"Christmas Is": A unique TV special for 1970

Now, before you lock up your 1970 Christmas season program schedule, set aside a prime half-hour to judge the income and audience benefits to your station in this new color TV special. It's unique.

UNIQUE PROGRAM
“Christmas Is” fills the need for quality family entertainment programming that’s perfect for the season. Full color, full animation, an original score and brand new Christmas songs all combine in a top Hollywood production to tell the delightful story of Benji, his loveable pooch, Waldo, and the first Christmas. “Christmas Is” will win praise from press and public alike. It’s destined to become an annual classic.

UNIQUE OPPORTUNITY
Stations may have the program without charge, including three saleable minutes, for broadcasting it in prime or fringe-prime time. One additional minute is used to offer a free, 16-page book, "The Adventures of Benji and Waldo," that recounts the program. You'll win ratings and acclaim while selling three prime minutes. Don’t be locked out of your market.

Call, wire or write today for details and program sample. Martin J. Neeb, Jr.

Lutheran Television
210 North Broadway • Saint Louis, Missouri 63102 • Tel: (314) 231-6969 • Telex 44-7422
The D.C. Youth Orchestra has no trouble making music—only money. It’s a non-profit, student organization, and it needs travel money to represent this nation at the Second Annual International Youth Orchestra Festival in Switzerland. In a special program, “The Young Musicians,” WRC-TV presented the first televised concert by the D.C. Youth Orchestra and told of its money problem. More than $50,000 has already come in, part of it as a direct result of that April colorcast, a healthy start toward the goal of $75,000. Through such efforts, WRC-TV tries to bring out the best in this community. When viewers respond, every one benefits. That’s how it is in the cities served by The NBC Television Stations.

*For more information, write to “The Young Musicians,” WRC-TV, P.O. Box 4, Washington, D.C., 20044

The NBC Television Stations Community Service. Community Involvement.
But On The Air...Wow!

At WMOC, they lock the doors and turn out the lights each evening at 6 PM. Yet the live modern Country-Western sound floods Chattanooga and the surrounding area all through the night. The secret? Creative programming and a remarkable Schafer Automation System.

This amazing 24 hour-a-day AM station, featuring around-the-clock programming of 7 of the area's top modern Country-Western disc jockeys, is a solid second in ratings for adults in the metro area—out of a tough field of eight. And it runs completely unattended from 6 PM until 6 AM—365 days a year!

Popular? You bet! Profitable? Wow! WMOC has a total full time staff of only 5 people; including the manager (who doesn't announce or cut spots), a copy writer, a secretary and a full time saleslady.

Plus, of course, the remarkable Schafer Broadcast Automation System.

The WMOC success story is must-reading for everyone in AM and FM radio. It's yours for the asking. Just mail the coupon.

---

Send me the amazing WMOC success story (please print)

name

station

job title

address

city state zip
Whatever your client's requirements may be, KDFW-TV offers choice availabilities in an outstanding line-up of participating programs.

“Eyewitness News” at noon heads up the list for daytime housewives, followed in the afternoon by The Merv Griffin show at 3:30 and Gilligan's Island at 5:00.

Look to the award-winning “Eyewitness News” at 6:00 and 10:00 P.M. for excellent fringe avails.

Then to complete your schedule, prime time spots in “Judd” at 9:00 P.M. Wednesdays and late night buys in top motion pictures on Act IV.

Contact your H-R representative for complete details and avails for your specific requirement.

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U.S. AIR FORCE
Maybe some day

Broadcast salesmen trying to scout up new advertising dollars to replace departing cigarette millions (story, page 21) have eyed forbidden hard-liquor advertising with thistler looks than ever before. Though it's virtually certain that networks in particular would not accept it, some network salesmen have taken trouble to look up its potential. They say they were surprised to find that national liquor advertising, big as it is, still falls far short of estimated annual $200-million TV tab of cigarettes.

For 1969, liquor total was put at $147.4 million, made up of about $82.7 million in magazines, $38.8 million in newspapers, $24.6 million in outdoor, $1.2 million in newspaper supplements. Distillers Corp.-Seagrams Ltd. alone accounted for over $44 million, or 30%, but seven companies spent over $5 million each for total of $100 million and 87 brands spent over $400,000 for total of $124 million.

Wonderland

Finding new advertisers is only one problem broadcasters will face on Jan. 2 when law banning cigarette advertising becomes effective. Another is: What fairness-doctrine obligations do they incur in continuing to run antismoking spots? Should they drop them—or try to balance them with promising messages? FCC may issue ruling on this in advance. Staff is now pondering complaint of spokesman for what might be called antiantispot movement. He is Michael E. Handley, staff announcer at WOAY(FM) Silver Spring, Md., and WQMR(AM) Washington.

Mr. Handley wants commission to inform licensees they must present both sides of cigarette controversy, or neither. He has had trouble presenting complaint against particular station, since three that he and like-minded friends have contacted that have been carrying antismoking spots without carrying cigarette commercials—WTOP(AM) and WTOP-FM both Washington, and WOR-FM Norfolk, Va.—have responded by dropping spots.

Stamped out

Efforts to persuade Post Office Department to issue special stamp commemorating 50th anniversary of broadcasting apparently have failed. Move, initiated by National Association of Broadcasters, officially still under consideration at postmaster-general's office, but department's advisory committee on commemoratives has met for last time this year without recommending stamp for broadcasting. Postmaster general has authority to order philatelic issue on his own, but there's little hope at NAB that he will do so this late in year.

Turnabout

Indication of swing from seller's market to buyer's market in station trading is seen in Time Inc.'s recent experience. It was five months ago that word got out Time might sell off at least some broadcast properties ("Closed Circuit," May 4). As of last week company still had no firm bids. Barry Zorthian, president of Time-Life Broadcast, denies that properties are on block and that price has been put on any. But he admits inquiries are being received.


Do it themselves?

Rebellion against hiking of station rates by American Research Bureau (story, page 26) took new twist last week. Executive committee of National Association of Broadcasters, at meeting in Washington, agreed to explore prospect of establishing cooperative all-industry measurement service. Suggestion came from both irate broadcasters and station reps.

Presumably both Television Bureau of Advertising and Station Representatives Association also will be asked to participate in venture to break what some stations and their reps regard as agency-dictated stranglehold on broadcast media, with stations footing bill. Prior efforts to set up own measurement structure have failed to rally sufficient support for what has been variously estimated as three-five-year project.

Middleman's credit

TV sales executives are concerned over what they call first major collection problem involved in dealing with independent media-buying services. Case is said to involve health-products firm whose agency reportedly was in arrears for June and July TV business and whose buying was then taken over by independent service. After placing business, service reportedly advised station representatives less than month later it had given up account and was not responsible for payment of bills.

It's first such case to come to light since emergence of independent services, but broadcast salesmen regard it as classic example of what has concerned them all along—establishment of liability when middlemen place business. They plan to confer with service involved in new effort to establish responsibility, as well as invoke tighter credit disciplines of their own. Further sessions are also reportedly set with client to expedite payment.

One go; all go

Kaiser Broadcasting Corp. will be ending its five-year association shortly with Aveo Radio Television Sales Inc., which has represented six TV stations of Kaiser. In change-over, it's understood that Metro TV Sales will take on representation of WKBG-TV Boston-Cambridge, WPBF-TV Cleveland and WKBV-TV Detroit within month, and that national rep for WKBV-TV Burlington, N.J.-...Philadelphia, KSHK-TV San Francisco and KSBC-TV Corona-Los Angeles will be announced later.

