass-communications research and teaching. Three chapters trace theories of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.

“International Communication: Media-Channels-Function,” edited by Heintz-Dietrich Fischer and John C. Merrill. Communications Arts Books, Hastings House, New York. 508 pp. $12.95. This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns of various areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.

Datebook

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

August

Aug. 24-Sept. 4—Animation workshop conducted by University Film Festival Service and Ohio State University. Workshop will be conducted by Dr. Ray Madsen, executive director of film, San Diego State University. Program covers story-boards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.


September

Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.


Sept. 10-12—Annual fall convention, Louisiana Association of Broadcasters, Monteleone hotel, New Orleans.

Sept. 11—Florida CATV Association fall meeting, Coronado motor hotel, Fort Walton.


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


Sept. 15—Deadline for comments on FCC’s proposed rule concerning broadcast announcements of station and network employees’ financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programs available to UHF stations, particularly those competing with two VHFs.

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


Sept. 16—FCC Chairman Dean Burch is to be speaker at International Radio & Television’s Newsmaker luncheon, Waldorf-Astoria hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, National Academy of TV Arts and Sciences to review Emmy Awards structure and procedures, New York.

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

Sept. 17-19—Semi-annual meeting, Board of trustees, National Academy of Television Arts and Sciences, Essex House, New York.

Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programming class presented by Smole Group Broadcasting to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5187, Fort Worth 76101 (817) 264-3699.


Sept. 25-27—Western area conference of American Women in Radio and Television, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of Georgia, North Carolina, South Carolina State Broadcasters Associations. Ponte Vedra club, Ponte Vedra, Fla.

Sept. 27-29—Nebraska Broadcasters Association annual convention, Omaha Hilton, Omaha.


Sept. 28-29—Fall display meeting, Pacific Northwest Cable Television Association, Portland House.
October

Oct. 1—Deadline for reply comments on FCC’s proposed rules permitting radio stations to use third-party operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Oct. 10—Annual fall meeting of Missouri Broadcasters Association, Bellmont hotel, Richmond, Va.

Oct. 12—Deadline for reply comments on FCC’s proposed rules concerning CATV systems; concerning CATV technical standards and minimum channel requirements for future CATV’s.


Oct. 19—Midwest general meeting, Broadcasters Association of Illinois, Lincoln Park West Motor Inn, Chicago.

Oct. 20—Deadline for reply comments on FCC’s proposed rules concerning crossownership of radio stations.

Oct. 22—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Oct. 23—Annual fall meeting of Missouri Broadcasters Association, Bellmont hotel, Richmond, Va.

Oct. 24—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Oct. 25—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

October

Nov. 2—Deadline for reply comments on FCC’s proposed rules permitting radio stations to use third-party operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Nov. 5—Annualfall meeting, Oregon Association of Broadcasters, Ramada Inn, Portland, Ore.

Nov. 7—15th annual Pety promotion seminar, conducted by Edward Pety & Co. Astraworld Inn, Houston.

Nov. 8—Annual convention, Broadcast Promotion Association, Astroworld complements, Houston.

Nov. 9—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Nov. 11—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Nov. 15—Historic Broadcasters Association fall convention, LaSalle hotel, Chicago.

Nov. 16—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Nov. 18—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Nov. 19—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

Nov. 20—Annual fall management seminar, Kansas Association of Broadcasters, Radisson Hotel, Wichita.

Nov. 21—Midwest general meeting, Broadcasters Association of Illinois, Madison Hotel, Chicago.

Nov. 22—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

November

Dec. 1—Deadline for reply comments on FCC’s proposed rules permitting radio stations to use third-party operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Dec. 4—Annual meeting, Arizona Broadcasters Association, Mountain Shadows, Scottsdale.

December

Jan. 11-17, 1971—Triannual meeting, UDA, international convention, Chicago.

Jan. 24-28, 1971—Deadline for reply comments on FCC’s proposed rules concerning the employment of first-class operators.

January, 1971

Feb. 4-8, 1971—New Mexico Broadcasters Association annual convention. Palace motor hotel, Las Cruces, N.M.


February, 1971

March, 1971


The advertising message needs an added dimension

At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV’s two stalwart sources of support have been “the high and unflagging loyalty level of the TV audience” and the “total and unflagging degree of advertising and agency commitments to the medium. . . . The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion.”

Mr. Duffy said: “How effective is TV today? It is not only selling so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important words in TV today—like ‘reality, social awareness, now, communication.’ Never before has our nation been faced with so many different problems—minority groups, crime in the cities, youngsters in trouble, general rebellion. We must keep changing our programming to keep pace.”

Both statements are essentially about programming. One observes an erosion of TV’s strengths; the other talks of pace-setting and need for change.

Meaningful quality programming is emerging more and more, and viewers are watching it. Sesame Street is doing a long-needed and the timing now is right for it. The Forsyte Saga appeals to a sophisticated audience and this fall’s Civilization series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency’s programming role has lessened and concurrently programming has acquired a general quality of sameness. Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one falls way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth without their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which oddly enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware and offer solutions just as product and service advertising does. Close the gap, encourage courtesy, start an antilitter (cleanliness) program. A candy company could endear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extol the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must establish their leadership position. The product has to match up and even exceed expectations. If on a par with other products, the company might well have something extra going for it, such as a public-relations effort in an area of interest to their customers.

Advertisers can also encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it’s too late.

Richard H. Depew rose to general programming executive at ABC-TV before moving in 1957 to Cunningham & Walsh, where he was director of TV programming from 1961 to 1965. He then moved to Ogilvy & Mather and, in 1967, to his present post as vice president, media and programming, at F&S&R, where his contributions have included the program-buying/placement concept exemplified by Alcoa’s sponsorship of Life-produced specials on Hughes Television Network this year.
Effective August 3, 1970.....

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FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the most important items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may have unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-one-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-one-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (Broadcasting, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that final action can be taken before Commissioner Cox's scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman's statement, however, made it clear he opposed the idea of acting on the one-to-one-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crossownership of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commis-

Continued on page 20

At center stage
for last act

Preparing to leave FCC,
Ken Cox is key figure
as touchy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loevinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loevinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher minded than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programing in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programing, believing that the new rules would help stimulate new sources of programing. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (Broadcasting, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the

Continued on page 20
Showdown at FCC
Continued from page 19

In addition, Chairman Burch's hand-picked men for the key staff jobs of general counsel and Broadcast Bureau chief—respectively, Richard E. Wiley, of Chicago, and Francis Walsh, San Francisco University law-school dean—are expected to move into those slots early in September.

The proposed license-renewal standards under consideration involve matters that have long concerned Commissioner Cox. One deals with staff actions, taken under delegated authority, granting renewal applications of stations proposing to devote less than 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programing (religious, instructional and agricultural). Along with Commissioner Johnson, Commissioner Cox has long opposed granting such applications without further inquiry by the commission as to whether the stations would be serving the public interest.

Another issue involves Commissioner Cox's long-held conviction that the commission should scrap the community-needs survey question in its renewal-application form in favor of a question merely asking applicants to list the 10 most important issues in their areas and to describe programing they carried to deal with them. He would keep the community-needs survey in applications for transfer of stations and for new stations.

There is sentiment within the commission for the major-issue proposal. But there is opposition to the suggestion that 5-1-5—or any other firm formula—be used as a guideline for determining whether renewal applicants should receive letters of inquiry. Some commissioners feel it would encourage stations now exceeding the standard to do less.

Commissioner Cox, however, says the standard should not be used as a permissible minimum. He would recommend an examination of some stations—possibly a prosperous VHF television outlet—proposing even as much as 12% news.

The staff is known to feel that the Cox-Johnson criticism that renewals are granted "wholesale" without regard to whether minimal standards are met is not warranted; it contends that applications containing apparently minimal standards are checked and that grants can be defended as serving the public interest. (For instance, a large-market, all-music FM station that carries only five minutes of news an hour and no public affairs or "other" programing would, in the staff's opinion, warrant renewal.)

Cox at center stage
Continued from page 19

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalism grounded in faith in the capacity and obligation of government to raise the public-interest quality of programing, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programing the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

It was this attitude that propelled him, when he was still chief of the

The staff, while it would like a reaffirmation of its authority to use its judgment in granting renewals of stations proposing less than 5-1-5, is requesting commission guidance on what guideline, if any, it should use.

Whatever decision is reached will probably be formally announced. Chairman Burch is said to feel that broadcasters should be told the standards the commission staff applies in examining their renewal applications.

The commercial-standards issue involves a matter that has long troubled the commission and one that had presumably been settled last February (BROADCASTING, Feb. 16). The commission at that time directed the staff to question radio stations proposing to carry more than 18 minutes of commercial time per hour (the National Association of Broadcasters code limit). And the tone of the letters indicated that those stations proposing to exceed the standard in more than 10% of their broadcast hours would face renewal hearings—absent an extraordinary justification for its proposals. (TV stations rarely exceed the standard the commission has set for them—16 minutes per hour.)

However, the staff has asked for further guidance on this matter. It says the standard is unfair to daytime stations since they would be permitted fewer

BROADCASTING, Aug 24, 1970
hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flat number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials (up to 22 minutes if political advertising is involved).

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed $15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding $20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protest by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (BROADCASTING, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissents that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import distant signals into major as well as minor markets. He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded that the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programing—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalists.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He

FCC Commissioner Kenneth A. Cox (l), who is scheduled to leave the commission on Sept. 1, receives a plaque from Commissioner Robert E. Lee, in behalf of the commission, commemorating Commissioner Cox's seven years of service. The award was presented last Thursday in the commission meeting room at a reception attended by the commission staff, communications attorneys and communications-industry representatives. Present also were former colleagues of Commissioner Cox—ex-Chairman Rosel H. Hyde and Fred Ford and ex-Commissioner Lee Loewingor. The only other present commissioner attending was H. Rex Lee. The others were away on vacation. But they will have an opportunity to say their farewells at the commission meeting this week, when a number of major items are expected to be considered.

also says frankly that he likes the job. "The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loewinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-

BROADCASTING, Aug. 24, 1970
man of the Senate Commerce Committee, to serve the committee as special counsel on communications matters. Over the next four years he travelled between Seattle and Washington a number of times to work with the committee on issues that were later to occupy his time on the commission—network practices, pay television and CATV, among them. Then, when the Democrats came to executive power in Washington in 1961 and Newton N. Minow was named FCC chairman, Mr. Cox became chief of the commission's Broadcast Bureau—an appointment which at the time was openly regarded as a way station on his route to a commissionership. He completed the journey in March 1963 (Broadcasting, March 18, 1963).

The end of his tour with the commission became predictable when President Nixon won the election in 1968. There were some who spoke for Mr. Cox at the White House, including some broadcasters and land-mobile radio operators (who had spent more than three years educating him in their spectrum-shortage problems). They received a cool response.

Mr. Cox has not yet disclosed what he intends to do after leaving the commission. However, reports are circulating that he will practice law with a Washington communications law firm ("Closed Circuit," Aug. 17). His colleagues agree he could have much to contribute.

But one question some are asking is: Can a hard-nosed regulator who relishes the use of government power to achieve ends he considers worthy achieve happiness representing private interests in resistance against government power.

BroadcastAdvertising

Cigarette print ads worry Moss

Senator asks FTC nominee Kirkpatrick to 'monitor' tobacco expenditures in '71

The Senate Commerce Committee quizzes Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department's new Office of Management and Budget (Broadcasting, Aug. 17, July 27).

But the hearing did give senators an opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC "monitor" cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising (an estimated $240 million) would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger's promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (Broadcasting, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called "outlandish" advertising claims on TV that are "frauds against the consumer."

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented in answer to other questions that he was uncertain about the merits of the class-action bill, now pending before the Senate. This would, he said, lead to a host of "clientless" lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. "That is why the FTC was established," he said. He also said he didn't know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren

Senator Magnuson

Mr. Kirkpatrick
G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee, who presided at the confirmation hearings.

Mr. Frazier complained that although his organization, which he said represents 179 consumer organizations with 130 million members, had asked to be consulted in the appointment of a new FTC chairman, President Nixon had not done so. He praised Mr. Kirkpatrick for his qualifications, but said he could not endorse him because there had been no opportunity to query Mr. Kirkpatrick about his background and attitude on consumer questions.

The only other opposition to Mr. Kirkpatrick came from Senator William Proxmire [D-Wis.], who charged that the FTC had done little for the consumer. The Wisconsin senator said he was "profoundly skeptical of the fairness of appointing to the country's major consumer agency men who have devoted their professional lives to the representation of precisely those interests that the consumer is currently demanding protection from."

But the committee's attitude toward the nominee was summed up by Senator Magnuson who, in an opening statement at the hearing, termed Mr. Kirkpatrick "uniquely qualified" to carry on the previous chairman's initiatives.

"It may well be," Senator Magnuson said, "as some critics have suggested, that a lifetime of defending corporate clients does not qualify a man to be a vigorous advocate of the consumer interest—not does it disqualify him from being a consumer advocate."

Mr. Kirkpatrick, a partner in the Philadelphia law firm of Morgan, Lewis & Bockius, submitted a list of his investments to the committee which he said he intends to place in a blind trust. He also listed clients he has been actively counseled since October 1969—among them were Jerrold Corp., a major CATV equipment manufacturer and multiple-CATV owner, and the Bulletin Co. (Philadelphia Bulletin), which owns WPBS(FM) in that city and KTMG-AM-FM Santa Barbara, Calif., and has interests in CATV systems in Levittown, Pa., Salem, N.J., and a franchise for a section of Philadelphia.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WPBM-TV Indianapolis, was responding to a letter from advertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g., a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

Code: Don't emphasize smoking in any ads

The Code Authority of the National Association of Broadcasters has warned television broadcasters that they should watch carefully that cigarette smoking isn't over-emphasized in commercials for products other than cigarettes—especially after Jan. 1, 1971, when cigarette commercials are banned.

Responding to a request from an unidentified advertising agency, the Code Authority noted that Part IV, paragraph 12 of the TV code, calls on telecasters to refrain from depicting cigarette smoking in a manner "to impress the youth of our country as a desirable habit worthy of imitation."

To follow this objective, the Code Authority has recommended to all advertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

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William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt, the letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air, by federal law, next Jan. 2.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

Easy-Off demonstration questioned by FTC

A complaint charging the makers of Easy-Off window cleaner with using a deceptive TV demonstration to show the merits of its product has been proposed by the Federal Trade Commission. The complaint also cites the firm's agency, Cunningham & Walsh, New York.

The commercial in question purported to show that Easy-Off causes no spotting and streaking as compared to an unnamed "leading brand". Both products are sprayed on halves of a window, spread and allowed to dry. The voice-over in the commercial says: "See, the leading brand left spots . . . but the Easy-Off dried spotless and streakless."

The FTC says that there is reason to believe that "in the demonstrations the directions for use of the 'leading brand' of window cleaner were not followed" and that the commercial does not give actual proof of Easy-Off's superiority over competitive window cleaners when both are used in the intended manner.

American Home Products Corp., the makers of Easy-Off, and Cunningham and Walsh may avoid a formal complaint by filing a consent order agreeing to stop the alleged deception. Such an action would not be an admission to a violation of any laws.

FTC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposal.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.