Seminar

FCC, concerned about backlog in processing of renewal applications and in midst of considering proposals that it establish, and publish, guidelines for renewal applicants to follow, will pick brains of resident scholar who has been studying commission's license-renewal process for past three months. He is Barry G. Cole, member of Indiana University's radio-television department and editor of recently published book of selections from TV Guide (BROADCASTING, Aug. 31). He will meet with commissioners on Sept. 14 to review his findings and make recommendations for overhauling procedures.

Among other things, he is expected to urge adoption of guidelines to let broadcasters know precisely what it is commission expects of them. Professor Cole began review of renewal process with plans to write book; meeting with commissioners gives him chance to have quicker impact on commission policy.

Changing guard

Sept. 15 is target date for two key staff members to join FCC—Dean Francis Walsh, of San Francisco University Law School, as Broadcast Bureau chief, and Richard E. Wiley, Chicago lawyer, as general counsel. Mr. Walsh may check in day early to attend special commission meeting on license-renewal procedures (see above).
Men who can view PGW represented TV stations expect to buy 3 million electric shavers this year.

Do you sell electric shavers?

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.
Some $200 million in cigarette billings will go up in smoke after Jan. 1, but broadcast sales chiefs are not short of the breath of optimism; it won't be easy, but most feel chances of replacing billings look good. See ...

Cigarette loss: less a crisis than feared ... 19

Hot ash glows for spot-television sales reps as they look for cigarette billings replacements; prospects include tobacco and pipe products, auto industry, liquor and other 'taboo' advertisers and retail businesses. See ...

How spot can cope with cigarette loss ... 24

Standoff continues between American Research Bureau and many of its major station clients. President Langhoff refuses to cut back price hikes. Stations representing one-third of ARB's potential revenues hold out. See ...

ARB dispute produces deadlock ... 26

Federation of local blacks ask FCC to deny license renewal applications of eight Columbus, Ohio, radio and TV stations, charging they discriminate in employment and fail to provide programming meaningful to blacks. See ...

Blacks challenge Ohio renewals ... 33

American Bankers Association tells FCC it seeks only investment opportunities, not control of broadcasting companies; urges modification of multiple-ownership rule-making proposal affecting bank holdings. See ...

Bankers seek exemption from 1% rule ... 37

FCC Commissioner Nicholas Johnson criticizes Chairman Dean Burch for issuing statements 'clarifying' press accounts of commission's fairness actions; implies statements were inspired by White House. See ...

Fairness is also an in-house issue ... 40

CBS urges FCC to reconsider ruling that Democratic National Committee Chairman O'Brien's appearance obligates equal time for Republican; warns future attempts to balance presidential broadcasts now doomed. See ...

CBS protests ruling giving time to RNC ... 41

FCC resolves fairness complaint against WCNH(AM) Quincy, Fla., in station's favor, but warns desire to 'build up' community should have no effect on whether stations present contrasting views on controversial issues. See ...

FCC at odds with boosterism ... 42

Responding to complaint that WMAL-TV Washington cut interracial love scene from program segment, FCC says it cannot take action without 'extrinsic evidence' of station policy inconsistent with public interest. See ...

FCC breaks ground in defining 'racism' ... 43

This month's 'Telestatus' delves further into consumer buying in top-100 television markets. Data from American Research Bureau indicates sales activity for number of products, including automobiles. See ...

Another look at who buys what where ... 50

Departments

AT DEADLINE .................. 9
BROADCAST ADVERTISING  ... 21
CHANGING FORMATS ........ 44
CHANGING HANDS .......... 38
CLOSED CIRCUIT ............ 5
DATEBOOK .................. 14
EDITORIALS ............... 68
EQUIPMENT & ENGINEERING .. 48
FATES & FORTUNES ....... 54
FOCUS ON FINANCE .......... 30
FOR THE RECORD ............ 58
INTERNATIONAL ............ 47
LEAD STORY .................. 21
THE MEDIA .................. 33
MONDAY MEMO .............. 18
OPEN MIKE .................. 15

Broadcasting

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BROADCASTING, Sept. 7, 1970
KOCO-TV OKLAHOMA CITY

The growth station in the growth market, America's 42nd A.D.I....only station to show a total-day average-audience gain, February-March 1970 over 1969...an ABC Television affiliate now tied for first in Prime Time Metro Share of Audience (ARB estimates, subject to limitations of source material.) KOCO-TV is now part of...

COMBINED COMMUNICATIONS CORP.

The growth company in diversified communications ...Television, Radio, Outdoor, Magazines. Organized in 1968, CCC already includes KTAR-TV-AM-FM, Phoenix; KBLU-TV-AM, Yuma; KYCA Radio, Prescott; Eller Outdoor Companies in Arizona, Michigan, Kansas City; Eller Electric Sign Co., with offices and plants in Phoenix, Detroit, and Kansas City; Phoenix Magazine; Arizona Wildlife Sportsman...and now KOCO-TV, Oklahoma City.

AVERY-KNODEL, INC.

Avery-Knodel is proud to grow with Combined Communications Corp. Having represented KTAR-TV and Radio for thirteen years, we are pleased to be appointed national sales representative for all broadcast operations owned by CCC. Effective September 1, 1970, KOCO-TV, Oklahoma City, is sold nationally by Avery-Knodel, Inc.

AVERY-KNODEL, INC: NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES
Nonprofit group gets custody of WLBT(TV)

It's not a candidate for permanent license

FCC has authorized Communications Improvement Inc., a nonprofit group that is not seeking permanent license, to operate station WLBT(TV) (ch. 3) Jackson, Miss., until permanent licensee is chosen for facility.

Order, announced on Friday (Sept. 4), becomes effective in 30 days. At that time, temporary authorization of Lamar Life Broadcasting Co., former licensee, will end.

Lamar lost license as result of June 20, 1969, order of U.S. Court of Appeals for District of Columbia, overturning commission action renewing station's license. Commission last December vacated renewal and opened channel to new applicants.

Commission, in granting CII's application, denied bids for interim authorization of Lamar and Channel 3 of Jackson—a Joint Venture composed of Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc.

Along with Lamar and Civic Communications Corp., three members of joint venture are also seeking permanent license for channel 3.

Fact that CII is not applicant for permanent license weighed heavily in its favor in commission's 4-to-2 decision. Commission said grant to CII avoids any possible prejudice to applicants for regular authorization. Five others will remain on "equal footing," commission said.

Commission also noted that CII intends to donate entire net profits to nonprofit organizations related to broadcasting. Commission said funds should be distributed in Mississippi, since stations derive its revenues there.

Lamar lost license as result of complaints brought by United Church of Christ and local blacks. They said station discriminated against large black population in Jackson area, in neglecting their needs and failing to deal fairly with racial issues. However, court, in reversing commission on license-renewal matter, said that Lamar was not disqualified for competing for license—but that it should compete on equal terms with new applicants.

Commission action, which had been recommended by staff (Closed Circuit, July 27), was supported by Chairman Dean Burch, former Commissioner Kenneth A. Cox, Nicholas Johnson and Robert E. Lee. Commissioners Robert T. Hartley and Robert Wells dissented.

Chairman Burch, in concurring statement, indicated he had cast his vote reluctantly. He said substitution of new interim operator will be disruptive, particularly so since WLBT is housed in same facility with Lamar's WJDX-AM-FM. However, he said court's directive in Lamar case and previous court decisions in similar factual situations dictate course adopted by majority.