BROADCASTING, Aug. 24, 1970
WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY: "The West Side smoldered today after looters reveled..."?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto..."?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.
A reporter and interpreter who understands causes and consequences. Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.
Who isn't too ignorant to keep on asking "Why? Why? Why?"
If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat.
It's called the Urban Journalism Fellowship program, under the wing of the University's Center for Policy Study. Attendance is very select.
Ten—and only ten—working journalists from print media or broadcast will be chosen to take part in the third year of the Program, starting in January 1971.
You spend two quarters at the University as a Fellow. 
You receive a stipend of $200 per week, plus tuition money. 
You audit certain highly relevant courses.
You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.
You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.
You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.
If you're interested in becoming an Urban Journalism Fellow, if you're between 23 and 35—and if you're good, very good—write for an application.
You may end up as the only person in your particular city who really understands it.

Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637

Is it time for
a new kind of reporter?
Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or $20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately $13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

'Dinty Moore' stars in Hormel campaign

A new animated character, "Dinty Moore," is star of a new TV campaign of 30-second and 60-second spots being launched by George A. Hormel & Co., Austin, Minn., manufacturer of Dinty Moore beef and meatball stew, through BBDO, Minneapolis.

In one of the new spots, Dinty is approached by a scout from the National Football League, seeking to persuade him to give up stew-making for a football career.

The name Dinty Moore, first used for a tavern owner character in the pioneer comic strip, "Maggie and Jiggs," was adopted as a name for the food product during less prosperous time when the emphasis was on economy.

The advertising theme has since been changed.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsmen in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W & W Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations "to increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Scherwin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Ampex Videotape playback machines. Besides the city, a
client can choose any tools, subjects, sampling method, or evaluation techniques he wants.

Respondents, selected from a client-picked sampling technique, are invited by mail or phone to the Holiday Inn to view the prospective black-and-white or color commercial and to fill out a questionnaire. The commercial might be tested as part of, separated from, or adjacent to a TV program.

The first assignment for the new service is a four-day $30,000 study in Cleveland, Boston and Seattle of six commercials for a major food manufacturer, the identity of which was not disclosed.

Other cities with testing facilities at Holiday Inns are New York, Chicago, Los Angeles, Detroit, Philadelphia, Washington, Cincinnati, St. Louis, New Orleans, Denver, San Francisco, Miami, Atlanta, Charlotte, N.C., Memphis, Minneapolis, Phoenix, Kansas City, Dallas, Houston, Omaha and Oklahoma City.

The cost of the commercial testing service varies depending upon the components of the survey, but it is said to vary between $2,000 and $6,000 for a given test.

Former competitors

set up N.Y. rep firm

Bolton/Burnside Representatives Inc. has been formed as a new station-representation firm in New York. Carmen Bolton, formerly an account executive with CBS-TV spot sales, and Glen Burnside, formerly an account executive with NBC-TV spot sales, are president and executive vice president, respectively.

The company will "concentrate on a short list of television stations in major markets," according to Mr. Burnside.

First client is ckwv-tv Windsor, Ont., Detroit which B/B will represent in the New York market. RKO Television Representatives, New York, represents the station outside the New York area. Bolton/Burnside is at 1700 Broadway 10019, Phone (212) 265-0660.

TWA's marketing unit

absorbs ad department

Trans World Airlines, New York, said last week it has "eliminated the traditional advertising department" and will work directly with its advertising agency, Wells, Rich, Greene, that city, through its marketing staff.

Blaine Cooke, senior vice president-marketing, TWA, said the advertiser was changing the "traditional agency/client relationship" so as to simplify procedures and to allow both agency and client staffs to work together "more productively." He said the marketing staff at TWA, which has the responsibility for sales programs, would now work directly with the agency.

Mr. Cooke said that Wallace J. Smith, vice president-advertising and marketing programs, would have overall responsibility and report directly to him "to insure that the advertising don't get splintered in support of too many programs, and that corporate advertising receives top-level attention."

He said the new procedure should make for greater coordination between sales and advertising "with fewer people involved in fewer decisions."

'Cupid' bares a spray

Tawn Limited, which met with NAB code resistance when it introduced its liquid douche concentrate, Cupid's Quiver, earlier this year (Broadcasting, Jan. 12), is adding a new deodorant spray to its list of feminine hygiene products. Like its predecessor, the new deodorant will come in two fragrances —raspberry and champagne. The company, through its agency, Kane, Light, Gladney, New York, will introduce Cupid's Quiver deodorant spray in December. Both spot-TV and spot-radio campaigns are planned as well as print advertising. Tawn Limited is a division of McKesson Laboratories.

Rep appointments:


Business briefly:

Purchases on ABC Radio include Carter-Wallace Inc., through SSC&B, both New York, for Arrid on American Contemporary, Information, Entertainment and FM networks; Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, and Ford division of Ford Motor Co., Detroit, through J. Walter Thompson, New York, both on American Contemporary Network.

Eastman Chemical Products Inc., through Needham, Harper & Steers, both New York, will begin a network-TV and print campaign for its Kodel Polyester carpets beginning Sept. 22 and continuing through Oct. 31. Use of 30-second spots will be piggybacked with Eastman Kodak camera commercials.

Dupont Co., Wilmington, Del., through BBDO, New York and Hartford Insurance Group, Hartford, Conn., through Larche, McCaffrey & McCall Inc., New York, have renewed their co-sponsored for ABC-TV's The Undersea World of Jacques Cousteau.

Purchases on NBC Radio include Ralston Purina Co., through Gardner Advertising, both St. Louis, for its Purina Dog and Cat Chow on NBC Radio's News on the Hour, Emphasis and Monitor; Seven-Up Co., St. Louis, through J. Walter Thompson, New York, on News on the Hour, Emphasis and Monitor, and General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, on News on the Hour and Emphasis.

- Kool-Aid division of General Foods Corp., White Plains, N.Y., through Benton & Bowles, New York, has placed Danka, toaster Danish pastry, into national distribution. Campaign, scheduled to begin Sept. 20, is supported by 30-second piggyback commercials on prime-time network TV.

General Mills, Minneapolis, through Needham, Harper and Steers, Chicago, will begin daytime network and spot-TV campaign Sept. 14 to introduce Betty Crocker Apple Cinnamon Upside Down Cake Mix and Topping.

Pillsbury Co., Minneapolis, through BBDO, New York, and American Dairy Association, through Compton Advertising, New York, will launch a tie-in campaign next month on their television and print advertising promoting the theme, "cookie and cow—wow!" to run from September through November.

Timex Corp., through Warwick & Legler Inc., both New York, this fall starts one-minute participations for electric men's watches that will supplement six Timex specials also scheduled for new season. Spots will appear during November and December on NBC-TV's Red Skelton Show, Laugh-In, Julia, Men From Shiloh, Four In One, Flip Wilson Show, Dean Martin Show, Andy Williams Show, Adam-12 and Evening News.

Admiral Corp., Chicago, through Campbell-Ewald, Detroit, plans to use mix of six different commercials for its color TV and other home entertainment product on nine prime-time CBS-TV programs from Sept. 15 to Dec. 12.
Firm offers TV help
Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kamvars Symon Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:
- Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.
- Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its $1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:
Statement instead of spot = Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series Now. Episode, titled "P.O.W.—

Press carelessness irks Burch
Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was new. He felt they had been careless in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokesman for those opposing President Nixon's views on the Southeast Asia war (Broadcasting, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released with the text of the commission's decision late Tuesday afternoon. Coverage of the commission's action was based on the four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the Christian Science Monitor headline, "Anti-Nixon..."
TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least one more uninterrupted opportunity to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the Washington Star, Chicago Sun Times, Boston Globe and St. Paul Pioneer Press used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the National Observer which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both Time and the New York Times speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

[And White House aides were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.]

Chairman Burch also said the commission decision did not, as Newsweek said it did, establish "a new fairness doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

**Klein lauds broadcast progress**

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WJW(AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting.

But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's had, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media.

"The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue "to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of...
the original transmitter—a DeForest model OT-10 (see picture)—used by WWJ when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the WWJ stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which WWJ is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at WWJ and later station manager of WWJ-TV.

Mr. Walbridge praised WWJ and called radio a "new force for freedom" that has engendered "formidable adversaries who would seek to limit its freedom and shape its contents."

WWJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

Collegians protest grant to Ala. ETV

The Student Government Association of the University of Alabama is protesting a $1-million grant awarded to the Alabama Educational Television Commission by the Office of Education.

In a letter to U.S. Attorney General John Mitchell, the SGAs executive assistant, Steve Suits, said the funds should not be given to AETC "until their prejudicial actions, conscious or unconscious, have ended altogether."

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of "licensee taste or judgment" (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employees and said AETC has "denied [blacks] equal opportunity . . . to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation." AETC does not impose "blanket censorship," he said, but it does exclude from broadcast "programs which contain elements of black power, Afro-American pride and enterprises and cultural experimentation." AETC's structure and programming practices, he concluded, are "discriminatorily whitewashed in appearance and attitude."

Campaign in Congress urged against cables

West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructures the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that "congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals."

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would "artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so."

Mr. Weber's call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called the "changing and deteriorating CATV situation."

Changing Hands

Announced:

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


- WKBO(AM) Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for $300,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: WGAL-AM-FM-TV Lancaster, WORK(AM)
York and west-am-fm Easton, all Pennsylvania; WDEL-am-fm Wilmington, Del., and WTEV-TV New Bedford, Mass. Mr. Rea owns WHSC(AM) and WOWR-(FM) both State College, Pa. WKBO is full time on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.


* KGLO(AM) Glenwood Springs, Colo.: Sold by Jerry and Marcie Fitch to Jack Warkentin for $225,000. Mr. and Mrs. Fitch own KDGO(AM) Durango, Colo. Mr. Warkentin has interests in ranch land and office supplies stores in Oklahoma. KGLO is a daytimer on 980 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 58).

* WPFW-AM-FM Madisonville, Ky.: Sold 50% by H. W. Wells to Elmer L. Kelley Jr. for $200,000. Mr. Kelley previously owned 50%, and is commercial manager and sports director of the station. WPFW(AM) is a daytimer on 730 kc with 500 w. WPFW-FM is on 93.9 mc with 28 kw and an antenna 355 feet above average terrain.

Stone markets on, FM off NAB board

A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.

NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.

The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.

At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.

The FM representatives are Edward D. M. Allen, WDKR-FM Sturgeon Bay, Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crossett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPAN(AM) Hereford, Tex., whose term expires in 1972 and John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., whose term ends next year.

The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives $4 million to ETV

Ford Foundation announced last week it will make grants and a loan totaling about $4 million for national and local public television.

The loan, for $2.5 million, is to KESC(TV) Los Angeles to acquire, renovate and convert buildings to studios. The loan is for 10 years at 8% interest.

The grants include $300,000 to Educational Broadcasting Corp. (WNDT(TV) Newark-New York) for additional programs of Soul, a television series produced by and for blacks; $175,000 to Community Television (WTCT(TV) Jacksonville, Fla.) for TV programs involving the community; $392,000 to the Corp. for Public Broadcasting for its

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**BROADCASTING, Aug. 24, 1970**
Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the $27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated $9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Welson Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr. Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27 years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary program development and promotion.

Also, $445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for Newsroom, its nightly one-hour news program; $60,000 to National Educational Television and Radio Center for promotion program, and $50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled Sunday Night at the Pops.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week nuded along the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis" dealing with the urgent problems facing the nation, and of "the simple truth... that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in response to the American Bar Association in Dallas (Broadcasting, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (Broadcasting, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said—"not the least" of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe "a cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Media notes:

New street address: Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image: KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.
FM's at the top in two markets

They lead all radio in audience shares as others move into rating contention

FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of metro shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. Wood-FM Grand Rapids, Mich., and Wsmt-FM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

Wood-FM had a metro share of 14.5 to place second Wlax(AM) shown with a 14.0. Wsmt-FM had a 13.0 to Wbrk (AM's) 11.3.

Both Wsmt-FM and Wood-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Schlucke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independents, and automated. Wsmt-FM went on the air last September: Wood-FM in 1962.

Wood-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book Wlax(AM) took its close second place with a music format described as adult contemporary. The station is also affiliated with the ABC Contemporary Network.

Wsmt-FM was first among 15 stations reported in the West Palm Beach book. Wbrk's second place was achieved with what representatives described as a modern music format. Wbrk is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their markets—Kldo-FM Colorado Springs, Krfm(FM) Phoenix and Kork-FM Las Vegas.

Kldo-FM, which also programs the SRP service, was shown with an 11.2 behind Kysn(AM's) 19.5 achieved on a contemporary music format. (Together, Kpik-Am-FM Colorado Springs, edger Kldo-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis Kldo-FM was counted second among 14 reported stations in the market.)

In Las Vegas, Krlno(AM), whose music is described as modern, was a clear first with a 19.9 metro share Kord-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-Am-FM operations programming what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 stations were reported, Krfm(FM) was shown with a 10.3 metro share, second only to Kruz(AM) Glendale's 11.4. Representatives of Krfm said it programs good music; those of Kruz said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (Broadcasting, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lower" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

International

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its Ckltw-AM-FM Windsor, Ont-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of Ckltw-Tv there (Broadcasting, March 16). Purchase price: $4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (Broadcasting, July 28, 1969). Canadian legislation requires that citizens of that country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought Ckltw-Tv jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about $5 million.

The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates Cpt0-Tv Toronto, is also owner of Toronto Telegram Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Crisler & Co.

Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, formerly field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.
CBS takes ‘Opposition’ off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS’s Loyal Opposition—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness-doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, “for the time being,” and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

Dr. Stanton said the action was the result of the commission’s Aug. 14 ruling requiring CBS to afford “some reasonable period of time” to a Republican spokesman to reply to DNC Chairman Lawrence F. O’Brien in his 25-minute appearance on the first Loyal Opposition program, on July 7.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network’s plans in letters to O’Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton’s letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order “threatens the very survival of the two-party system in the age of television.” It also asked the commission to stay the effectiveness of its order until after it ruled on the petition.

Dr. Stanton said that the purpose of the Loyal Opposition series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help “redress” the “imbalance arising from presidential appearances” on network television.

He noted that the commission, in its ruling, acknowledged that the program represented “a good faith” effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS “is to be commended for its concern.”

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to reply to Mr. O’Brien, Dr. Stanton said, “is to vitiate the series.”

Dr. Stanton, in his letter to Representative Morton, expressed the hope that “the commission and, if necessary, the courts” act promptly in the matter. It would be “unfortunate” if the network were ultimately required to air a Republican response “during the height of the campaign period,” he said.

CBS’s decision to suspend the Loyal Opposition series apparently caught the Democrats by surprise. Mr. O’Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another Loyal Opposition program before the November elections.

The DNC, in its petition for reconsideration, said the commission had based its ruling on an incorrect premise—that Mr. O’Brien had spent only a few minutes in the July 7 program on the Indo-China war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but “as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance.”

The petition said that President Nixon “has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled.”

And the networks, it added, have permitted virtually no effective reply. CBS’s Loyal Opposition series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O’Brien—the state of the economy, the nation’s crime problem, civil rights for black and other minorities, among them—was being raised for the first time. The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if “the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party,” the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 “highly responsible citizens” the group believes are capable of “presenting an alternative viewpoint to the President’s actions in Vietnam.

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration speakers who had brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues.. (BROADCASTING, Aug. 17).

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Lieutenant General William Moore, president, United Auto Workers.
solicit funds, they may refuse to sell time for the discussion of controversial issues. (Broadcasting, Aug. 10.)

Mr. O’Brien, at his news conference, said the two decisions make clear that the fairness doctrine “now stands as a monument of partisan unfairness.”

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to “slow down” programming for the Democrats.

He said he intends to pursue every available means, “administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties.”

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

“That decision,” Mr. O’Brien said, “would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer.”