Commission's decision was greeted jubilantly by Dr. Everett C. Parker, director of Office of Communication of United Church of Christ, who had led successful battle beginning in 1964 against renewal of WLBT(TV). He described decision as "another landmark in six-year struggle that has established many new dimensions in the rights of the public in the mass media."

Nixon launches OTP

President Nixon moved on Friday (Sept. 4) to put new Office of Telecommunications Policy into operation. He signed executive order creating new office, which replaces old Office of Telecommunications Management.

He also nominated Dr. George C. Mansur, formerly director of microwave and space-systems division of Collins Radio Co., Dallas to be deputy director (Closed Circuit, Aug. 31).

Dr. Clay T. Whitehead, presidential assistant who has already been confirmed by Senate as first director of OTP, is expected to be sworn in within two weeks, presumably with President Nixon in attendance.

New office, provided for in reorganization plan that became effective in April (BROADCASTING, April 27), is designed to strengthen President's hand in managing federal government's telecommunications affairs and in establishing national telecommunications policy.

OTP will serve as President's principal adviser on telecommunications, develop plans and policies for using tele-

The 30 biggest markets

Metropolitan area of Anaheim-Santa Ana, Calif., grew more than any other—100% during last decade—according to preliminary figures made available by Bureau of Census late last week. In

1960 census area was treated as one with Los Angeles-Long Beach area, which separately increased 15.8% from 1960 to 1970. Standard metropolitan statistical areas (SMSA) also showed San Jose, Calif., population gaining 64.6%; San Bernardino, Calif., and Washington, both 38.4%; Houston, 38.1%; Dallas, 37.5%; Atlanta, 35% and Denver, 33.5%.

This table contains top-30 rankings; full report of preliminary census tabulations of 230 SMSA's is expected to be released this week.
communications to strengthen economy and world trade, and coordinate operations of federal government's own vast communications system. It will assign frequencies to government users and carry out duties given President by Communications Satellite Act.

And it will "assure that the executive branch's views are effectively presented to the Congress and the Federal Communications Commission on telecommunications policy matters." It will also cooperate with FCC in developing comprehensive long-range plan for improved management of all electromagnetic spectrum resources.

New York vs. gasoline ads
New York City wants free time from three network-owned TV stations there to answer commercials stating that new gasolines are helping to reduce air pollution.

Jerome Kretchmer, city's environmental protection administrator, sent identical letters to WABC-TV, WCBS-TV and WNBC-TV, all New York, charging that "such commercials are highly misleading" in claiming products contribute to reduction of air pollution. He said he made his request under FCC's fairness doctrine.

Spokesman for WNBC-TV said on Friday (Sept. 4) letter had been received that day and was being studied. Officials of WCBS-TV and WABC-TV said latter had not yet arrived and they had no comment.

Bailey to retire
Stuart L. Bailey, who formed Washington radio consulting firm with C. B. Jansky Jr., 40 years ago this month, is scheduled to retire Nov. 1. Mr. Bailey took first step toward that end last week when he stepped down as general manager of electronics and communications division of Atlantic Research Corp., with which Jansky & Bailey firm was merged in 1959. Atlantic Research in 1968 became part of Susquehanna Corp.

Mr. Bailey remains vice president of Atlantic and Susquehanna until his retirement, when he will continue as consultant. His successor is George Thiergartner, formerly with Astrodta In., ITT and Bell Telephone Labs.

Pitfall in consumer bill
If company is accused of deceptive trade practice under proposed Senate Consumer Protection Bill, can broadcasters who carry its advertising be made party to resulting lawsuit?

National Association of Broadcasters, through General Counsel Paul Comstock, has asked Senate Judiciary Committee to clear up issue by specifically excluding broadcasters and others who merely disseminate advertising messages from such suits.

Senate Judiciary is holding hearings on consumer bill (S.3201) which passed through Senate Commerce Committee in late July (BROADCASTING, Aug. 3).

NAB statement pointed out that, while present version of consumer bill is aimed at "suppliers" of goods and services, it is not clear whether broadcasters and other advertising media could be included within that term.

NAB statement warned of "great potential for mischief on part of those who are disgruntled by news or editorial content of media" if media are not specifically protected from harassment.

Statement added that Radio and Television Codes of NAB already call for broadcaster to refuse facilities to any advertiser of doubtful integrity.

Delay in WNAC-TV case
License-renewal hearing for Boston channel 7—now occupied by RKO General Inc.'s WNAC-TV—has been stayed, FCC announced Friday (Sept. 4).

Commission said stay will be effective until it acts on application by Dudley Station Corp. for review of June 29 review board memorandum and order.

That order affirmed hearing examiner's ruling that FCC's policy statement on comparative hearings involving renewal applicants was applicable to hearing.

Statement specifies that if incumbent licensees can show they have substantially served their communities, other parties may not challenge renewal.

Dudley Station Corp.'s application for construction permit for channel 7 facility was designated for consolidated hearing last December with that of Community Broadcasting of Boston Inc. and with RKO's license renewal application.

In request for stay, Dudley contended its application for review involved question of its right to make "affirmative and comparative showing" in spite of policy statement.

Firm said that question should be resolved before additional time, money and effort had been expended without assurance it would be entitled to make showing.

String tied to AM-FM sale
Number One Radio Inc. became owner of KRZZ-AM-FM Mesa, Ariz., both full-time facilities, by FCC announcement Friday (Sept. 4).

Sale from H. S. Rutherford for $600,000 was granted with condition that buyer spin off one station within one year.

Edwin G. Ritcher Jr., president, and H. Lee Druckman, secretary-treasurer (each 26.54%), head Number One Radio, licensee of KAIR(AM) Tucson, Ariz. Mr. Richter formerly owned 25% of WVTY(TV) Youngstown, Ohio (see page 39), and presently owns 20% of Grass Hills, Calif., CATV system. Mr. Druckman is president-chairman of board of El Cajon, Calif. CATV system.

New agency for Murine
Murine Co. division of Abbott Laboratories, Chicago, has picked Tatham-Laird & Kunder there to handle $2-million advertising account. Murine has been 15 years at J. Walter Thompson Co. but recently was acquired by Abbott which already had other lines at T-L&K.
"As through a glass, darkly..."

St. Paul's phrase, describing the way in which people of Biblical times viewed their spiritual world, applies quite literally today to the smog-fouled world of too many Americans. Although an aroused public is just beginning to fight back, Storer stations have been at it for years. In early 1968, WJBK-TV "named names" of major violators in Detroit. KGBS Radio detailed not only discomforts but actual health hazards of Los Angeles smog. In Cleveland, Atlanta, Toledo, Milwaukee — Storer stations joined up. Today New York's WHN Radio cites industry's accomplishments in correcting abuses. Cleveland's WJW-TV has cooperated in a unique "Mother's Campaign" to clean up the air their children breathe. WJBM-TV has continued in the van of Detroit's anti-pollution efforts using time-interval films to show constancy, and a "MURC-Index" to show density of pollutants.

Storer's continuing barrage of documentaries, editorials and in-depth news features, aimed at reclaiming "America, the Beautiful", takes a lot of doing. But Storer's reward comes in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

<table>
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<th>ATLANTA</th>
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The Innovators Introduce:

"Son of PC-70"

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

Over 1,000 3-Plumbicon® cameras have been delivered throughout the world, with more than 600 serving broadcasters and production companies in the United States. It is the standard other cameras try to match.

That was tough before. Now it’s tougher. Because today the Innovators are introducing the PC-70S-2, with an important list of new features. (And to prove you are always state-of-the-art with Norelco, they’re available as field update kits for older PC-70 models.)

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

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

**More color control, convenience.** Now the PC-70S-2 is also available with non-linear matrixing to achieve an infinite range of tints and hues. You can color-match to any camera you own. Even those problem colors in packages and costumes snap into true-to-life color.

But superb picture quality isn’t the whole story. There are many convenience features to make your cameraman more expert, more productive.

For instance, a built-in test signal generator that takes the guesswork out of set-up. An external filter wheel control at the cameraman’s fingertips. The PC-70S-2 ranges far and free from the camera control unit... up to 3,000 feet with standard cable, or 1,000 feet with mini-cable.

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

Ask us about details and prices now.

---

*Reg. T.M. N.V. Philips of Holland*
A calendar of important meetings and events in the field of communications.

September

Indicates first or revised listing.


September 2-6—Broadcasting Telecasting—Baltimore. For further information, Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 246-3699.


October

Indicates first or revised listing.

October 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF’s.

October 2-3—Meeting of North Dakota Association of Broadcasters. Westward Ho hotel, Grand Forks.

October 2-4—West central area conference of American Women in Radio and Television. Omaha Hilton hotel, Omaha.

October 2-4—Northeast area conference of American Women in Radio and Television. Syracuse motor

1970 National Association of Broadcasters conference schedule:

October 19-20—Saratoga Biltmore, Atlantic City.

October 22-23—Palmer House, Chicago.

October 26-27—Benjamin Franklin, Philadelphia.

November 3-5—Monteleone, New Orleans.

November 16-17—Brown Palace, Denver.

November 19-20—Mark Hopkins, San Francisco.

For list of NAB’s 1971 fall conference dates, see Broadcasting June 29.

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Oct. 4-6—Annual fall convention, New Jersey Broadcasters Association, Pocono Manor Inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, American Association of Advertising Agencies, Broadmoor, Colorado Springs.


Oct. 7—Deadline for comments of FCC’s proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchising fees, concerning proposal to permit CATV’s to import distant signals.


Oct. 10-13—Meeting of Texas Association of Broadcasters motor hotel, Houston.


Oct. 13—Deadline for reply comments on FCC’s proposed rule concerning broadcast announcements of station and network employees financial interests in advertised services and commodities.


Oct. 15-17—Telephone satellite grand ole opry 45th birthday/anniversary celebration.


**Special thanks for specials**

**Editor:** The Aug. 17 report on farm broadcasting was very well done, and timely. Several of the [broadcasters] have commented favorably on it (all I have heard is favorable, in fact) and we are most pleased that broadcasting chose to do such a roundup on farm broadcasting at this time. . . . —Layne R. Beaty, chief, Radio and Television Service, Department of Agriculture, Washington.

**Editor:** Your July 27 special report [on the group broadcasters’ Washington news bureaus] calls for special appreciation from all of us at Bonneville.

We were delighted with the excellent way you treated our humble efforts in enlarging the news coverage we are trying to improve for our listeners and viewers. This special report should certainly make more broadcasters aware of the responsibilities in the field of journalism and pinpoint the necessity for all of us to constantly increase our search for excellence.—Arch L. Madson, president, Bonneville International Corp., Salt Lake City.

**M&H**

**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 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.
This is David Hunter. He's the most popular boy in his class. He's a pusher.

My son, the speed freak.

"Pusher" refers to a troubled boy who is into drugs. David is the pusher in his class.

Cold turkey isn't something you eat.

Cold turkey is the withdrawal you go through when you can't get drugs and you're hooked on them. It's bad. You start experiencing withdrawal symptoms that are very uncomfortable. The only cure is to get help from a rehabilitation center.

Drug Addiction: It's a great way to get away from it all.

Drug addiction can be a very painful and difficult problem. Once you start using drugs, it's very hard to stop. If you are addicted to drugs, it's important to get help from a professional. There are many treatment options available, and with the right help, you can overcome your addiction.

©WGN Continental Broadcasting Company 1970
You don't have to get hooked on the stuff for it to kill you, you could be lucky the first time.

Cold turkey isn't something you eat.

Cold turkey is the withdrawal you go through when you can't get the hard drug you're hooked on.

But a lot of people don't know that.

We're in the communications business, so it's up to us to help people understand one of the biggest problems our country has: Drug abuse.

That's why we're conducting the public service advertising campaign you see here in the Chicagoland area (served by WGN Radio and WGN Television), Denver (KWGN Television) and Duluth-Superior (KDAL Radio/Television).

We hope it'll help a lot of people understand the horror of being a slave to drugs.

We hope it'll help keep a lot of people off drugs.

We hope it'll help save some people's lives.

You're in the communications business. You should help.

You can. By running this same campaign in your community. And you don't have to put our name on it. You run it. Put your name on it. Just run it.

Write us for the details.
Together, we can begin to solve this problem.

Sincerely,

Ward L. Quaal, President
WGN Continental Broadcasting Company

Write to: DRUG ABUSE
WGN Continental Broadcasting Company
2501 Bradley Place, Chicago, Ill. 60618
Please send me a complete set of ad proofs, school posters and information on how to set up the program in my community.

Name.................................................................
Title.................................................................
Company................................................................
Address..........................................................City......State......Zip........
Black buying power will force new, total advertising approach

Because I am a black man, I am often introduced as the president of a new black advertising agency—one that just recently opened its doors, with the Singer Co.'s home-entertainment products account as its first major piece of business.

Well, that's not totally true. Yes, I am black. Yes, I am the president of an advertising agency. Yes, we do have Singer's business.

But not the black portion of Singer's home entertainment business. All of it.

Our assignment for Singer isn't the black community. It is total.

So these brief comments are not those of the head of a black advertising agency, but the comments of the black president of an advertising agency. There is a difference. And this difference has meaning for the 1970's and beyond.

Implicit in the concept of the black agency is advertising as we understand it now. It is a view that I believe will change in the 1970's, but not because of any growing tolerance on the part of business. It will change because the intelligent, ambitious marketer of the 1970's will demand that change. He will demand that change because without it he just won't make it big.

Success in advertising in the 1970's will demand that we, the advertising community, be able to define, understand and communicate with our client's best total market. It will demand that we equip ourselves to help our clients succeed in both Americas—white America and black America.

I'm not talking about separatism. I'm not talking about tokenism. And I'm not talking about hiring a black agency to handle your ethnic business because it is good for your image. Or integrating your advertising by having black actors play white roles in your commercials to keep the Human Rights Commission off your back. For the most part, that is where it is at today.

What I am talking about is black power. Black buying power. It is the $400-billion action you can get a piece of in this decade.

The black consumer market should not be viewed separately. Rather, it should be assessed as a part of the total and a real value assigned to it on the basis of any product or service's real potential within it.

Has the black American become powerful enough to significantly affect your business? Take just population. In 1950 one in 10 Americans was black. By 1960 not much change. Then in five short years blacks became one in eight and today one in seven. By 1980 almost one in five Americans will be black.

Black income, buying power, has jumped accordingly—$30 billion today, $44 billion by 1975.

If you sell in the mass media in the 1970's you will not be able to ignore the concentrations of black influence in the major markets. How will you reach them?