Congressman queries stations on policies
Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman’s office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew’s statements on dissenters.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: “In the light of the current controversy over the media treatment of the current administration, I feel that it would be beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation’s radio and TV stations.”

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight
A jurisdictional issue arises after ABC files its appeal in Washington
The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one. ABC made that a certainty by filing a petition for review of the commission’s decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (Broadcasting, Aug. 17.)

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid what ABC argued before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission’s news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was “a convenient” one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates’ group in acquiescing to the commission’s prime-time access rule; ABC said it “can live” with it. The rule prohibits major market affiliates from taking more than three hours of network programing between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC’s petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (Broadcasting, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission’s decision.

Buckeye subscribers get a world view
A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programing provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra $1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modules to FM and then converts to an unused frequency before feeding to FM sets in subscribers’ homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programing emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a “peculiar local habit” of avidly following police broadcasts. He notes that British Broadcasting Corp. programing is also highly popular and says he hopes to add the South American stations for Toledo’s Spanish-speaking population of approximately 26,000.
TV backing Nixon on drug abuse

‘Subtle sell’ turning up in entertainment story lines in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC's soap opera One Life to Live are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York's Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC daytime serial-General Hospital. But they are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This "relevant" programing may in part be due to producers' views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (Broadcasting, April 13).

The President appealed for help from the networks, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were. They present the most effective medium for the "subtle sell," he said.

Judging by responses to a follow-up letter that a White House aide, J eb Magruder, sent to those attending the conference, the appeal was successful. The letters, reporting plans for programs dealing with the drug-abuse problem, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers' spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode-The FBI (Warner Bros. Television-Quinn Martin), The Mod Squad (Thomas-Spelling Productions), Marcus Welby, M.D. and Matt Lincoln (both Universal Television), Room 222 (20th Century-Fox), The Young Lawyers, Immoral and Love American Style (all Paramount), and Don August (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies prohibit dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a Hawaii Five-O segment—"Funky Junky Blues"—was set into production on his return from the White House conference "where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach to what is now a much over-used dramatic premise." He also said he expects to come up with a drug-abuse subject for a segment in the new Storefront Lawyers series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for Medical Center dealing with drug abuse as it affects college students—a change for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is Mannix. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled Treasury Agent will be produced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal's Name of the Game, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programing on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with s'chool dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, The Woman Inside. WB-TV says has been optioned to a network it declines to identify. Another, still in the early stages of development, would feature an interagency governmental "strike force" active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons—a sort of contemporary Bonanza); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government's efforts to fight drug abuse. It is called Three Seals and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new product for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company's plans for new series, Gerald J. Leider, WB-TV president, said: "I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year."
FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled “Use of Broadcast Facilities by Candidates for Public Office,” the primer is a compilation of the commission’s interpretive rulings under 315 and the rules implementing that section. The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid “to reconstruct the evolution or modification of particular 315 questions.”

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations’ merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to survey listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for “rule making” if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC’s fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time “for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC.”

ICCB said it felt “this collection of opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest.”

However, ICCB continued, the committee “realizes that the public interest is not at the heart of every station’s broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for ‘rule making’ which would give independent citizens’ organizations the right to have ‘equal time’ on broadcast stations in which to solicit audience opinions concerning that station.”

Duane Lindstrom, executive director of ICCB, said the group is an outgrowth and extension of the former “Citizens Committee to Save WFMT,” which had considered itself “victorious” in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of WGN-AM-TV Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW-TV in Chicago.

Mr. Lindstrom said this successful
Using one machine to beat another

KNX's computer gives freeway drivers tips on escaping traffic jams

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long it will take to drive a certain distance at prevailing speeds.

The first computerized traffic report was aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data were compiled from studies conducted by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the "slow-and-look" or "rubberneck" effect and other factors affecting traffic flow. All told, some 10,000 bits of information have been programmed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

UA-TV plans new package

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezzes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company's syndication sales during the first half of 1970. He added that if the new feature package can be cleared soon, UA-TV "can look forward to an even better half for 1970."

Dual media effort for rock

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same cities. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KVNU(tv) Oakland, Calif., in conjunction with Metromedia's KSAN(FM) San Francisco.

WMCA drops pop music for all-talk format

WMCA(AM) New York will abandon its 20-year format of popular music on Sept. 21 and introduce a 24-hour telephone-program talk structure.

Stephen B. Labunski, managing director of the station, said last week WMCA will be the only outlet in New York with this format, which is touted as "Dial-Log Radio 57." WMCA operates on 570 kc. He describes the programming as "24 hours a day of audience involvement, listener participation radio." WNBC(AM) New York tried an all-talk format earlier but abandoned it several months ago.

Mr. Labunski pointed out that a large number of stations in the New York area now play the popular music that WMCA has been carrying. He said the management has decided that the needs and interests of the audience and advertisers could best be served by programming that would involve New Yorkers with the questions and issues that are besetting them.

The new program will consist of news and information; interviews with prominent persons around the city, nation and the world; and telephone conversations with New Yorkers.

Music service available

Continental Radio, Los Angeles, reported last week that 18 hours of prerecorded contemporary music programming are available for weekend use by stations.

Each show, available either in 7½ or 3½ IPS on monaural or stereo, is three hours long. Three disc jockeys, including Jeff Alan, general manager of the programming service, provide the full nine hours for each Saturday and Sunday.

George Martin, KNX traffic reporter, monitors one of more than a dozen police and fire frequencies in order to provide current information for the station's computerized traffic reports.
No new copyright bill this year
McClellan hopes FCC will adopt regulation to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan [D-Ark.] said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To tide affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (BROADCASTING, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year." The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however, Senator McClellan said, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals will be distributed
Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed for the pageant for showing in late August or early September. Among the TV outlets are wgn-tv Chicago; wbal-tv Baltimore; wtvn-tv Columbus, Ohio; wkrc-tv Cincinnati; wgr-tv Buffalo; wdaft-tv Kansas City, Mo.; ksd-tv St. Louis; ksl-tv Salt Lake City; wbtk-tv Detroit; kwon-tv Denver; wmal-tv Washington; wten(tv) Albany, N.Y.; ktvt(tv) Fort Worth-Dallas; wtic-tv Hartford, Conn., and kctv(tv) Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address RTNDA conference
Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.
Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kickoffs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, NFL Action and NFL Today on CBS-TV and the pre-game filmed segments for this season's NBC-TV telecasts are productions of NFL Films. And then there's This Week in Pro Football, fed by the Hughes Sports Network to 150 stations, and the half-time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

* By ad agencies needing footage for commercials.
* By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.
* By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.
* By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.
* By high-school and college coaches.
* And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia. Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sobol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telecasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's NFL Today show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of WCAU-TV Philadelphia, will explain aspects of the game to women.

Discussed will be on-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed with contracts signed.
ITC budgets $20 million for TV

Funds to be used for new programming in six-month period

Independent Television Corp., New York, has committed $20 million for new production of programs in the current six-month period, a $5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the entire period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, This Is Tom Jones, entering its third season this fall, and The Friendly Persuaders (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is The World of Jason King (also working title), which will star Peter Wyngarde, a one-hour suspense-adventure series spin-off from Department S, a one-hour adventure property not yet released in the U.S.

Included in ITC's production schedule are several specials, some now completed. They are Carol Channing's Mad English Tea Party, slated for NBC-TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC-TV next season; a 90-minute trilogy, Female of the Species, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour Hamlet starring Richard Chamberlain for showing as a Hallmark Hall of Fame entry on NBC-TV.

ITC said the included feature films produced for network telecast: Firehouses, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, M.A.C.E., produced by Monty Berman, and another property to be selected. ITC also has completed The Tribe That Hides Man, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, The Violent Earth, about volcanoes.

Program notes:

Proud country • Cine-Vox Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programming titled My Country, My Music. Programing traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact • Tele-Tape Productions and Children's Television Workshop, both New York, have renewed contract for CTW to continue to produce Sesame Street at TTP's second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing • Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol • Volume six in continuing series of programming and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children's dramas • Beckwith Presentations Inc. has signed Alvin Boretz to write first teleplay for series

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BROADCASTING, Aug. 24, 1970
of feature-length children’s dramas which NBC recently commissioned Beckwith to develop for 1971-72 season. Mr. Boretz is author of more than 1,000 television and motion picture scripts and has written for The Defenders, Alcoa Playhouse, Mod Squad and Hallmark Hall of Fame.

CPB grants • Noncommercial stations KFKK-FM Los Angeles and WBUR-FM Boston each have received $25,000 from Corp. for Public Broadcasting for projects they proposed in national programing category of CPB’s 1970 Public Radio Program Production Grant project. KOAT-FM Tucson, Ariz., and WETA-FM Washington each received $25,000 in local programing category for news projects.

New Paar special • The Jack Paar Diary, which will depict the star’s encounters in Europe, will be on NBC-TV, Monday, Oct. 5 (10-11 p.m. NYT). Special, fully sponsored by American Gas Association, through J. Walter Thompson Co., New York, is Jack Paar’s sixth on NBC-TV since he gave up his regular series on the network in 1965.

Indian special • KTVU(TV) San Francisco will feature special programing on the American Indian on Aug. 24 and 25. The two-day special will feature film presentations and panel discussions on tribes from four areas of the country. Members of Sioux, Cheyenne and Navajo tribes will take part in special Hughes plans basketball

Hughes Sports Network will telecast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called The American Indian: Man in Exile. Excerpts of special will be used in regular daytime programs and prime-time will be given to the program.

Tennis buffs • Independent producer Dick Feldman taped special close-up sequences during recent U.S. Professional Tennis Championship match at Brookline, Mass., for inclusion in future worldwide tennis TV special. Lewron Television, New York, was assigned by Mr. Feldman to shoot sequences and handle editing and post-production work.

Ring that bell • Revival of the format of former network series Name That Tune has begun by Tulchin Productions Ltd., New York. Tulchin scheduled taping on Aug. 29 of half-hour pilot, cost of which Tulchin reportedly will underwrite. Initially, company sought outside backers. Firm has signed Richard Hayes as master of ceremonies. Tulchin said series will be offered to stations for evening stripping, Monday through Friday.

Away the anchor • Correspondent John Hart becomes anchor man on CBS Morning News with John Hart on CBS-TV (Mon.-Fri., 7-8 a.m.), effective Aug. 31, replacing Joseph Benti, who is leaving for reassignment to a foreign bureau. Correspondent Bernard Kalb, most recently based in Hong Kong, was named Washington anchor man for the morning news program, assuming role being relinquished by Mr. Hart. Mr. Halb is also joining correspondent Hart on CBS News’s weekend Mid-Day Report on CBS Radio, effective the first week of September. Mr. Kalb takes over the Tuesday and Thursday anchor port, replacing Mr. Benti, also in that assignment.

French fry at Chicago • WGN-TV Chicago has announced new 26-week series of full hour live music programs, International Cafe, which if successful in its Saturday 6 p.m. period this new season on that station may be offered in tape syndication. Program features French singer Jean-Paul Vignon as host and will include the music, dancing and entertainment of various countries in contemporary settings. Series starts Sept. 26.

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**Equipment & Engineering**

Satellite hopefuls seek more time

Ask FCC to delay deadline; say further analysis is necessary

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

The statements were filed with the FCC last week in response to its request earlier this month asking interested parties to submit by Aug. 19 estimates of how much time they will need to prepare their filings (Broadcasting, Aug. 10).

Responses were filed by AT&T, Communications Satellite Corp., Data Transmission Co., Microwave Communications Inc. and Hughes Aircraft Co., in addition to the networks.

In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (Broadcasting, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for $15 million to $30 million a year less than they are currently paying AT&T. Payments to AT&T this year would amount to about $70 million, the networks estimated.

The networks asked the commission to provide a period during which additional satellite proposals, with respect to the time for filing applications, could be submitted.

They added it is of “major importance” that no policy determinations blocking the institution of a specialized system for program transmission be adopted by the commission on the basis of WU’s application or others that may be filed. WU favors restricting domestic satellite systems to common carriers.

In its response, Comsat recommended that the commission permit applicants to make submissions until Oct. 23, and

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—LeRoy Bellwood, Director of Engineering
KOGO-TV, San Diego, California
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"The camera has met with excellent reaction from viewers and sponsors...No question whatsoever—it beats the daylights out of other cameras. Sharpness of picture, by the enhancer...means another generation of quality tapes."
—Wayne Barrington, Chief Engineer
WISN-TV, Milwaukee, Wisconsin

"...picture quality is outstanding...Quality pictures one minute after turn on."
—Eugene R. Hill, Vice-President, Engineering
Kaiser Broadcasting Corp.
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"Many people have remarked how much better our pictures look. Not simply the color, but how much sharper. It's a better picture."
—C. E. Miller, V.P., Engineering
Fisher's Blend Station, Inc.
KOMO-TV, Seattle, Washington

"Our folks like the way the picture looks and the way the camera handles...We get requests to go on location...agencies from out of town come to us...We are doing a lot of this work."
—Rupert Bogan, Director of Engineering
Carter Publications, Inc.
WBAP-TV, Fort Worth, Texas

"We have been impressed with the construction, the dependability and the quality of pictures...The pictures are great and the lack of noise in the black is beyond belief."
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

"They have been used with as little as 25 foot candles of light...and give us noise free color pictures...We have worked with all other makes and models of cameras, but none compare to the TK-44A."
—Larry R. Eskridge, Chief Engineer
WTOS-TV, St. Petersburg, Florida

Thank you, gentlemen.
Purpose:
To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:
Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:
Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed: VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:
There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
- New York
- Los Angeles
- Chicago
- Philadelphia
- Boston
- San Francisco
- Detroit
- Cleveland
- Washington, D.C.
- Pittsburgh
Category II: TV station groups, TV station representatives
Category II: TV stations in all other TV markets

Awards:
There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

Judges:
Selection of the winners will be made by a panel of professional representatives in or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:
Entries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

BPA TV Sales Promotion Awards—1970

ENTRY FORM
1970 BPA TV Sales Promotion Awards
Organization
Address
Submitted by: (name and title)
Category Entered (circle one)   I   II
Material submitted: Videotape  Film or Kine  Slides
Other
Entry form must accompany each entry, together with a $10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N. Y. 10017. ENTRIES MUST BE POSTMARKED NO LATER THAN September 15, 1970.
the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (Broadcasting, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission it and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said "they are expected to include, among others, a major aerospace firm and a communications system supplier."

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

Systems help originate live, tape color shows

Origination of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio system packages by International Video Corp., Sunnyvale, Calif.

The new "Colorcaster" systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from $12,400 to $47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color video-tape recorder, color monitor, audio system and cable. It is the lowest priced of the three at $12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-820C color video tape recorder. Including installation, cost of this system is $20,700.

The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 video-tape recorder and color film chain island with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitors, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.

Networks seeking circuit commitments

Television networks hope they've started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wimbledon, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wimbledon was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. ("closed circuit," July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances that the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Telecommunication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they've never denied they are more interested in message traffic than in TV.

Color TV sales dip 27% in first half of 1970

The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome set sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

EIA noted "sizeable increases" in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year's early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA's year-to-date sales totals are as follows:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>2,304,322</td>
<td>2,943,048</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,335,408</td>
<td>2,702,390</td>
</tr>
<tr>
<td>Total</td>
<td>4,664,762</td>
<td>6,445,642</td>
</tr>
<tr>
<td>AM radio</td>
<td>2,495,877</td>
<td>3,165,229</td>
</tr>
<tr>
<td>FM home</td>
<td>1,471,481</td>
<td>1,995,822</td>
</tr>
<tr>
<td>Auto</td>
<td>1,476,821</td>
<td>5,629,327</td>
</tr>
<tr>
<td>Total</td>
<td>5,444,278</td>
<td>10,790,178</td>
</tr>
</tbody>
</table>

Translators sought for Spanish audience

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programming beyond a station's coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission's proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KWEX-TV San Antonio, Tex.; KMEY-TV Los Angeles, and WXTV-TV Paterson, N.J.—supported the measure.
and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number . . . to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, kwx-tyv could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

NAB, Rust ask new tower rules

Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

Telemation forms subsidiary

Telemation Inc., Salt Lake City-based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn. District manager of the new firm is Joseph S. Bottali.

8mm for cable

Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for $795, is complemented by model 710 Uniplex ($250) and model 177 solid state, 1-inch vidicon camera ($995). Model 711 system—including all three units—sell for $1950.

'Minicomputer' helps control studio light

CBS-TV reported last week that it has developed a computerized-memory lighting-control system for television studios. The system, said by CBS to be the first of its kind to make use of a standard "minicomputer," is in use for shows prepared for broadcast during the 1970-71 season.

A small computer memorizes the patterns of lighting required through the course of a show and displays all the information on a conventional TV monitor. The operator gives instructions to the computer through the screen on the television monitor with the aid of a small pencil-like device called a "light pen." (see photo) This activates the lights through the computer as quickly as the pace of the show requires. Result: a speeding up of lighting effects and an elimination of the huge expanse of control levers that are common on manual pre-set lighting controls.

Adrian Ettlinger, a staff consultant to the network's engineering and developing department, developed the new control system.
Women are Revolting

IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??
National General Television has captured the essence of the women's lib movement in a graphic humorous hour film special. Hosted by that most articulate gentleman - Ralph Story. Filmed on location in California and New York.

SOLD:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
<th>MARKET</th>
<th>STATION</th>
<th>REP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WNEW</td>
<td>Metro.</td>
<td>Baltimore</td>
<td>WJZ</td>
<td>TVAR</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>Metro.</td>
<td>Atlanta</td>
<td>WSB</td>
<td>TeleRep</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WTAF</td>
<td>H.R.P.</td>
<td>Cincinnati</td>
<td>WXIX</td>
<td>Petry</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ</td>
<td>TVAR</td>
<td>Buffalo</td>
<td>WGR</td>
<td>Kats</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KTVU</td>
<td>TeleRep</td>
<td>Kansas City</td>
<td>KMBC</td>
<td>Metro.</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJMY</td>
<td>T.B.A.</td>
<td>Providence</td>
<td>WTEV</td>
<td>H.R.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WUAB</td>
<td>Petry</td>
<td>Denver</td>
<td>KBTY</td>
<td>P.G.W.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WIC</td>
<td>TeleRep</td>
<td>Dayton, Ohio</td>
<td>WHIO</td>
<td>TeleRep</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR</td>
<td>Metro.</td>
<td>Little Rock</td>
<td>KARK</td>
<td>Blair</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>P.G.W.</td>
<td>Omaha</td>
<td>KMTV</td>
<td>Petry</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Chattanooga</td>
<td>WDEF</td>
<td>Blair</td>
</tr>
</tbody>
</table>

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY" and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".

NATIONAL GENERAL TELEVISION PRODUCTIONS, INC.
A National General Company

(212) 752-0300 • 600 Madison Avenue, New York, NY 10022
(213) 937-4100 • 1 Curthay Plaza, Los Angeles, CA 90054
MGM merchandising arm handling pro basketball
MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities. Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J. Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

Promotion tips:
Sesame Street hits the road = Characters from Sesame Street children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

Focus on Finance
Earnings nearly doubled in 6 months, Cowles says
Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and per-share earnings in the first half of 1970 (Broadcasting, Aug. 17). Company credited the substantial increase in consolidated net income of more than $1.2 million to extraordinary credits such as the gain on the sale of the Star Publishing Corp. (San Juan Star in Puerto Rico) to Scripps-Howard for $9.75 million, and sale of stock in Television Communications Corp. last January providing $709,000 after provision for taxes.

The company said it had a net loss of $1,152,000, before extraordinary credits of $3,909,000 resulting mainly from the sale of the San Juan paper and leaving a net income of more than $2.7 million. In the comparable period of 1969, the extraordinary credit was $859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 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>$0.66</td>
<td>$0.37</td>
</tr>
<tr>
<td>Revenues</td>
<td>$78,029,000</td>
<td>$55,234,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>2,757,000</td>
<td>1,481,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,968,587</td>
<td>3,968,587</td>
</tr>
</tbody>
</table>

Commerce expects drop in '70 TV profits
According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of $553.6 million to a level near $450 million. The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and Defense Services Administration. Data on the communications industries was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach $3,180 million (net time sales plus talent, program and other revenues), making 1971 the first $3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around $540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than $500 million in new business in 1971 to reach the projected $3,180 million level of revenues. "Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (Broadcasting, July 27).

Memorex income up 26%
Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

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>$1.04</td>
<td>$0.83</td>
</tr>
<tr>
<td>Revenues</td>
<td>47,774,000</td>
<td>35,703,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>3,884,000</td>
<td>3,037,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,733,000</td>
<td>2,866,000</td>
</tr>
</tbody>
</table>
Company reports:

Columbia Cable Systems Inc., Westport, Conn., group CATV operator, reported increased revenues and net income for the nine months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.48</td>
<td>$0.49</td>
</tr>
<tr>
<td>Revenues</td>
<td>22,189,000</td>
<td>22,073,000</td>
</tr>
<tr>
<td>Net income</td>
<td>206,000</td>
<td>212,000</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to reflect results of acquired companies on basis of pooling of interests.

Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.24</td>
<td>$0.24</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>19,193,273</td>
<td>18,229,349</td>
</tr>
<tr>
<td>Net income</td>
<td>473,548</td>
<td>362,415</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,344,794</td>
<td>1,358,164</td>
</tr>
</tbody>
</table>

Doremus & Co., New York-based advertising and public relations agency, reported a 31% decrease in net income for the three months ended June 30, and a 2.8% decrease for the six months ended June 30.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.48</td>
<td>$0.49</td>
</tr>
<tr>
<td>Net income</td>
<td>206,000</td>
<td>212,000</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to reflect acquisition of Dalles Advertising Inc. as a pooling of interests, on 420,513 average shares outstanding.

LaRoche, McCaffrey and McCall Inc., New York, reported almost doubled earnings per share from 29 cents to 57 cents for the first half of 1970.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.57</td>
<td>$0.29</td>
</tr>
<tr>
<td>Net income</td>
<td>324,753</td>
<td>178,000</td>
</tr>
<tr>
<td>Billings</td>
<td>126,468,000</td>
<td>21,076,000</td>
</tr>
</tbody>
</table>

MCA Inc., Universal City, Calif., parent corporation of Universal Studios, reported revenue increases but declines in net income for the six month period ended June 30. Second quarter statistics also reflect higher sales but lower income trend.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.78</td>
<td>$1.02</td>
</tr>
<tr>
<td>Net income</td>
<td>138,195,000</td>
<td>129,636,000</td>
</tr>
<tr>
<td>Billings</td>
<td>8,342,000</td>
<td>8,145,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,174,263</td>
<td>7,981,876</td>
</tr>
</tbody>
</table>

National General Corp., Los Angeles-based diversified firm with major leisure-time interests, reported about a $2 million decline in operating income for the six-month period ended June 30, compared with last year. The company also shows a $325,000 decline in net income for the same period. Revenues were up nearby 14% for the six month period.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.23</td>
<td>$1.43</td>
</tr>
<tr>
<td>Revenues</td>
<td>256,372,000</td>
<td>224,167,000</td>
</tr>
<tr>
<td>Net income</td>
<td>6,860,000</td>
<td>7,185,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,154,000</td>
<td>5,040,000</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to account for acquisition of Wygod, Wels, Florin Inc. as a pooling of interests. Extraordinary items amounted to $1,364,000 or 26 cents per share in 1970.

Ogilvy & Mather International Inc., New York, reported an increase in net income and in billings for the first six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.14</td>
<td>$1.05</td>
</tr>
<tr>
<td>Billings</td>
<td>122,958,834</td>
<td>111,342,444</td>
</tr>
<tr>
<td>Fees and commissions</td>
<td>19,877,819</td>
<td>18,969,839</td>
</tr>
<tr>
<td>Net income</td>
<td>1,249,740</td>
<td>1,184,478</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated to reflect acquisition of Wygod, Wels, Florin Inc. as a pooling of interests. Extraordinary items amounted to $1,364,000 or 26 cents per share in 1970.

Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in gross revenues of 55% and an increase of 37% in net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.29</td>
<td>$0.26</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>6,080,792</td>
<td>2,625,017</td>
</tr>
<tr>
<td>Broadcasting revenues</td>
<td>2,184,075</td>
<td>2,005,233</td>
</tr>
<tr>
<td>Net income</td>
<td>298,694</td>
<td>252,909</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,025,297</td>
<td>847,069</td>
</tr>
</tbody>
</table>

Note: 1969 net income includes extraordinary credit of $35,000 or 4 cents per share.

Tele-Communications Inc., Denver-based multiple CATV and microwave systems operator, reported a 43% increase in revenues, a 32% increase in CATV revenues and a 98% increase in microwave revenues for the first half of 1970.

Bob Magnes, president, also reported TCI's entry into TV network trunking service with an NBC feed from Denver to Salt Lake City, already completed, and an application filed with the FCC for a similar CBS feed.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.05</td>
<td>$0.29</td>
</tr>
<tr>
<td>Revenues</td>
<td>54,526,000</td>
<td>68,558,000</td>
</tr>
<tr>
<td>Net income</td>
<td>519,000</td>
<td>3,093,000</td>
</tr>
</tbody>
</table>
The Broadcasting stock index
A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing August 20</th>
<th>Closing August 13</th>
<th>Closing August 6</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>23%</td>
<td>22%</td>
<td>23%</td>
<td>39%</td>
<td>19%</td>
<td>7,073</td>
<td>162,679</td>
</tr>
<tr>
<td>ASI Comm.</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>7</td>
<td>2%</td>
<td>1,789</td>
<td>4,920</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>22%</td>
<td>21%</td>
<td>23%</td>
<td>36%</td>
<td>19%</td>
<td>6,001</td>
<td>141,648</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>24%</td>
<td>25%</td>
<td>26%</td>
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Broadcasting with other major interests

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CATV

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Stock trading by insiders

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

- Adam-Russell Inc. (CATV) — J. C. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.
- ABC—E. H. Erlick sold 5,000 shares, leaving 899.
- American TV & Communications Corp.—D. H. Dittrick bought 2,000 shares, totaling 10,000.
- Ampex Corp.—E. P. Larmer bought 100 shares, totaling 100. A. M. Postell bought 500 shares, giving him a total of 2,695. A. E. Fontina bought 500 shares, totaling 1,000. R. J. Weismann bought 400 shares, totaling 1,500. A. M. Adams bought 51,000 worth of 5% convertible debentures, giving him a total of $38,000 worth of convertible debentures, bringing his total to $71,800.
- Bureaucratic (CATV)—C. W. Cox through trading account bought 12,200 shares, and sold 12,000 shares, leaving 100. L. W. Westerman, as executive, bought $10,000 worth of such stock, totaling $10,000.
- Capital Cities Broadcasting Corp.—J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 personally and 2,500 as custodian.
- Chris-Craft Industries—A. G. Erflad sold $50,000 worth of 6% convertible debentures, leaving none. H. J. Siegel bought 500 convertible preferred stock shares, totaling 155,560; as custodian Mr. Siegel bought 600 shares of convertible preferred stock, totaling 3,194.
- CBS—C. B. Brown bought 100 shares, giving him a total of 522.
- Columbia Pictures Industries—M. N. Felsinger bought 400 shares, totaling 400.
- Comsat—L. E. Meyer bought 100 shares, totaling 130 individually and 20 as custodian. J. J. McFeran Jr. bought 100 shares, totaling 100.
- Corcoran Corp.—Dwight Wiegand bought 1,000 shares, totaling 3,330 individually and 1,200 in trust.

52 (FOCUS ON FINANCE)
**Programming**

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**Service**

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<th>Closing Aug 6</th>
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<th>Low</th>
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**Manufacturing**

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<td>7%</td>
<td>62%</td>
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<td>Closing Aug 13</td>
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<td>14%</td>
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<td>28%</td>
<td>39%</td>
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<td>32%</td>
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<tr>
<td>Closing Aug 6</td>
<td>14%</td>
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<td>13%</td>
<td>48%</td>
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<td>28%</td>
<td>47%</td>
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<td>High</td>
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<td>48%</td>
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<td>5%</td>
<td>10%</td>
<td>7%</td>
<td>62%</td>
<td>32%</td>
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</table>

**Stocks outstanding and capitalization as of Aug. 3. Over-the-counter bid prices supplied by Merrill Lynch. Pierce, Fenner & Smith Inc., Washington.**

**Grand total** 727,786 $25,038,348

**New York Exchange**

<table>
<thead>
<tr>
<th>A-Midwest Stock Exchange</th>
<th>Over-the-counter (bid price shown)</th>
</tr>
</thead>
<tbody>
<tr>
<td>85.00</td>
<td>81.75</td>
</tr>
</tbody>
</table>

**Broadcasting, Aug. 24, 1970**

53
bought shares, totaling 2,000 shares, leaving 95,620; his adult children sold 100 shares, leaving 3,150; his wife sold 1,000 shares, leaving 75,620.

- Let Enterprises Inc. - W. J. Rothchild bought 400 shares, totaling 17,004, R. P. Gilligan, in joint title, sold 1,000 shares, leaving 233. Mrs. C. D. Waterman Jr. bought 100 shares, totaling 13,003.

- Magnavox Co. - C. H. Fazell sold 2,000 shares, leaving 9,400. J. W. Schrey bought 4,100 shares, totaling 16,013.

- Memorial Corp. - P. C. Hale's child sold 200 shares, leaving 1,900; Mr. Hale as trustee sold 400 shares, leaving 500; Gordon Mares bought 2,438 shares, totaling 10,450. L. M. Wilton bought 759 shares, leaving him a total of 5,158.

- MCA Inc. - Ed Harley bought 500 shares, totaling 22,363. C. B. Thornton bought 400 shares, giving him 400 shares, totaling 1,079.

- Meredith Corp. - C. W. Amsdall bought 100 shares, totaling 200

- MGM - C. L. Kilson sold 1,000 shares, leaving 19,100. L. D. Melcher sold 1,000 shares, totaling 17,013.

- Memodata Inc. - T. H. Blith bought 1,000 shares, totaling 2,022. George Higbie bought 500 shares, giving him a total of 2,499. M. L. McKeown bought 500 shares, totaling 2,022. A. L. Schwartz bought 200 shares, totaling 500. J. B. Stues sold 300 shares, leaving 20.

- Motorola Inc. - J. F. Mitchell sold 500 shares, totaling 518.

- National General Corp. - William F. Newcomb sold 5,288 shares, leaving 8,000. M. C. Klein sold 760 shares, leaving 17,000.

- A. C. Nielsen Co. - J. R. Erickson sold 100 shares, leaving 98. H. Nickelson sold 100 shares, leaving 98. E. Goudin sold 1,000 shares of class B common, leaving 17,000.