TV is a primary medium for blacks. They watch almost as much as whites. What is most significant is the importance of radio to blacks and the relative unimportance of print media, with exceptions. Black radio is really powerful.

Why do black media, and particularly black radio, so heavily influence the black consumer market?

Part of the answer is black pride and the fostering of black culture. But it is more than that. It is because they are news media. Black news media.

From them the black community finds out from their brothers what is happening to their brothers in Watts, Selma, Harlem and Jackson.

Black radio is the new drum of the Afro-American, a drum that can carry commercials as well as culture.

As D. Parke Gibson points out in his book, "The 30-Billion-Dollar Negro," a black ad or commercial in black media is not viewed as another form of segregation. It is seen as a new form of recognition.

The critical question is black buying power. Blacks do buy differently enough to make them more significant than numbers.

If your business is tobacco, clothing, personal care or public transportation, you better pay attention to blacks because they spend heavily in your business. Even when black spending appears to be about the same as whites you may find on probing deeper there are differences that could be dynamite to the marketer who takes advantage of them.

For example, the black food index may be 104 but when you go beyond that into heavy consumption of hot cereals you find the black index jumps to 150.

Or take soft drinks. The index is not 104 as food generally, but 270. If you are looking for households that consume more than two glasses per day you will find proportionately that there are three times as many among blacks.

Toilet soap is another case in point, with 9.7% of white households consuming eight bars a month; 25.6% of black households consuming eight bars a month. But if blacks still account for only one in seven families, isn't it better to go after the mass white market even though it may not have as many heavy users?

Perhaps, but not always. In New York, Chicago, Detroit and Washington blacks represent over 30% of the bar soap market and in many other cities, chiefly Southern, blacks represent over 50% of the market.

As advertising moves into the 1970's, we must be equipped to serve our clients with a perspective on the entire market, not just the white market or black market. There will be no room for black agencies and white agencies—only room for good agencies.

John Francis Small founded his own agency in New York last year and took on the Singer account earlier this year. A native of Philadelphia, Mr. Small formerly worked as account executive for four years with NBC Radio Spot Sales in Chicago and with WNBC-TV New York. Earlier he had been with Grey Advertising, New York, working for Bristol-Myers, Procter & Gamble, Van Heusen and others in media and account areas. He also has been in sales development for Swissair and a freelance editor.
"We were the first station in the state to go full color with the addition of the Kodak ME-4 Process," says Pete Schmidt, Photo Director for the Billings, Montana station. "We've got the lead by a mile in our market. We're using our color capability mostly for news, shooting about 7,000 feet a month.

"One of the new mini-ME-4s was what we decided on because, let's face it, when you're running anywhere from 40 to 1200 feet of film a day, you just can't justify the investment of a big processor.

"We've got a great installation. The processor, replenisher tank, mixer, venting and everything fit into a 15 x 12-foot room, and we have lots of working space left over. I never have to touch the chemicals. I mix in a hydromixer, and use a direct pump-up system to send it to the tanks. We're looking forward to the new Kodak packaged chemicals for mini-ME-4s to make everything even easier.

"Kodak Sales and Engineering Representatives worked with us for over a year before we got our processor. Taking their suggestion, we looked at other installations so that we'd have a good idea what we were getting into. Now that we're into it, we like what we're producing."

If your station can't justify a big color processor, check into one of the new, less expensive mini-ME-4 processors. The men to check with are Kodak Regional Chief Engineers. Call John Waner in Hollywood, Dick Potter in Chicago, or Ray Wulf in New York. You can afford color—you can't afford not to.
The most complete and most authoritative source of facts about the business of radio and television ever published.

The 36th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 850 pages, index-tabbed for instant reference.

So wide is its range of information that the 1971Broadcasting Yearbook will actually combine 54 different and distinct directories within a single volume... 54 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of their desks, ready for constant use. It leads an active, useful life for a full 12 months... until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1971 Broadcasting Yearbook keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in Broadcasting Yearbook thus gives you the impact of a full year's campaign... continuous performance, maximum exposure... at minimum cost

Final deadline is October 1.

Reserve the best position in the directory section of your choice.

54 Separate Directories In A Single Volume!

No wonder Broadcasting Yearbook is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1971 Broadcasting Yearbook—the one book library of television and radio information.

A—The Facilities of Television

TV Station Directory
Call Letters
Canadian TV Stations
Channels
Canadian Channels
Allocations
Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
TV Applications Pending
Group Ownership
International Broadcasting

B—The Facilities of AM-FM Radio

AM & FM Radio Directories
Canadian AM & FM Stations
AM Station Call Letters
FM Commercial Call Letters
FM Educational Call Letters
AM Radio by Frequencies
Canadian AM by Frequency
FM, Frequencies, Channels
Canadian FM by Frequency
FM Assignments
Caribbean, Mexican Stations
College Stations

C—Equipment and Products

Product Guide
Equipment Manufacturers
FCC Rules & Regulations
Station Application

D—Radio and TV Program Producers and Distributors

Radio Program Producers
Television Program Producers
Television Commercial Producers
NAB Television Code
NAB Radio Code
Talent Agents and Managers
Radio-TV News Services
Radio Commercial Producers
Business, Promotion Films
Television Processing Labs
Foreign Language Programs
Negro Programming
C&W Stations
Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.

Radio & TV Representatives
Network Executives
Regional Radio Networks
Government Agencies
Associations, Societies Unions, Labor Groups
Attorneys in Radio-TV Consulting Engineers Schools
Farm Directors
Advertising Agencies
Major Trends, Events

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.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today, Call your nearest Broadcasting office:

Washington Headquarters
1735 DeSales St., N.W. 20036,
(202) 638-1022

New York
444 Madison Ave. 10022,
(212) 755-0610

Chicago
360 N. Michigan Ave. 60601,
(312) 336-4115

Hollywood
1660 N. Vine St. 90028,
(213) 469-3146
Cigarette loss: less a crisis than feared?

Whether with brave front or by realistic projections, broadcast sales chiefs see odds favoring recovery

Television sales executives are approaching the Jan. 2 cutoff of cigarette advertising with stronger showings of optimism than might be expected when some $200 million in billings are going up in smoke.

At the networks, hardest hit because that's where four-fifths of the cigarette TV billings have been concentrated, the consensus appears to be that they have a good chance of replacing most if not all of the cigarette billings in 1971. In spot, the outlook is considered at least equally bright (story page 24).

In 1969 terms, that would mean finding a combination of new clients and increased appropriations totaling some $164.5 million for the networks and $37.4 million for spot TV. But cigarette advertising this year has been running behind its 1969 pace, so the networks partly because CBS and NBC limited their cigarette sales efforts, in spot partly because some broadcasters cut back or banned cigarette advertising altogether, and in both cases partly because the tobacco companies have trimmed their broadcast spending for cigarette brands.

The Television Bureau of Advertising estimates, for example, that cigarette spending on the networks dropped from $82 million in the first half of 1969 to $77 million in the comparable period of 1970, while cigarettes' spot spending declined from $19.5 million to $17 million in the same periods.

There could still be a fourth-quarter going-away splurge, but in general the billings that broadcasters will have to replace in 1971 are expected to be somewhat less than if the cutoff had come a year earlier.

Network, national-spot and station sales leaders have been tooling up and moving ahead on that replacement project for more than a year, along with such organizations as the Television Bureau of Advertising and the Station Representatives Association.