- PKI Co. - W. A. Murphy sold 1,200 shares, leaving 1,800. Frederik Pauker bought 200 shares, giving him a total of 34,196. Peggy Prag sold 300 shares, totaling 1,800.

- Pacific & Southern Broadcasting Inc. - Henry Fox, through Fox Wells & Rogers, sold 2,000 shares to President's Circle, leaving 17,196 in the hands of that company. J. G. Gilbon bought 293 shares, totaling 10,779.

- Plough Inc. - W. E. Bush bought 120 shares, totaling 900. J. C. Dillion sold 2,100 shares, totaling 20,510. Cooper Turner bought 100 shares, totaling 500.

- RCA Corp. - D. L. Mills sold 6,500 shares, leaving 8,376.

- Reeves Telecom Corp. - E. L. Glacken sold 500 shares, leaving 94,802. G. H. Walker Jr. purchased 1,000 shares, leaving 1,000 held through that company.

- Republic Corp. - R. F. Schmid bought 2,000 shares, totaling 4,000. H. H. Watson bought 1,000 shares, totaling 3,000.

- Rollinco - R. R. Rollins, through trust, bought 200 shares, totaling 48,450 held through trust.

- Signal Co. - L. A. Green, through trust for child, sold 2,972 shares, leaving 31,334 individually and none in trust.

- Sterling Broadcasting - A. H. Becker sold 1,000 shares, leaving 6,200. Ernest Sondeler sold 2,100 shares, leaving 21,280.

- Stirling Communications - Salvatore Miserendino bought 300 shares, totaling 500.

- Storer Broadcasting - Grady Edson bought 3,372 shares, leaving none. Bill Michaels bought 3,000 shares, totaling 3,000. J. P. Storter bought 1,000 shares, leaving 24,250 individually and 600 held by C. W. Sullivan bought 100 shares, totaling 12,100.

- Technicolor Inc. - J. T. LaFollette bought 1,000 shares, totaling 4,000. G. L. Murphy sold 1,000 shares, totaling 40,450.

- Transamericana Corp. - J. R. Den bought 1,500 shares, totaling 10,158. Mrs. Den bought 500 shares, totaling 5,000. W. J. Holcombe bought 1,002 shares, totaling 1,020. Henry Saylors bought 1,000 shares, totaling 8,369. D. A. Tappey bought 2,162 shares, leaving 110 personally and 315 in savings plans.

- Viking Inc. - Robert Baum sold 6,000 shares, leaving 167,576.

- Walt Disney Productions - D. B. Tatum sold 600 shares, leaving 1,040. Franklin Walden bought 1,000 shares, totaling 1,040.

- Walter Reade Organization - Matthew Hutner bought 42,000 shares, totaling 175,935. His wife bought 10,000 shares, totaling 40,450.

- Wells Rich Greene Inc. - M. W. Lawrence bought 100 shares, totaling 225,850.

Meredith reports 24.3% earnings drop

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 24.3% decline in earnings despite an 8.8% increase in revenues for fiscal 1970.

Meredith also reported that fourth quarter earnings of $311,626 were down $1,251,468, or 80.1%. Fourth quarter operating earnings per share were 12 cents as compared to 55 cents the previous year.

For the year ended June 30:

1970
1969

Earned per share $ 2.32 3.67
Revenues 143,668,623 132,168,609
Net income 5,419,031 10,192,240
Average shares outstanding 2,762,293 2,779,406

Note: 1969 net income figures include extraordinary income of $1,711,135 primarily gain on sales of 50% interest in Meredith-Arc Inc.

CBS sales up slightly; earnings stay at '69 pace

CBS Inc. earnings for the first six months of 1970 were exactly even with last year’s period, but revenues for those 26 weeks ended July 4 represented an increase of $59,140 million to $393,779 million.

The figures, released last week, had been reported earlier by CBS as estimates (BROADCASTING, July 20).

The CBS statement said net sales rose $24 million in the second quarter with per-share earnings one cent from 61 cents in the like period in 1969 to 60 cents in 1970.

For the 26 weeks ended July 4 (June 28, 1969):

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$ 1.10</td>
<td>$ 1.10</td>
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<tr>
<td>Revenues</td>
<td>$ 261,722</td>
<td>$ 267,360</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>$ 58,674,000</td>
<td>$ 60,207,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$ 30,222,000</td>
<td>$ 30,222,000</td>
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</table>

Financial notes:
- CBS has declared a cash dividend of 35 cents per share on common stock payable Sept. 11 to shareholders of record Aug. 28. In addition, CBS declared a cash dividend of 75 cents per share on preferred stock, payable Sept. 30 to shareholders of record Aug. 28.
- Downe Communications Inc., New York, 40% owner of group-broadcaster Bartell Media Corp. and publisher of Ladies’ Home Journal, American Home and Family Weekly, completed acquisition of Founders Mutual Depositor Corp. Founders sponsors Founders Mutual Fund and is investment adviser and principal underwriter of Gryphon, Apollo and Meridian funds. Acquisition is for 500,000 Downe shares and marks Downe’s entry into mutual fund field.
- Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, has reported first six months figures ended June 30. Firm said sales were $921,708 and net after tax income was 9.4% of sales.
amounted to $84,216 or 9 cents per share on 910,882 average shares outstanding. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,178 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

* Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.

* Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.

* Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.

* RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of $2,879,000 on revenues of $45,907 for the six months ended May 31, vs. revenues of $48,271,000 and net income of $3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

**Fates & Fortunes**

**Broadcast advertising**

**Carl E. Sturges**, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.


**Harry J. Durando**, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

**Carol Moberg**, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.


**Richard C. Phalen Jr.**, with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.


**Bill McQuillan**, with Dodge & Delano, New York, named VP-creative.


**George F. Howlett Jr.**, with Sudler & Hennessey, New York, named VP. **Stephen M. Parello**, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities. **Barry Siegel**, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.


**Bruce Glenn**, VP and creative group head, and **Dave Kolesar**, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

**Doug Barker**, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

**David E. Michels**, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding **Wills K. Freiert**, who died last month (Broadcasting, Aug. 3).

**Charles B. Kahao**, formerly account supervisor, Norman, Craig & Kummel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

**Robert A. Malone**, senior editor, Broad-
CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins Raymond E. Finn Advertising, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins W. B. Doner and Co., Baltimore, as copy supervisor.


George E. L. Barbee, assistant product manager and Roger Yeager, assistant products manager, Noxxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, Ill., joins WTVN-TV Terre Haute, Ind., as commercial production manager.

Al Mancicetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces Paul L. Klein, who resigned earlier this summer to enter his own business.


W. J. Wheeler, general manager, KHOB-AM-FM Harrison; Jack Freeze, general manager, KFPM(AM) Fort Smith; Mike Horne, KAKV(AM) Russellville, and Dwight Waites, KKLR(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Fleisher, director of advertising and promotion, Reeves Telecom Corp., New York, joins ABC-TV there as manager, new-business development.

Mr. Faust Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WSIX stations and KOA-AM are General Electric stations. He is succeeded by Ray A. Shouse, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corp. for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial stations WNDT(TV) New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNDT, which will be renamed WNET(TV).

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenstein, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WPAT-TV Spartanburg, S.C., named manager, WPAT-AM-FM.

David R. Greene, executive VP and general manager of KBLI-AM-TV Helena, Mont., joins WKBQ(AM) Ogden, Utah, as general manager.

Robert Dalton Jones, program director, WRNC(AM) Raleigh, N.C., joins WKBQ(AM) Garner, N.C., as general manager.

Peter Kadesky, Midwest sales manager, Radio Advertising Representatives, Chicago, joins WDHP(FM) there as station manager.

Anne Spotts and Debra Spotts, wife and daughter of late James A. Spotts, general manager of WLEK(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of licensee, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harshe-Rotman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programming, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WATL-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Berrud Productions, Los Angeles, named executive VP.

Tim Whooley, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.


Bobby Dark, with KBOX-AM-FM Dallas, joins WINS(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Slesowsky, director of program purchasing, Telecom Associates, New York, joins Teletronic Program Services there as director of programing.


Samuel C. Gale, president, Corser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Westport, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programing, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WBMI-FM Hartford-Meriden, Conn., joins WHNS-FM New Haven, Conn., as music director.

News

Roy Healy, news editor, KCRA-TV Sacramento, Calif., joins KRST-TV San
Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by Thomas Hodson, producer.

Joseph Alvarez, reporter, NBC News, New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.


Jim Kelter, with WVLN(AM) Olney, Ill., joins WTVK(AM) Terre Haute. Ind., as sports director, succeeding Jerry Palma, appointed night news director.

John Adair, with WJAS-AM-FM Pittsburgh, joins KKDA-AM-FM there as newsman.

Jerry Klein, news director, WRCP-AM-FM Philadelphia, joins WCAU(AM) there as newsman.

Rick D'Amico, news director, WREO-AM-FM Ashtabula, Ohio, joins WKFQ-AM-FM Battle Creek, Mich., in same capacity.

Connie Chung, news writer, WTTG(AM) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVI(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by Bob Robertson, who is with KVI and KNTV-TV Seattle.

Bill Lorin, with WKBW(AM) Los Angeles, joins KPRO(AM) Riverside, Calif., as newsman.

**Equipment & engineering**

Harry Heltzer, president, 3M Co. St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by Raymond H. Herzog, VP of Graphic Systems. subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joint CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.


Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation

**RTNDA chooses five**

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), Jack Eddy, KOMO-AM-TV Seattle; Region 2 (Midwest), Fred Douglas, WKZD-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), Richard Wright, WTAG(AM) Worcester, Mass.; Region 4 (South), Don Owen, KSLA-TV Shreveport, La., and for Canada, Gary McLaren, CKCO-TV and CKKW-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, Chet Cassellman, KSFQ(AM) San Francisco; Region 2, Mark Gautier, KMTV(AM) Omaha; Region 3, Tom Frawley, Cox Broadcasting, Washington, and Region 4, Ed Planer, WDSU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

Sales Inc., subsidiary of Telemation Inc., Salt Lake City, named sales engineer in charge of Telemation Sales's newly opened branch in Las Vegas.

Holmes Bailey, with Weston Instruments Division, Weston Instruments Inc., New York, N.Y., named director of marketing.

Donald W. Nash, chief engineer, WOKO(AM) joins KTLK(AM) Denver in same capacity. He is succeeded by Randy Smith, with WQIG-AM-FM Brunswick, Ga.

Flavio Blanco, with Superscope Inc., Sun Valley, Calif., U.S. distributor of Sony tape recorders, appointed director of engineering.

Walter Wineski, with noncommercial KQED(AM) San Francisco, named studio engineering supervisor.


C. Dale Criswell, with General Electric Cablevision Corp., Schenectady, N.Y., named manager-operator, western region, Walnut Creek, Calif.

**Promotion**

Stephen Corman, with New York public relations staff of Westhouse Broadcasting Co., rejoins WIND(AM) Chicago, Westhouse station, as advertising and promotion manager.

Ed Nix, news director, KEZY(AM) Anaheim, Calif., appointed marketing and public relations director.

Jerome Manigan, coordinator of youth programs, Cincinnati area Community Action Commission, joins WLW(AM)-WLW(AM) Cincinnati as assistant community services director.

**Allied fields**

Theodore N. McDowell, general manager, news and public affairs, WMAL-AM-FM-TV Washington, who became director, office of information, Department of Transportation earlier this year.

Mr. McDowell named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news, WTVJ(AM) Miami, named to national television committee, Boy Scouts of America. Other members include: Walter Cronkite, CBS News; James Hagerty, ABC Inc.; George A. Heinemann, NBC News and Carl Lindemann Jr., NBC News.

**Deaths**

Tams Bixby Jr., 79, vice president of Springfield Newspapers Inc. and president and 40% owner of Oklahoma Press Publishing Co., died Aug. 19 in Bemidji, Minn. Springfield Newspaper is 50% owner of Springfield Television Inc., licensee of KTVF(AM) Springfield, Mo., and 99% owner of Springfield Broadcasting Co., licensees of KGBX(AM) and KSLA(AM) Springfield, Oklahoma Press is licensee of KBXi(AM) Muskogee. Mr. Bixby is survived by his wife, Esther, son and two daughters.

Bob Ekstrom, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station license since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of Mayberry R.F.D. TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of Andy Griffith show and began career as writer for Marx brothers and Amos n' Andy radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1965, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.
Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission’s bureau of deceptive practices from 1961 until he retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of Joey Bishop show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also produced The Jack Paar Show for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, Daniel Boone. He is survived by his wife, Gertrude.

For The Record

As compiled by Broadcasting, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ap.—announced, ant.—antenna, au.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, ke—kilocycles, kw—kilowatts, L.S.—local station, mc—megacycles, mod.—modification, N—night, PSA—preservice authority, SCA—subdivisional communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, watt—watts, (educational).

New TV stations

Actions on motions

Chief, Broadcast Bureau on request of Vantage Inc., extended through Aug. 20 time to file reply comments to notice of proposed rulemaking in matter of amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 1882). Action Aug. 10.

Broadcast Bureau hearing examiner Charles J. Frederick in Glendale, Mont. (Meyer Broadcasting Co., and Harrison Broadcasting Co.) TV proceeding, granted by hearing examiner of Harrison Broadcasting Corp. for leave to amend application to correct certain minor errors relating to power gain and geographic co-ordinates of proposed Harrison transmitting station (Doc. 1873-7). Action Aug. 12.


Call letter actions

WGBH Educational Foundation, Springfield, Mass. Granted *WGBY-TV.

Mississippi Authority for Educational Television, State College, Miss. Granted *WMAB-TV.

Blue Ridge ETV Association, Norton, Va. Granted *WSVN-TV.

Designated for hearing

Greensburg, Pa.—FCC designated for consolidated hearing mutually exclusive applications of Western Broadcasting Corp., and Western Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

Existing TV stations

Final actions


Broadcast Bureau rescinded action of July 30 which granted renewal of licenses to WINS-TV South Bend, Ind., and WISF-TV Elkhart, both Inds. (Doc. 1873-7). Action Aug. 10.

KNTV (TV) San Jose, Calif.—Broadcast Bureau granted certificate of convenience and public interest to operate in San Jose, Calif. Action Aug. 11.

William B. Ray, chief of FCC Complaints and Compliance Division, in Washington (Evening Star Broadcasting Co. [WMAV-TV], TV proceeding, informational. Found that WMAV-TV did not violate fairness doctrine in Dec. 1, 1969 in comment on allegedly critical of black militants. In letter to BERT, Mr. Ray said, “It appears that station has presented unbalanced views in response to a large audience among leadership in black community.” Action July 24.

WMAV-TV Washington—FCC granted group of individuals and organizations opposed to license renewal application of WMAV-TV, 21-day extension to submission of comments to licensees’ amendment to renewal application granted by FCC in case of reconsideration of decision by chief of Broadcast Bureau denying motion to strike amendments (Doc. 1903). Action Aug. 10.

WFTV (TV) Orlando, Fla.—FCC granted modification of CP to operate with non-directional antenna.

As newly licensed TV stations:

WGN-TV Chicago; KZTV-Las Vegas; WSJF-TV and WSJF-TVJ, both in Lufkin, Texas; WTAP-TV in Parkersburg, W. Va.; and WISC-TV Madison, Wis. Action July 21.

WGBS-TV South Bend, Ind.—Broadcast Bureau rescinded action of July 11 which granted renewal of license to WGBS-TV. Action Aug. 10.

WTVT (TV) Asbury Park, N.J.—FCC denied applications for new licenses for WTVT (TV) petition for reconsideration of Broadcast Bureau action deleting call sign, but granted motion for stay in request to resign call sign WTVT (TV) for use by ch. 68, New Jersey. Commission said it was granting motion for stay in order not to prejudice Atlantic’s court appeal and that call sign would be kept in reserve. Action Aug. 7.

WNBC-TV New York—FCC in response to petition by WNBC to comply with fairness doctrine or to meet public interest obligations concerning coverage of air pollution caused by automobiles, unless found WNBC-TV could “reasonably reject” announcement approach sought by WNBC, and that no further action is warranted. Action Aug. 7.

Actions on motions

Office of Opinion and Review in Norfolk, Va., (WTAR Radio-TV Corp. [WTVJ-TV] and Hampton Roads Television Corp.) granted by Frontier Broadcasting Corp. of California (WBNF-TV and Furniture City Television Co., Inc.), TV proceeding, extended grant for requested authorization to include the postponement of the filing for the request by Frontier Broadcasting Co. of California (WBNF-TV and Furniture City Television Co., Inc.) for notice to take depositions, motion for production of documents, motion for an order to compel discovery, and for an order for issuance of subpoenas; and ordered that within three weeks following release of this order, Aug. 5, parties meet in informal conference and within two weeks of informal conference, the submission of agreement as to number of agreements reached (Doc. 1903). Action Aug. 3.

Broadcast Bureau hearing examiner Arthur A. Gladstone in Greensburg, Pa. (Western Broadcasting Corp., and Western Telecommunications Inc.) TV proceeding, granted by chief of Broadcast Bureau denying motion to strike amendments to application of Eastern Television Co., Inc., to operate in Greensburg, Pa. with non-directional antenna.

Broadcast Bureau hearing examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Corp. [WBNF-TV and Furniture City Television Co.] and Furniture City Television Co., Inc.) TV proceeding, granted by chief of Broadcast Bureau denying motion for further extension of time for filing of application for license to operate a new antenna station with non-directional antenna.

Broadcast Bureau hearing examiner Arthur A. Gladstone in Greensburg, Pa. (Western Broadcasting Corp., and Western Telecommunications Inc.) TV proceeding, granted by chief of Broadcast Bureau denying motion to strike amendments to application of Eastern Television Co., Inc., to operate in Greensburg, Pa. with non-directional antenna.


Broadcast Bureau hearing examiner Herbert Stiefman in Miami, (Post-Newsweek Stations, Florida Inc. [WPFLG-TV] and Greater Miami Telecasters Inc.) TV proceeding, granted joint motion by applicants to extent that Prehearing conference is rescheduled to Sept. 28; continued Sept. 14, hearing without date. Action Aug. 10. Granted permission by Post-Newsweek for leave to amend application and proposed amendment of most recent balance sheet of applicant-licensees accepted (Docs. 1889-90). Action Aug. 11.

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<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
<th>Phone Numbers</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1812 R St., N.W. Wash., D.C.</td>
<td>202-6400</td>
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<tr>
<td>JAMES C. MCMARRY</td>
<td>Consulting Engineer</td>
<td>(202) 766-6600</td>
</tr>
<tr>
<td>—Established 1926—</td>
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<tr>
<td>PAUL GODLEY CO. CONSULTING ENGINEERS</td>
<td>Box 798, Upper Montclair, N.J.</td>
<td>(201) 766-3000</td>
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<tr>
<td>COHEN &amp; DIPPEL CONSULTING ENGINEERS</td>
<td>527 Prudential Bldg.</td>
<td>(202) 781-0311 Washington, D.C. 20004</td>
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<tr>
<td>COMMERCIAL RADIO CONSULTING ENGINEERS</td>
<td>Everett L. Dillard</td>
<td>303-1319 Washington, D.C. 20005</td>
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<tr>
<td>A. O. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(202) 347-8231</td>
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<td>GAUTNEY &amp; JONES CONSULTING RADIO ENGINEERS</td>
<td>2922 Telecom Ct. Falls Church, Va. 22042</td>
<td>(202) 347-8231</td>
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<td>LONNES &amp; CULVER Consulting Engineers</td>
<td>1242 Prudential Bldg.</td>
<td>(202) 223-4664</td>
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<td>KEE &amp; KENNEDY</td>
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<td>A. EARL CULLUM, JR.</td>
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<td>(214) 361-8302</td>
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<tr>
<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W. Republic 7-6694</td>
<td>(202) 659-3707</td>
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<tr>
<td>STEEL, ANDRUS &amp; ADAIR CONSULTING ENGINEERS</td>
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<td>(202) 223-4664</td>
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<tr>
<td>HAMMETT &amp; EDISON Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>(617) 362-5208</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010 Kansas City, Missouri 64114</td>
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<tr>
<td>Jules COHEN &amp; ASSOCIATES</td>
<td>Suite 714, Association Bldg.</td>
<td>(301) 526-4366</td>
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<tr>
<td>CARL E. SMITH Consulting Engineers</td>
<td>8200 Snowville Road Cleveland, Ohio 44115</td>
<td>(216) 526-4366</td>
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<tr>
<td>VIR N. JAMES Consulting Engineers</td>
<td>Application &amp; Field Engineering</td>
<td>345 Colorado Blvd.—30216</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>427 Industrial Road San Carlos, California 94070</td>
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<tr>
<td>ROSSHIE TELEVISION SYSTEMS</td>
<td>ENGINEERS—CONTRACTORS</td>
<td>29 South Mall Plainview, N.Y. 11803</td>
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<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>227 Industrial Road San Carlos, California 94070</td>
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<tr>
<td>Associated Communications Consultants</td>
<td>8200 Snowville Road</td>
<td>(202) 766-6600</td>
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<tr>
<td>WALTER J. STILES</td>
<td>Sales 1621, Tucson House Tucson, Arizona 85705</td>
<td>(602) 792-2108</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>817-261-8721</td>
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<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td>(502) 245-4673</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASUREMENTS</td>
<td>445 Concord Ave. Cambridge, Mass. 02138</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
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York, (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.). TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 18771, 2). Action Aug. 12.

- Hearing Examiner James F. Tierney in Charleston, Ill., granted motion by National Broadcasting Co., to produce by Southern Broadcasting Co. and other parties responsive documents for inspection and copying which urges are relevant and necessary to preparation of Jefferson's case (Doc. 18860). Action Aug. 10.

- Hearing Examiner James F. Tierney in Charleston, Ill., granted motion by National Standard Broadcasting Co. to produce by Southern Broadcasting Co. and other parties responsive documents for inspection and copying which urges are relevant and necessary to preparation of Jefferson's case (Doc. 18860). Action Aug. 10.

Rulemaking actions

- FCC ruled that major television networks must apply rules for presentation of contrasting viewpoints to President's views on war in Southeast Asia, in accordance with their addresses since November 1969. Commission made determination that restrictive time period is not contrary to public interest; and that complaints filed by Committee for Fair Broadcasting on CBS complaints of interference with coverage of oppositions newsmen, United States senators and House committee hearings for Vietnam into Vietnam Peace, are superceded Action Aug. 14.

- FCC denied petitions for reconsideration of rules restricting network ownership and syndication of programs, and amount of network programming stations in top-50 markets may carry during prime time. Commission dismissed petitions by WWLO-TV, Minneapolis, Minn.; KOKI, Omaha, Neb.; KOFY, Modesto, Calif., and others for stay of effectiveness of rules (Doc. 12782). Action Aug. 7.

Call letter application

- WKKM-TV, Jackson Television Corp., Jackson, Mich. Requests WDDL-TV.

New AM stations

Final action

- Wanchese, N.C.—Outer Banks Radio Co., Broadcast Bureau granted 1530 kc. 250 w. D. O. address c/o Douglas Lystra, Craddock, Box 622, Craddock, N.C. Estimated construction cost $29,500; first year operating cost $27,600; revenues $45,900. Principal: Douglas Lystra Craddock (50%) and Larry W. Wicker (50%). Mr. Craddock owns WSEL-AM-FM, Panama City, Fla.; has theater interests. Mr. Wicker has interest in theater supply firm. Action Aug. 11.

Actions on motions

- Chief, Broadcast Bureau, granted request by Association for Broadcast Engineers Standards Inc. and extended through Oct. 5 time to file comments in proceeding, through Nov. 2, time to file reply comments to notice of proposed rulemaking, adopted May 20, in matter of amendment of rules concerning operation of radio transmitters near "white space" (Doc. 18867). Action Aug. 12.

- Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]) AM proceeding, granted motion by Broadcast Bureau and applicant shall produce contemporaneous evidence of time of contact and referred by applicant in answer to reply to Broadcast Bureau's initial interrogatories at time and place mutually convenient to applicant and Broadcast Bureau (Docs. 18699, 18699). Action Aug. 11.

Existing AM stations

Applications

- WANA Anniston, Ala.—Seeks CP to increase daytime power to 1kw and change studio and trans. location to 201 Connor Street, Anniston. Action Aug. 11.

- KOIL Grand Junction, Colo.—Seeks CP to increase daytime and change time trans. to Gates, BC-1G. License on 1340 kc. 250w. Action Aug. 11.

- WCN Miami—Seeks CP to increase daytime power to 1kw. License on 1450 kc. 250w. Action Aug. 11.

- KWRW Guthrie, Okla.—Seeks CP to increase power to 250w and change time trans. to Gates, BC-SCG0 and change ant. trans. location to 0.25 mile north of Junction of Interstate 35 and State Route 33. License on 1490 kc. 100w. Action Aug. 11.

Final actions

- KEVT Tucson, Ariz.—FCC denied petition by Tucson Radio Inc., licensee of KEVT, for reconsideration of commission's action which turned down KEVT's request for waiver of nighttime "white area" population requirement and returned as unacceptable for filing application to change its operation on 600 kc with 250 w to unlimited time using DA nighttime. Action Aug. 5.

- KAPI Pueblo, Colo.—Broadcast Bureau granted renewal of license. Action Aug. 10.

- WTBR Wilmington, Del.—Broadcast Bureau granted motion for reconsidering reduction power of auxiliary trans. to 500 w. Action Aug. 13.


- KVGB Great Bend, Kan.—Broadcast Bureau granted license covering changes of auxiliary trans. Action Aug. 11.

- KBXM, Kennewick, Mo.—FCC granted request by Broadcasting Corp., licensee of KBXM, for waiver of "freeze" criteria of rules. Action Aug. 11.


- WTAZ Pittsburgh, Pa.—Broadcast Bureau granted CP to change licenses to areas southwest ant. with by tower with top-mounted PM antenna. Action Aug. 7.

- WARM Scranton, Pa.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 7.


- KAYO Seattle—Broadcast Bureau granted CP to increase auxiliary power to 1 kw and install new antennas. Action Aug. 13.

- WAIR Morgantown, W. Va.—Broadcast Bureau granted license covering use of presently licensed trans. 5 kw and nighttime 250 w. Action July 31.

Actions on motions


- Hearing Examiner Chester F. Naumович in Chattanooga, Tenn. (Jaguay (WRRP) and Rock City Broadcasting Inc.) AM proceeding, granted petition by Jaguay Inc. for adjournment to amendment to amend financial and other specifications in order to better satisfy certain of designated interests. Action Aug. 12. Action Aug. 13.

Call letter applications

- KRGV, Bear Broadcasting Corp., Palm Desert, Calif. Requests KGLV.

- WMMJ, Dome Broadcasting Inc., Lancaster, N.Y. Requests WXKL.

- WARD, Central Broadcasting Inc., Johnstown, Pa. Requests WJST.

Designated for hearing

- Safford, Ariz.—FCC set for hearing mutually exclusive applications of AI G. Stanley, licensee of KABB, for improvement to BEM's anti-Vietnam war commercials. Action July 5.

- WIVE Gulfport, Miss., and WROA American, Ga.—FCC designated for hearing applications of Channel Dowdy, licensee of WVEA, and Turner Broadcasting Co., licensee of WVEA, for change of operation on 1390 kc from daytime to unlimited
New FM stations

Final actions

Phila. City, Ala.-Broadcast Bureau granted change broadcasting site from 91.3 m. 3 kw. to 97.5 m. 3 kw. Highest average between 500 ft. P.O. address 405, Birmingham, Ala. Estimated construction cost $50,000. 1,081,000.

WPGJ-FM, New York City, N.Y.-Broadcast Bureau granted license covering use of former main station, studio and transmitter site.

WGBK-FM, New York City, N.Y.-Broadcast Bureau granted license covering use of former main station, studio and transmitter site.

 Requests KJL(FM).

 New York City, N.Y.-Broadcast Bureau granted license covering use of former main station, studio and transmitter site.

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WGBK-FM, New York City, N.Y.-Broadcast Bureau granted license covering use of former main station, studio and transmitter site.

Radio Broadcasting, Aug. 24, 1970

Existing FM stations

Final actions

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Help Wanted Sales

Before school starts and before you endure another long winter, here’s a chance to escape north. Rush Lake, a beautiful tropical city on the ocean working with the Wisconsin Fish and Game Commission. Excellent salary, expenses paid, and two Christmas breaks. Write to Box H-162, BROADCASTING.

New York-based salesman or rep. Firm with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

Major southeastern market programs commercial religion. Spell a golden music requires experienced full-time salesman. Send complete references and resume to Box H-307, BROADCASTING.


First class ticket—sales—announcing helpful: KHIW, St. Petersburg.

Wanted, salesman or radio man to want ads, sales wilt, Dale Low. KISS/KXMN, Mason City, Iowa.

Salesman or sales/news combination. Play-by-play of football and basketball. Contact Gene Stanley, KLV, Levelland, Texas.

Account Exec., for KSAN—San Francisco’s top-rated progressive rock station needs one account executive. Must provide of retail and agency accounts. Draw. commision, liberal Mercom Pacific profit-sharing and employee benefits. Descriptions need apply. Send resume to KSAN, 211 Sutter, S.F., or call collect at (415) 968-2825. Excellent opportunity employer.

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes dedication to job so necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent radio-telecommunications sales conditions are excellent. Send resume and picture to Box H-217, BROADCASTING.

If you’re a selling manager or top salesman . . . here’s your chance to take charge of an established, solid, full-sized market operation. Excellent equipment. Prefer first phone but all considered. It’s really a good opportunity. Send resume and picture to Box H-346, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in accounting with major radio-tele-TV. Local operation is the coming thing in communications. Good opportunity for aggressive person with record of past success. For further information will require management position in Midwest, small community. Write to Box H-295, BROADCASTING. Position will be filled as soon as possible.

Sales manager for top rated fulltime AM. Negro programmed station in Richmond, Va. Starting salary $15,000, plus both company and individual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company, you might want to consider WOR, New York.

Needed: Dependable floater. Mature representative to implement proven programming concept at medium market station in St. Louis. Excellent salary, good commission, bonuses. Prefer single man, or married man with family willing to travel. Minimum three years radio experience required—daytime or experience helpful but not required. Clear, clean record, good voice, neat appearance, enthusiasm, essential. Work with growing, progressive company. All information held in confidence. Write to Box H-162, BROADCASTING.

Help Wanted Advertising

Sales continued

Opportunity for young man to break into sales and radio. Good opportunity to sell (modern) air show wanting to sell, Send tape, resume and picture to KWCD Radio, Box 770, Chickasaw, Okla. 73738; attention Michael McKee.

Real opportunity, number one. AM MOR station, 300,000-watt, major market plus two station market. Large potential account list. Excellent guarantees against 15% commission, fulltime fringe benefits. Send resume, photo and credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Rochester, N.Y. Send with $10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money on his own will be considered. WCIU, 111 N. 4th St., Richmond, Va. 23219.