(In radio, cigarette advertising has not been a major factor in recent years, except in specialized situations, and its loss—also effective Jan. 2—poses a less critical problem over-all. But the Radio Advertising Bureau and individual reps, stations and networks have intensified their new-business efforts. Story page 22.)

The network TV sales chiefs—James T. Shaw at ABC-TV, Frank M. Smith Jr. at CBS-TV and John M. Otter at NBC-TV—all gave optimistic reports last week in separate interviews on progress and prospects in making up the soon-to-be-lost billings.

They also were encouraged by a recent surge in sales that made the fourth quarter of this year—the opening quarter of the 1970-71 program season—much brighter than it appeared earlier.

They declined to estimate their sales levels, but other sources close to the scene expressed confidence that all three networks would move into their new-season schedules later this month with prime-time availabilities virtually sold out.

One source said ABC-TV, for example, had only one or two prime-time minutes available in some fourth-quarter weeks and only about 150 minutes available in all of the quarter, with most of those concentrated in the last two weeks of December, always a classic clean-up period.

ABC's was generally regarded as the most completely sold prime-time schedule as of early last week but with NBC and CBS not far behind and with two weeks of that time still remaining before the start of their season and three weeks left before ABC's gets under way. NBC kicks off its new schedule Sept. 13, CBS Sept. 14, ABC Sept. 20.

Mr. Otter reported that every week in August, normally a dead month for sales, had been a $12-million to $20-million week in bookings for NBC-TV — counting daytime, weekend and sports as well as prime-time — and that he was confident the other networks were also selling at unusually high levels at the same time. Mr. Smith reported "tremendous activity" in CBS-TV sales in
recent weeks and Mr. Shaw said that ABC-TV's fourth quarter would be "the best fourth quarter in terms of prime-time sales in the history of the company."

Despite their optimistic reports, nobody suggested that making up the cigarette loss would be easy. Most agreed with Mr. Smith's suggestion that one of the most significant developments stemming from the loss of cigarettes was "a return to selling television," as distinguished from primarily competing for budgets already allocated to TV, and that the high selling will generate "a lot of dollars."

In terms of inventory, some sources estimated, the loss of cigarettes gives the three networks a total of about 60 additional prime-time minutes to sell each week. That was said to be the weekly three-network average, over a period of a year, that cigarettes occupied when cigarette TV advertising was at its peak.

But the average has declined since then and—more important, some sources believe—the FCC has inadvertently moved to solve that inventory problem for the networks, effective in the fall of 1971, with its prime-time access rule. Unless overturned, that rule will shave eight half-hours a week from each network's nighttime schedule, thus curtailing network inventory by a total of 72 minutes a week.

Thus, instead of having some 60 more minutes to sell per week, the networks as of next fall would have a combined total of about a dozen fewer than now. This result would not be shared evenly among the networks, because ABC-TV historically has had less cigarette business than CBS-TV and NBC-TV.

**Radio and cigarettes: less billing to lose**

The Radio Advertising Bureau and other radio salesmen have stepped up their new-business activities this year, the last in which cigarette advertising is permitted on radio or TV, but RAB prefers to consider the acceleration as something more positive than a response to imminent loss of cigarette billings.

Actually, cigarette advertising on radio has declined markedly the last two or three years. For 1969, RAB estimates put the cigarette total for both national-spot and network radio at about $10 million. That would be half or less than half the volume of a few years ago. The upcoming loss, representing an estimated 2% of radio billings, thus does not present as severe a problem in radio as in TV.

"As a matter of fact," Miles David, RAB president, said last week, we've been getting used to the absence of cigarettes gradually over the past couple of years. If the ban had not been imminent during most of that time, we would have had a lot more cigarette business than we did."

RAB's new-business efforts are concentrating on the efficiency and economy of radio in a tight economy under the theme "radio and your bottom line."

RAB's special activities, Mr. David said, have included the organization of stations in various markets to sell radio to local offices of national companies, regional advertisers and big retailers.

Another major effort—from constant calling on advertisers at all levels—involves postponement of regular fall sales clinics for stations in order to go into more markets with major presentations for radio. Mr. David estimated that this project alone would take RAB executives into 40 to 50 cities for presentations between now and the end of the year.

Moreover, while network inventory would decline, that of affiliated stations would increase by 24 nighttime minutes a week, plus whatever number of minutes they currently carry in cigarette advertising—and this at a time when a number of leading reps have been pushing for a curtailment of commercial time to avoid the appearance of, and criticism for, so-called clutter.

Whatever the effect of the prime-access rule, however—and CBS has served notice that it will take it to court—sales executives at all levels appear to be making progress in attracting new and expanded budgets into TV.

NBC's Jack Otter cited an array of advertiser names and numbers in support of his contention that, though no one advertiser or category would fill the cigarette gap, a large number of advertisers and many industries could do it together—not overnight, he acknowledged, but he also felt that overnight accomplishment was less urgent since the networks have had some time to start working on the problem.

The retail field is frequently cited as having major potential for TV—network and spot as well as local—and Mr. Otter did not overlook it.

Sears, Roebuck is a $16-million network-TV account and getting bigger, he noted, and "when the Penney's, Montgomery-Wards and the others get the bug, it'll be great."

But he also cited a number of other areas.

In the financial field, he said, 16 insurance companies are currently spending almost $25 million a year in network television—about 20% more than two years ago—and will almost certainly exceed $30 million in 1971.

Among the leading network-TV users he cited Metropolitan Life at almost $4 million (all on NBC) and due to increase in 1971; Sears' Allstate at $4.5 million in network, Prudential about $4 million, Mutual of Omaha around $3.5 million, and Travelers Insurance, Connecticut General and John Hancock all with $1.5 million to over $2 million budgets in network TV.

In addition, Mr. Otter said, one of the biggest but still unidentified insurance companies is returning to network TV this fall after an absence of several years. Although he would not identify the company, other sources said it probably was Equitable Life, which they said is dropping magazines and probably radio for at least the fourth quarter and buying substantial schedules on both NBC-TV and ABC-TV.

Mr. Otter saw charge cards as "a big area for growth" that "almost didn't exist as a network TV client a year ago." He said that Interbank (Master Charge), for example, spent only $100,000 in network TV last year but spent over $1 million in the first half of 1970 and is expected to spend approximately a million more in the second half. He expected American Express to go from $2 million in network in 1969 to $3 million in 1971, noted that Bank of America (Bankamerica) started in network with a Herb Alpert special and then moved into prime-time scatter plans, and said that First National City Bank's travelers checks would be almost a million-dollar client on NBC-TV this fall.

Travel he regarded as "another boomer," perhaps headed by gasolines in their promotion of low-lead products in the current antipollution climate. Gulf Oil, long an important NBC-TV client, is spending an estimated $14 million on the three networks; Shell could become a $3-million to $5-million corporate account aside from its product advertising, and Atlanta Richfield, changing its name to Arco, is said to have a $20-million advertising budget for 1971.

In addition, Mr. Otter said, British Petroleum is in spot TV, and other companies, such as Getty Oil and Phillips 66, appear sure to be giving TV more and more regional business.

Standard Oil (New Jersey) was said to have tripled its budget when it moved to NBC-TV a few months ago, buying full sponsorship of ABC Saturday Night News starting Aug. 1, full sponsorship of Meet The Press on alternate Sundays starting Sept. 27 and full sponsorship of NBC Sunday Night News starting Jan. 24, 1971 (Broadcasting, July 27).