Leave the ulcer factory . . . sell for WIDG, 5000 watt, St. Ignace, Michigan, Upper Peninsula. . . . no pressure . . . great working conditions . . . top notch staff. Rush details to Bill Victor.


Sales manager/announcer with ticket (no mix). Send complete resume to one of the top rated AM stations located in Minneapolis’s beautiful vacation area. Manager will need to spend his own two feet and run a sales dept. Make no mistake - we want no leeches or hungry order-takers . . . only proven salesman. This station just received an International award news five to add to our list of awards. We are sold out most of the time. We promote like crazy . . . just completed a record breaking season. Our sound is major market . . . our sales are unreal. The man who gets this job will inherit a fantastic account list . . . Our lowest sales after and many, many more. The man you’re replacing left at 23 years of age to pursue other interests. He made money with us. You Better be a great salesman, or you’ll have a ticket. Immediate opening. Call 218-927-3322.

Medium market station seeking for P.D. to help regain lost numbers—excellent opportunity for right man. Full climate-salary and important position. Send resume, tape and photo to Box G-208, BROADCASTING.

Ohio major market swingin’ MOR has fine opportunity for experienced personality. Must have interest in music programming. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. Pay good, which varies with conditions, and an outstanding employees benefit program. Send resume of experience and salary history to Box H-215, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should have the capability of winning in a very competitive Midwest major market. We have this opportunity available for an outstanding employee benefit program. Send resume of experience and salary history to Box H-215, BROADCASTING.

Lively, happy morning man for MOR adult audience. Stable, group operation. First phone preferred, no need to travel for small-dimensioned Midwest market. Good staff, good equipment, need a good man. Send resume to KHIL, 211 Sutter, S.F., or call collect at (415) 968-2825. Excellent opportunity employer.

Announcers continued

Pennsylvania. 10,000 watt, contemporary music station seeks dynamic morning man. No Raises, , strong on news and commentaries. For further working conditions, etc. Fringe benefits. Salary based on ability and experience. Send resume and photograph with first reply to Box H-222, BROADCASTING.

Virginia. 125,000 market, Bright MOR. Need mature personality to do four hour a.m.shift and commercial presentation. No beginners, please. 512/week. Send cover letter, resume first letter. Box H-236, BROADCASTING.

Need first phone man for air work and sales to start with new AM station near Pittsburgh, Penna. Salary and commission. Contact Box H-270, BROADCASTING.

Announcer with first ticket—Virginia station. New equipment. Write Box H-305, BROADCASTING.

Wasted first phone for chicken rock night show. Mail job opening. Immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Neb.

Need first phone ticket, good voice. Immediate opening. Dayshift. Send resume and air check to KOLT, Box 660, Scottsbluff, Neb.

Information station needs morning man, Top pay. Send tape and resume. Open now. KOLT, Mobridge, S.D.

If you’ve peaked in your present job, maybe it’s mountain time. Try Denver! Our good music stations (AM-FM) need another mature, heavyweight kind of announcer. Box resume, photo, tape and to KOLT, Box 23219, Denver.

We need you but we won’t promise anything we can’t deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Art Harrison, WJMA, Orange, Va. 22960.

Wanted: Staff announcer for afternoon shift in AM-FM station. Send resume, photo, tape to WMFC, Monroeville, Alabama 36460.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" voice. Work 15 hr. daytime, 15 hr. nights, 100 miles from Detroit. Send resume and tape to WTMH, Lapeer, Michigan 48446. (313) 66-8555.

If you’re experienced, if you have a first class II or III, you would like to work down in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7/15 audition tape to WVSC, Somerset, Pa. 15501.

You’re in your twenties . . . loaded with soul . . . to soul brothers, send your audition’s, photo, resume to Dave Oller, P.O. Box 5154, Chattanooga, Tennessee. Now! No phone calls please.

Top phone, heavy weight network, MOR station, resort Florida, afternoon drivetime, great opportunity for stable family man, good pay, fringe benefits. Send photo and resume.

"On the Ball?" Join aggressive small market MOR—experienced, credit references. Send resume, tape, picture. Box G-246, Carthage, Missouri.

We’re staffing a new contemporary AM in southern Pennsylvania. If you’re great and have something to say, call Jack O’Leary, 717-762-7863. New studios and equipment.

Intelligent announcer with mature voice and style with production savvyness and writing ability needed. New format to be created. Good opportunity: Box 1735 DeSales St., N.W., Washington, D.C. 20036.  

CLASSIFIED ADVERTISING

Payable In advance, Check or money order only. Bit must be prepaid per classified ad—$2.00 per word—$25.00 per line. Minimum $40.00 per ad. All others $40.00 per insertion. All inquires should be addressed to BROADCASTING, 233 W. 42 St., New York 18, N.Y. All classified ads will appear the second and last Friday of each month. Deadline for copy is Monday at 11 a.m. for publication the following month. No charge for blind box number. Address replies to: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

BROADCASTING, Aug. 4, 1970
Technical

Major market group owner and operated 50 kw station is interviewing candidates for staff technician in technical operations. Excellent benefits, attractive salary. Reply to Box H-239, BROADCASTING.

New CP seeking engineer to maintain installation of beautiful telephone switchboard and new master control to feed network and New York newsman in one of the most well-equipped and experienced newsmen in the south-west, greater Miami. A station owner who believes news is our most important product. A great place to work and work in a top paycheck to match. Send resume, photo, news copy samples and tapes of all on-air work to: Tom, News Director, WMCG, Post Office Box 1518, Coral Gables, Florida 33134

Programing, Production, Others

Major southeast market programing commercial radio, spiritual music requires man for program director, production, and promotion. Must have references and resume to Box H-308, BROADCASTING.

Program director-florida, excellent for young pro needing experience and some college, creative music ability for MUR. Must be: well paid, 5 th grade education in community and show interest on air. Tape, resume to Box H-326, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments must be able to communicate effectively with staff and small town people in the midwest. The job is good. None of the urban problems. Group owned. Send complete resume, tape and salary requirements to: MAN, KMA, Sherwood, Iowa.

Station executive, well-organized and experienced in admin. 4 years of year-round public service stations. W.A. preferred. Opportunity for first place in station. Send resume to: WESJF, Florida State University, Tallahassee, Florida 32306.

WCLS Columbus, Georgia, the only all top 40 station in Georgia's southern city. Needs new staff and is accepting applications in all departments. Send complete resumes to: Ken Carvile P.O. Box 936.

Program director - fleetwood pd with mature an announcing style and outstanding production, writing and on air position in young growth group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the northeast's most powerful, most influential stations. Send resume to: Mr. Holthaus, Box 1350 Princeton, New Jersey or call 609-924-3600.

Situations Wanted

Management

Natural 21 owner-man in top market highest paid second station owner in state area. 50 year experience. Pays competitive part ownership. Great sales professional willing to invest. Box H-204, BROADCASTING.

Let's eat a Southern dinner tonight folks! Ratings and money. Same thing, and come and see five years experience. Manager/programmer/promoter. Any tire market, send resume, phone, 600 or sunny and smooth Box H-229, BROADCASTING.

Honest, successful manager wants to talk about your station and market. Strong sales and programming experience. College graduate. Married with young children and want them to know clean air and good schools. Interested in becoming part of proud community and good broadcast station. Call or write: William Musser, 360 Roundview Ave., North Muskegon, N.Y. Telephone (516) 249-1271.

Announcers

Young black announcer, third year, five years experience, ready to relocate. Box C-233, BROADCASTING.

First, MOR, New York, Florida, anywhere, 315-478-8956. Box H-1, BROADCASTING.

Black P.D. or operations manager, 6 yrs. experience, first place gang in strong market, named RAB's with few ratings. Answer now. Box H-103, BROADCASTING.

First phone four years experience. Competitive military service late last year. Want to work and finish school in southeast, medium market, university town. Box H-207, BROADCASTING.

First phone, four years experience, hard working and dependable. Box H-209, BROADCASTING.


Here I am, D.J., announcer, tars, dependable, local color, whatever you want. Play-by-play baseball, basketball, football, hockey, Box H-335, BROADCASTING.

Announcers continued

DJ/announcer experience working with MOR and top 40, tight board. News, commercial delivery and sales. Available immediately. Box H-227, BROADCASTING.

Announcers, experienced, dependable, tight board. Broad background, social work, personality, good looks. Prefer Midwest. Available immediately. Box H-238, BROADCASTING.

Mega "talk" voice to your community. Feedback that not only discusses the news but makes it for. Man who can do it and has the wads to prove it here. Box H-249, BROADCASTING.

Beginning, professionally trained, D.J. announcer, 3rd endowed, stable, will relocate. Box H-252, BROADCASTING.

Bill Wade, graduate, lst phone, draft exempt and ready to move. Broad background, news, sales, djs, and excellent references. Box H-262, BROADCASTING.

Top 40 or C&W personality. 3 years experience. 3rd Board. Box H-281, BROADCASTING.

Professional trained strong voiced announcer djs. Has excellent newsman work. Looking for new home. Will travel. Box H-294, BROADCASTING.

DF, newsman, authoritative, experienced, versatile news. Has tailored tight board. Available immediately. Box H-296, BROADCASTING.

Number one medium market morning personality with growing program. Will perform either function for station willing to pay for quality. Serious inquiries only. Box H-208, BROADCASTING.

Attention Gulf Coast 15 years experience in both radio and TV, including golf and film. Interested in Gulf Coast but consider elsewhere. Box H-301, BROADCASTING.

21 year-old aggressive announcer looking for a chance to work for you. Limited experience, but willing to learn. Box H-303, BROADCASTING.

AFRTS veteran station manager seeks C.W. MOR or MOR airman. College grad, some school, 3d endowed, 2 years college. Tight board, creative production, personal home and off air, 12 months C&W experience, typewriter, and off-air, 13 months TV news. Interested in anything that sells. Can relocate after October 15th. Box H-315, BROADCASTING.

No button pusher 1, this hip, with, ten year first phone. Heavy production communication. On modest MOR home, prefers radio/television complex. Available October 1st. Box C-341, BROADCASTING.

Bush personality. Remember the old top 40 days with the personable and informative 60's try me. Experienced. Age 26. Military completed. 3rd endowed. Available immediately. Box H-238, BROADCASTING.

South and west. Large or small stations, available good voiced disc jockey with ability to write and produce commercials. Available immediately. Box H-327, BROADCASTING.

Detroit. Experienced announcer, rock & roll, production man seeking rights. Box H-330, BROADCASTING.

First phone announcer, college graduate, experience, contemporary or top 40. Box H-332, BROADCASTING.

Announcer, 2nd year, 30 years experience. Hear the best? Try us. Box H-333, BROADCASTING.

At last the chance you've been waiting for. "Miss Jennifer Marie" Young, beautiful, ambitious, talented models, N.Y. Coming up. Have finest references and tapes. Is my big chance yours? Box H-337, BROADCASTING.

Experienced, aggressive sports announcer/sell, seeking "big league" assignment. Play-by-play baseball, basketball, football, hockey. Box H-339, BROADCASTING.

Looking for experience. 3rd earned broad cast receiver, 20-30, to work in Denver station. No location, any experience. Must be able to drive. Box 327, 4000 W. Washington Blvd., Chicago, Illinois 60612.

Here I am, D.J., announcer, tars, dependable, local color, whatever you want. Play-by-play baseball, basketball, football, hockey, Box H-335, BROADCASTING.

First phone, graduate, super-nite kink, Z, former 2nd earned personality rock-in MOR. Del 671-33865.
Broadcast school graduates hard worker, dependable, seeking position with rhythm and blues station. Army veterans, ready to relocate. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Oregon; Washington; Northern California: Outstanding experience in major communi-
cations. Perhaps Northwest this fall. I offer eight years of solid radio experience. Al is the best known country to classical, flawless news delivery. Competent interviewer, MC, color man. Powerful copy plus honest on-air delivery pleases clients, brings in new accounts. Family, Third, to study for first. Dependability a matter of record. Your market also doesn't concern me; security you offer does. Salary requirements very moderate. Past time in view to full time. Interested in these assets? Let's arrange an interview in the near future. Write Ron Blvd, Route 20, Box H-274, Washington, D.C.

Manue, dependable, radio man, first phone, experienced all phases. 601-825-4045 mornings.

Beginner, broadcast school graduate, 3rd endorsed, draft exempt will relocate. Creative, hard worker. Al Gerber, 38 Rockbridge Road, Welsham, Mass. 02154 or 617-899-2373.

1st phone, 2 years experience, available now! Phone 313-834-6555. Bob Pasco.

Young announcer, 22, with experience, 3rd class ticket, now employed. Two years college specializing in radio. Seeking out of Chicago opportunity. Will interview personal, and resume available. Dan Vorjanel, 4660 Kenilworth Dr., Rolling Meadows, Illinois 60008.

1st phone broadcasting school graduate desires part time work in Los Angeles area, or disc new]

1st phone broadcasting school graduate desires part time work in Los Angeles area, or disc new.] 24. Box H-155.

Recycle the stuff that's mellow and new again. Start a recycling program. who can read/write/edit. At night, 406-786-3097. 200 W. Ronnie, Salinas, Calif.

Experienced announcer, 3rd ticket, age 31, married, no children. B.S. Communications December, seeks experience in New York City area. Needs announcer, copywriting, 11 years various media. In New York City September 7-13 for interviewing. Write James Ellis, 201 East Fifth Avenue, Knoxville, Tennessee.

Television

Chief engineer/announcer wanting to relocate... six years experience... prefer country or MOR formats. Hilly and wooded areas. Box H-136, BROADCASTING.

First phone, inexperienced. Need start 28, female. Prefer Missouri or surrounding states. C. D. Harri,

3145 E. Wayland, Springfield, Missouri 65804.

News

R-TV grad, University Illinois, seeks radio or TV news position. Experience in writing, production, sports, thorough, competent, management. Box H-111, BROADCASTING.

Currently working as writer in major market. Want to get back on the air, college degree. Young. Applicants must have 3 years writing, reporting experience. Washington, D.C. area. Box H-248, BROADCASTING.

Looking for position as newscaster and disc jockey. Have knowledge and knowledge of tight board. Willing to work very hard, will send tape to Box H-360, BROADCASTING.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two years experience hard—play hard, not a clock watcher. Immediate for sales or production. Box H-360, BROADCASTING.

Young aggressive and fully qualified in programing and production. B.S.—broadcasting. Will relocate immediately. Box H-261, BROADCASTING.

Programing, Production, Others

Producer-director, 3 years exp. in producing commercials, newscasts, live show and specials. Now wearing "Second hat". Future aim is management. Box H-271, BROADCASTING.

Sexy? Maybe, but by adding the feminine voice to your station's ads and i.d.'s—your clients will be happier. You can fill that voice. VoiceMaster Box H-272, BROADCASTING.

Three-station group operation manager's job is seeking a move. Strong on programing, production and promotion. Looking for step up to the management or financial ladder. Box H-273, BROADCASTING.

21st Help We are prisoners in Broadcasting maga

22nd News, copy, public affairs, production, hire us pros H-285, BROADCASTING.

23rd Cuddly copywriter craves creative company object—creative copy! Box H-286, BROADCASTING.

24th How dare you ignore this? Listeners deserve us! Box H-287, BROADCASTING.

25th When unemployment strikes, can starvation be far behind? Box H-288, BROADCASTING.

26th Our creditors want us! Why don't you? H-289, BROADCASTING.

27th Whoever reads this, please hire us! We're pros H-290, BROADCASTING.

28th We're losing weight—maybe we'll try modelling next! Box H-291, BROADCASTING.

29th Save your station! — Heck! — Save us from starvation! Box H-292, BROADCASTING.

30th Spiral for by: "Ex-cuddy" copywriter,newsless thimian H-293, BROADCASTING.

Let's get it together! Going for AT&T $725 wks byes 10 hrs/wk. H-294, BROADCASTING.

Disaster area. Three years commercial and edu-
cational experience. MA candidate, first phone. West preferred. (408) 373-0565. Box H-315, BROADCASTING.

Disc jockey with 1 year of broadcast experience and total of 3 years of work in the radio field. Box H-316, BROADCASTING.

Personality plus Ratings, creative production, voice, and versatility. Call 217-743-6411.

Ready to talk future with young but professional P.O. of six years? Excellent write and record and sta-

Television Help Wanted

Management

General manager for country to supervise construction operation of 60,000 household system in Western. Must have senior technician writer-management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge $50,000. $60,000. Box H-318, BROADCASTING.

Wanted: Team to enter partnerships with CATV system in separate venture. Young man, now working in an-
nouncing or sales in radio. Local origination is the coming thing in communications. Good opportu-
nity for aggressive person with record of past suc-
cess. Position will require management position. Mid-
west, small community. Write to Box H-341, BROADCASTING. Position will be filled as soon as possible.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer: Immediate opening for young, experi-
enced man capable of handling any on-camera assignment. Or film audition: to John Mackin, WXEX TV, P.O. Box 888, Bethesda, Md. Excellent opportunity for a versatile, eager person with this equal opportunity employer.

Sales

Solved of the rat race? The smog? The crime and juvenile problems? Here is the oppor-
tunity. You've been hearing about the position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great living, working in a position in 10 minutes (maybe 5). Clean air. Healthy family life. Free skiing. If you want to succeed make a little less—enjoy life a lot more. Send picture, com-
ments and references to Box H-248, BROADCASTING.

Technical

Chief engineer for expanding Canadian MFO, pres-
sents opportunity for a highly capable and con-
servative engineer. Will do well and can assume management position within two years. Send resume and compensation expectations. Box H-278, BROADCASTING.

Progressive mid-eastern production house is seeking a video tape operator. Must know maintenance and have experience on Ampex Edics and 2060's. Liberal benefits & good working hours. Salary open—series mail to Box H-231.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league bets. Modest salary until ability proven. Box H-325, BROADCASTING.

Wanted, TV studio technician . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer. Send complete experience resume to Engineering Department, WNAC-TV, KGO General Building, Government Center — Boston, Mass.

Operations engineer needed by expanding South-
est ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTRS. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast stereo WVST-TV needs interactive scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of major market systems, in operation and maintenance of cameras, VTRS, and trans-
misaters. Must supervise high powered ENG work. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for ETV station at University of Alaska, Color TV knowledge, necessary. Includes in-
stitution, maintenance, operation. Some statewide systems development possible. 12 months, $1000 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have experience in writing and producing. Send tape and resume with salary history to Box H-299, Broadcasting.

Aggressive reporter to work alone in market's num-
ter two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in a market seeks 3 experienced TV newsmen, reporter, a news photographer and a news editor. Applicants should have background in news and complete dedication to news. Our station is fully committed to television and thus we need experienced men in this field. Apply to W. M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Sportscaster, Young, good-looking sports type with some TV experience and tons of drive. Distant sopraster, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROAD-
CASTING. An equal opportunity employer.

Seventh Florida TV station—reporters-photographer and 1-news editor-producer. Bilingualism de-
manded or comparable experience. Contact Paul Feige, 305-7-6690, Equal opportunity employer.

Programing, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs programs. Full-time work. Send complete resume and salary requirements to Box H-261, BROADCASTING.
Producers, other.

At the same time, you must be able to live with the fact that you may have to travel a great deal and be willing to work long hours to meet deadlines. You will be required to have good organizational and interpersonal skills.

Please send your resume with transcripts to John W. Goodson McKee, career services, Bob Jones University, Greenville, S.C. 29614, for consideration.

Television

Kid's show producer, quality afternoon format for older youngsters. Box H 230, BROADCASTING.

Technical

Announcer.

Wanted to buy: Equipment

FOR SALE

MisCELLANEOUS

FOR SALE Equipment

45 watt transmitter, B1-50-A1 complete with associated equipment including cabinet, 3 ea. 380 ft and 2 ea. 600 ft, guyed towers, transmitter shack. Also available, 10 x 100 ft, guyed towers, transmitter shack. Available late 1970 for disassembly and removal from present location near San Antonio, to install the facility, currently operating, and to improvements. Contact one of the above names.

Ambers designed model 450 background music tape reproduces both new and factory reconditioned models available from S.R. Vull 217-213, North Hollywood, Calif. 91625.

Wanted to buy: Equipment

FOR SALE Equipment

Used Schefer remote control system model 3000 Contact John Persin. P.O. Box 1670, or (904) 260-2225. Panama City, Florida.

Non-military transit van, $400. Box 505, BROADCASTING.

RCA color cameras: Two RCA 1K461 complete line camera systems and studio equipment. Used only two years. Formal solid state, all electron devices and accessories, two balances. Box H 240, BROADCASTING.

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Instructions continued

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School. The School of Broadcasting located in elegant, New Orleans, Louisiana. Three months training on two commercial radio stations. You will learn to use FM stereo, FM, AM and RSPP FM. The hour-long lesson plan gives you three months actual commercial broadcasting experience, much of which covers, where you apply for your first full-time radio job. First class radio-telephony license, broadcast endorsement included.


American Institute of Radio offers a nationally approved program in the field of radio-telephony. Our instructors are experts in the field. We assure you of the best possible training.


A.I.R. in Florida, Edgar Building, Boulevard Center, 3918 Brickell Boulevard, P.O. Box 16632, Jacksonville, Florida 32204-9390-8000.

BEST. FFC-licensed prep-course, first class, four weeks, taught by licensed instructors, economical lodging, attractive guarantee: Broadcaster Training School, 304 N. Market St., Frederick, Md. 21701. 301-663-6292 - next class begins Sept. 7.

Move into TV news. Write Capital Broadcasting, P.O. Box 547, Washington, D.C. 20014.

Are you looking for a radio job? The Don Martin School offers its annual course in Radio Broadcasting. The course is designed for people who are interested in entering the field of radio broadcasting or who are already in the field and want to improve their skills. The course is open to anyone who is interested in learning about the latest techniques in radio broadcasting. The course is held on weekends and includes lectures, discussions, and hands-on experience. The course begins Oct. 12, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90210.

Help Wanted

Sales

CALIFORNIA MAJOR MARKET RADIO STATION AM & FM stereo combination looking for an experienced announcer to fill a position at our station. The job requires a strong voice, excellent delivery skills, and the ability to work well under pressure. The ideal candidate will have experience in a major market radio station. The position offers a competitive salary and benefits. Please send your resume to Box H-247, BROADCASTING.

Announcers

ANNOUNCER-PRODUCER Excellent opportunity for an all-around radio man. Airshift, production, music, public affairs. Send aircheck, production, and resume to:

Program Manager WOWO Ft. Wayne, Indiana 46802

News

RADIO NEWSMAN Experienced reader/writer, professional and must be solid five figures for top man. Great market. Great living. Must be Northeastern. Rush tape and resume to:

Box H-31, BROADCASTING

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse—we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audion tape, contact our placement director. No cost to you or the graduate.

MARIO RISON

Placement Director
Columbia School of Broadcasting
Home School, 444 Geary
San Francisco/(415) 387-3000

COLUMBIA SCHOOL OF BROADCASTING

Not affiliated with CBS, Inc. or any other institution.

BROADCASTING, Aug. 24, 1970
Help Wanted
Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT
Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F

MAJOR MARKET TALK
RADIO PROGRAM DIRECTOR
I've just produced one big major market winner. Now ready to produce something bigger.

BOX H-265, BROADCASTING

Television Help Wanted
Announcers

Personality—Good Voice
On Camera Experience
These three qualities plus the ability to ad-lib will get you a job with one of the top major market bodies. Quality station looking for a young and personalable around station personality. No news. You must have minimum two years on camera experience. Send resume and photo (no tapes) to:

Ted Bass, Program Director
WUBA, United Artists Broadcasting
8443 Day Drive
Cleveland, Ohio 44129
An Equal Opportunity Employer

Television Situations
Wanted News

PROFESSIONAL ON-CAMERA JOURNALIST
Excellent major market ratings and demographics. Top television awards. Employed. Family, News Director/anchorman move for fall.

BOX H-180, BROADCASTING

Programing, Production, Others

DIRECTOR
Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.

BOX H-263, BROADCASTING

Wanted to Buy Equipment

STATIONS WANTED
Private individual interested in buying AM stations, AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

For Sale Equipment

RCA SIDEBAND FILTERS
Max. pwr SW, RF input—81% ohms 1% coax; RF output—61% ohms 3% coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 1 Ch. 8 mint condition. Make offer. All offers seriously considered.

KUAM-TV, Box 368, Agana, Guam 96910

Employment Service

STATION MANAGERS
Why look for personnel? Call Radio TV Personnel Placements 3958 South Broadway Englewood, Colorado 80110 Phone 303-761-3344


BENNINGTON STATION LOG
Box 252 Latham, New York 12110

Wanted to Buy Stations

I WANT TO BUY A STATION
Manager, age 37, 15 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.

BOX H-321, BROADCASTING

FOR SALE Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, Appraisers
Los Angeles, Calif., 90017
Washington, D.C., 20008
Chicago, Ill., 60604
New York City, Suite 501
Century City, Suite 501
Suite 601
Suite 714
Suite 207
Suite 177
Suite 1967

For Sale Stations

STATIONS FOR SALE
continued

1. MAJOR MARKET FM. Profitable. $400,000.

2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. $15,000 down. Good payoff.

3. SOUTH WEST CENTRAL. Full time. $90,000.

4. MIDWEST. Daytimer. $140,000. Good terms.

Jack L. Stoll
and ASSOCIATES
6311 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-466-7579

NORTHEAST FUTURITY—Absentee ownership of northeast fulltimer seeks manager who will invest, up to 40% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be his working capital. Minimum $50,000 needed. Station now breaks even... 5,000 watts fulltime... hour from New York... excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

VHF TV STATION

BOX H-256, BROADCASTING

STATIONS FOR SALE
Two money-making radio stations with excellent facilities in two southeastern cities. Both cities have growth potential with 300,000 in each city. Special package deal for both stations. Six times cash flow or two times gross sales. Qualified buyers only. No brokers.

BOX H-275, BROADCASTING

Chapman Associates
2045 Peachtree Road
Atlanta, Ga. 30309
Other actions, all services

- FCC adopted revised rules on "Use of Broadcast Facilities by Candidates for Public Office." Revised rules contain all prior public notices issued on equal time applications for candidates, plus new provisions for candidate facilities.

- FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time" to persons other than or another appropriate Republican party spokesman, to make a public statement for circulation of an endorsement program. Bruce F. O'Brien, Chairman, Democratic National Committee, as part of CBS' Loyal Opposition series.

- FCC granted awards for experimental and development programs totalling $485,762 during fiscal year 1970. Congress allocated $500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 projects authorized and to authorize three additional support studies. Aug. Ann. 17.


- FCC ruled, in response to request by Demo- cratic County Committee, that broadcasters may not arbitrarily refuse to sell time for solicitation of direct mail sales, but may require assurance in sell time for comment on public issues. Action Aug. 21.

- Broadcast Bureau granted licenses covering following in WKFEM (FM) Chicago; WPTL-AM, Hartford, Conn.; WBTM-AM, Bethesda, Md.; WHAV-FM Haverhill, Mass.; WBOB-AM, Columbus, Ohio; Woge- wayne, Miss.; WLIR-FM Garden City, N. Y.; WABQ-AM Trio, Bloomfield and Blaino, both New Mexico; K74DO Forrest-McAllister, N. M. Action Aug. 15.

- K9DC Hayden, Colo.—Broadcast Bureau granted mod, of license covering change, to Channel 11 UHF license transfer to Boomfield and Blanco, both New Mexico; KTCH Alamosa, Colo.; KTIN-AM and KVBO-AM New Mexico; K74DO Forrest-McAllister, N. M. Action Aug. 15.

- CATV

- Memphis CATV Inc. requests distant signals of WLTJ-TV Lexington, Tenn., WMCV-TV (Nash- ville); KFRTV St. Louis; WTVT and WTVT-AM TV both Chicago to Memphis and Shelby county, Tenn., and West Memphis, Ark. Ann. Aug. 13.


- Final action


- Actions on motions


- Ownership changes

- KYCN-WM Phoenix, Ark.—FCC granted a license for a television station to East Arkansas Broadcasters Inc. from Mr. W. Alex Winkler, Jr. Action Aug. 17.

- Applications

- KAYC (AM) Bloomfield, Idaho—Seeks a license for a new FM radio station with the call letters KAYC (FM), for broadcasting in the community of Bloomfield. For a licensing area containing 2,800 people. Chairman: Interstate Broadcasting Co., Inc. (50% equity), Mr. W. Alex Winkler Jr. (45% equity), Mr. Robert A. Miller (5% equity). Action Aug. 5.

- KBBQ(AM) Burbank, CA—Seeks an FM license at a locality in the community of Burbank, Calif. Chairman: George C. Brinkley, Jr. (40% equity), Mr. Robert J. Barger (30% equity), Mr. D. Glickel (20% equity), Mr. Charles J. Connolly (10% equity). Action Aug. 5.

- WSEW(AM) Bakersfield, CA—Seeks a license to operate an AM radio station at a locality in the community of Bakersfield, Calif. Chairman: George D. E. H. Marks (43%), Theodore A. Eilant, president- Men, 36% and Lillian A. Eilant, vice president, secretary (27.95%). Mr. Marks was less than 5% of Delaware Television Service, CATV sys- tem. Action Aug. 5.

- WAPX(AM) Pueblo, Colo.—FCC granted a license for a television station to Colorado Springs CATV Systems Inc. Chairman: John W. Knope, president, for operating in the community of Pueblo. Action Aug. 5.
His common sense brings harmony into labor talks

early 1941 to enlist in the Army. “At that time the draft was on and service was for one year,” he recalled. “Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch.”

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post

of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the phonograph-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

“Bud is honest and direct in his approach. He is not prone to histrionics and he doesn’t exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

“He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members.”

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

“At the same time, we have to be realistic,” he said. “For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate.”

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of strikes.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.
Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the over-all supervisor of American radio and television programming.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programming to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needling questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queued Mr. Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and public affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse. The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-group backing, does not come up—and soon—with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.
Houston is a super-city with big plans!

In the last decade, Houston added 14 multi-story buildings to its downtown skyline...a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is...a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth...over 38% in the last 10 years.

Houston is...the center of an unprecedented building boom...including:

- Shell's PLAZA DEL ORO—a $1.5 billion, 526-acre development embracing the Astrodome...ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi...and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.

- GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston's exploding Southwest area.

- TEXAS EASTERN'S billion-dollar, 32-block downtown urban master plan.

- A $500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is...a farsighted approach to the future...with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation...and a keen respect for the environment.

Houston is...tomorrow happening today.

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ONE SHELL PLAZA...tallest building west of the Mississippi, just one part of Houston's dramatic new skyline.
Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials deplore the short-sightedness of suburban councilmen who refuse to meet with D.C. officials to discuss metropolitan Washington housing needs. WMAL-TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.