Hotels and motels were seen as having special potential in the travel field, with Holiday Inns going from $500,000 in network in 1969 to about three times that amount in 1970 and probably...
Protecting that expected bonanza

Magazines, which can take cigarette ads at will, reject antismoking copy

A charge that five leading national magazines, including news publications, refused an international child-welfare fund advertisement because tobacco interests would be upset over the antismoking copy in the ad was affirmed last week in Chicago by the Rev. Henry Harvey, president of Compassion Inc.

A sixth magazine, Harper's, did accept the ad and used it in July.

The Church of the Nazarene minister declined to identify the five magazines that refused the advertisement. He said he was acting on the advice of his advertising agency, Draper Daniels Inc., which declined comment. The head of the interdenominational charity group explained he understood the refusals had been verbal and hence could not be legally substantiated.

Mr. Harvey said, however, that had reaching $2 million next year. Howard Johnson, Hilton Hotels, Ramada Inns and Marriott were others expected to expand in network TV.

Thanks in particular to mergers and the new 747 plane, Mr. Otter thought the airlines should become a $25-million network-TV category in 1971—up from $11 million in 1967. And he anticipated strong forthcoming campaigns by U.S. auto manufacturers on behalf of their small cars, pushed no doubt by the success—and heavy advertising—of foreign cars.

Volkswagen reportedly boosted its network spending from $1.6 million in 1966 to about $9 million this year. Toyota reportedly spent an estimated $7.8 million in spot TV in 1969, mostly on the West Coast, and is expanding into a national operation. Mercedes Benz has also moved into TV. In all, it has been estimated that the foreign cars will spend $15 million to $20 million in network television in 1971.

(Some other sources, reviewing advertising projections of foreign cars and Detroit's plans for its own small cars, speculated that in the first few months of 1971 U.S. manufacturers may mount the biggest concentration of TV advertising in history in behalf of their small models.)

NBC-TV helped cushion the impact of cigarette losses by selling somewhat less vigorously to cigarette brands. Starting about a year ago, in the case of some programs normally sold on a 52-week basis, cigarette advertisers were told that, if they didn't want to make that long a commitment, NBC would like to offer the programs to noncigarette advertisers. The cigarette brands were cooperative, Mr. Otter said. In fact, they were tending to cut back anyway.

CBS-TV also cushioned the blow, but in another way. About a year ago, said Mr. Smith, sales vice president, CBS-TV put a ceiling on cigarette advertising, deciding to accept no more than it had carried the preceding year.

Mr. Smith saw many areas of "nonusers" of TV, as well as "underspent" users, from which television can recoup—and is beginning to recoup—the cigarette billings. Aside from retail he cited industrial companies—the nonconsumer-products type of advertiser—many soft-goods manufacturers, such as in the textile field, and the large and growing number of franchise operations.

CBS-TV created a "market development" task force about a year ago to spur the hunt for new business. It is headed by Jack O'Connor and has about five persons assigned to it full time, Mr. Smith said. Members of the task force sometimes work alone on new prospects, sometimes assist the regular sales staff member in selling to their prospects.

Mr. Smith reported that "things are on the upswing" and expressed belief that by the time television hits the cigarette loss the first of the year, the economy will clearly be moving up.

Of fears expressed by spot-TV salesmen that the networks would try to raid spot clients to recoup their own losses, Mr. Smith said that although there are some advertisers whose "dollars can go either way"—into network if an especially attractive buy is available; into spot if they prefer—"the bulk of spot dollars will never be network dollars except as companies become truly national."

ABC-TV also has a special unit assigned to new business (NBC-TV does not, on the ground that new business is and always has been a concern of its regular sales department). ABC-TV's is headed by William Firman, vice president—marketing and since last October has made, by Mr. Firman's estimate, sales calls on at least 175 companies all over the U.S.

"And most of the people I've called on have never been called on by broadcast salesmen before," Mr. Firman said. Among the fields that ABC-TV is hitting in its search for new business are heavy-duty equipment, textiles, raw materials suppliers, franchise operations, leisure-time activities, department stores, associations and financial institutions.

"Companies that have never been in television are hard companies to get," Mr. Firman said, "because those that have stayed out of television are very cautious companies." But according to him and to Mr.
Shaw, the sales vice president, the work is paying off. Among new accounts they listed were the Roy Rogers Restaurants division of Mariott, Holiday Inns, Clark Equipment, the National Banking Council, Head Skis and an unidentified company—Equitable Life—whose move into TV is due to be announced shortly.

Mr. Shaw and Mr. Firman said they were stressing that an advertiser "doesn't have to have millions and millions of dollars" to get into TV. They are especially pleased, for instance, that Carter Ink bought one minute one time in Wide World of Sports as part of a back-to-school campaign.

Unlike CBS-TV and NBC-TV, Mr. Shaw said ABC-TV did not sell any less aggressively to cigarette companies in the past year. But to begin with, ABC had less cigarette business than the other two, and it also experienced a substantial second-quarter cutback by tobacco companies. "We took all we could get," Mr. Shaw said, "and we still expect some more in the fourth quarter."

Networks and reps are not the only ones seeking to expand TV billings, of course.

Station Representatives Association activities, for instance, have included a gradually but increasing successful project to convert more manufacturers to TV by having them put co-op budgets into commercials made by their agencies and carrying tags showing where, locally, their products can be bought.

TVB is working at all levels—national, regional, local—to bring new advertisers into television and get bigger TV budgets from those already in.

It is generally acknowledged that in many cases when a sale is made it is impossible to say for sure what salesmen or organizations were actually responsible. Often, several have contributed.

One such case reported last week involved Midas Muffler. The client was said to have allocated a "millimillion-dollar" budget for spot and network TV after it received account presentations from six agencies, all of which included television in their proposals.

Other new or expanded users of TV widely reported last week included:

- Sony Superscope is expected to undertake a million-dollar spot campaign this fall. North American Van Lines was said to be swinging most of its magazine budget into television, mostly network but including some spot.
- The K-Mart Division of Kresse reportedly is expanding its TV campaign this fall from 20 stations to 30. Arrow Group Industries was said to be investigating about $250,000 in spot TV in a limited number of markets to sell its steel sheds.
- Las Vegas (Nev.) Convention Bureau, representing an advertising category that could add significantly to TV revenues, was said to have put together a $300,000 TV budget for this fall. Still American Inc., which manufactures heavy-duty saws for lumber camps, reportedly plans a late-winter/early-spring TV campaign for a consumer line of saws.

Woolworth Stores, whose spot-TV expenditures in 1969 were estimated at $3 million, were reported to be spending this year at a rate closer to $6 million. It was estimated that this spending, on top of the TV budgets of various Woolworth subsidiaries, could make the company a $10-million TV user in 1970.

Philco-Ford, traditionally print-oriented in promotion of its color-TV sets, reportedly increased its reliance on TV earlier this year, achieved a 14% gain in color-set sales in a generally declining market, and has committed for 62 prime-time minutes on the three networks.

**How spot can cope with cigarette loss**

Possibilities see:

- Taking ads now banned, reducing spot inventories

Leading spot-television sales representatives view the imminent loss of cigarette advertising with chagrin and disappointment, but also as a challenge that can be met.

They concede that the sizable chunk of advertising (more than $37 million in spot TV in 1969) cannot be recaptured easily or soon, but are confident that vigorous selling of a medium that has many inherent strengths can make strides in 1971, particularly if the general economic indicators bounce back from the depressed levels of this year.

John Blair & Co., one of the leading spot-representation companies, has made public a comprehensive analysis of the cigarette dilemma and has proposed several approaches that can be attempted to cope with the cigarette loss. The gist of Blair's presentation, according to Jack W. Fritz, vice president and general manager, is that TV spot can make strides by attracting the noncigarette brands of the now-diversified tobacco companies (including tobacco and pipe products) to the medium on an expanded basis; by persuading giant companies, particularly the auto manufacturers, to put more money into television; by considering the taking of advertising from "taboo" advertisers, such as liquor companies, and by reinforcing the effort begun in the retail field.

As a parallel course to an intensified...
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Report network-TV dollar revenue estimates—week ended Aug. 16, 1970

(Net time and talent charges in thousands of dollars)

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<th>Day parts</th>
<th>ABC</th>
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<th>NBC</th>
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<td>9,401.9</td>
<td>277.5</td>
<td>11,884.1</td>
<td>671.7</td>
</tr>
<tr>
<td>11 p.m.-Sign off</td>
<td>$8,812.4</td>
<td>$274,128.5</td>
<td>$8,657.5</td>
<td>$400,296.5</td>
<td>$8,357.1</td>
</tr>
</tbody>
</table>

There is a strong prospect that these companies will use some of the monies normally allocated to cigarette broadcast advertising to strengthen the market shares of their nontobacco brands," Mr. Fritz suggested.

He decried disproportionately small investments in TV by some large advertisers, such as General Motors, which placed $23 million in newspapers and $40 million in magazines last year and spent only about $12 million for spot TV and $25 million for spot radio. He said General Motors must be shown that spot "can do a better job for them on a market-by-market basis."

He cited Ford Motor Co. and even two broadcast-related companies, RCA and CBS, as examples of companies that are investing more heavily in print than in broadcast, and added:

"There is plenty of spadework to be done right in our own backyard."

He treated somewhat lightly on the subject of liquor advertising for television or radio. But he pointed out that if such advertising could be handled with the same restraint found in beer advertising on the air and was confined to adult programming areas, this category might be acceptable on radio and TV.

He pointed out that times are changing and that recently the President's commission on pornography reported that the "most blatant printed erotica does not hurt our youth." He continued: "Surely, then, well-executed liquor ads shouldn't be harmful. . . . Let me repeat, this is time to think of change. Let's not rush, but let's consider."

To bolster his thesis about change, he pointed to the appearance on TV of feminine-deodorant commercials, to which, he said, he was opposed originally. Mr. Fritz added there has been some advertising in the category of sanitary napkins and said television's effectiveness was demonstrated most effectively earlier this summer on behalf of Scott Paper's Confidets over KMPR-TV Minneapolis.

"Scott Paper sold more Confidets [sanitary napkins] in the Minneapolis market in July than they sold there in all of 1969," Mr. Fritz reported.

He pointed to other areas holding out promise for spot-TV growth.

"There are plenty of potential clients for us to go after," Mr. Fritz observed. "The cultivation of these new sources of revenue demands an abundance of sales energy and time."

Among other leading reps, James Parsons, board chairman of Harrington, Righter & Parsons, was optimistic that spot TV could recover from the loss of cigarette advertising. He noted that the cigarette investment in spot is comparatively small and said that vigorous selling and the attraction of color-TV will help close the gap.

Mr. Parsons said color should accelerate the use of television, particularly spot, by companies in the fabrics and home-furnishings fields, for instance. He added that HRP is completing a major presentation on the merits of spot TV and plans to expose this project to advertisers and agencies throughout the country starting in October.

Also among the major reps, the Katz Agency indicated strong support for a cut in commercial inventory to increase the value of the time while reducing clutter. A spokesman for Katz said the rep has had "informal discussions" with stations on this subject. He said the dialogue with stations was continuing and that the results could be "long-term value" to spot business. There is the belief, he said, that eventually stations will give "serious consideration" to their "commercial capacity."

Katz generally, he said, is seeking to speed the flow of money into television from advertisers who would be expected to come into the medium after a time; and to seek out new business where it did not exist before or where the advertiser fails to "cover" the sales territories by the use of national or regional spot. A major Katz effort, it was noted, is concentrated on the retail business. The company is finding "lots of people not using the medium today and they should be."

Alfred Ritter, vice president and national sales director, H-R Television, indicated that TV faces a challenging assignment in obtaining a replacement for cigarette advertising. He reported that for more than a year, H-R has had a special sales-development unit under Vice President Tom Campbell that has made more than 300 sales calls on prospective advertisers and has worked closely with the Television Bureau of Advertising. Mr. Ritter felt this unit
has had some success in generating sales but acknowledged that a deeper dent will have to be made to recoup the loss from cigarettes.

Lloyd Griffin, president, Peters, Griffin, Woodward, noted his company currently was conducting an advertising campaign with the theme of "You Can Sell More with Spot TV," as part of a new business development program. The campaign is directed to the top 100 national advertisers and presentations have been spearheaded by Roger Creelman, PGW's market development manager. A series of PGW presentations has been made directly to groups within the marketing unit at advertiser offices and to agency buyers.

Several other leading representative company officials said there was no single category, except retail, that could be a special target, but they planned to step up their sales efforts to bring into the medium companies that are using spot TV sparingly or not at all. They were generally disinclined to go along with the suggestion that liquor advertising be considered, fearful that such a move might touch off a movement to bar beer advertising from broadcast.

**ARB dispute produces deadlock**

Langhoff refuses to capitulate on price hikes, but concedes many groups continue to hold out

The standoff between American Research Bureau and many of its major station clients over ARB's 1970-71 price increases (Broadcasting, Aug. 31) continued last week with no resolution in sight.

Dr. Peter Langhoff, ARB president, said that some important holdout groups had signed up by last Monday night's deadline (Aug. 31) but also said that stations representing about one-third of ARB's potential dollar revenues were still holding out.

He reiterated that ARB could not yield on the price increases because they were necessary to cover costs. The 1970-71 pricing, he said, was designed to cover costs if all of last year's 400-plus station subscribers resubscribed. And he said it was too late to make changes this year in the report format that many stations had criticized.

But he also emphasized his willingness to discuss issues with stations and expressed hope that they would "come back in" and that the dialogue could continue and "our differences [be] composed."

For their part, various holdout station groups said they were making "counter-proposals" seeking, among other things, to have sample sizes and report-delivery dates written into the ARB contracts—with the stations themselves given a voice in setting those sizes and dates—and to have Dr. Langhoff's previously announced rebate policies on sample sizes and delivery dates also written into the contracts.

The controversy was enlarged, at least momentarily, with disclosure that ARB's competitor, A. C. Nielsen Co.'s Nielsen Station Index (NSI), was itself introducing rate increases for the new season.

First reports from station reps held that the NSI increases were of major proportions, possibly ranging up to 45% to 50%, but their subsequent accounts pegged the increases at about 10 or 11% in a fairly limited number of markets. Nielsen subsequently issued a statement saying the increase was 10% and applicable to stations in 11 markets.

ARB said five groups that had given "protective" cancellations—to create a grace period for further negotiations during August—had rescinded those cancellations before the deadline expired Monday night. These were identified as Westinghouse Broadcasting, which signed a two-year contract; Metromedia, Capital Cities, U.S. Communications and Wometco. The RKO General group and all the network-owned groups had signed up earlier, according to ARB.

Still holding out after the deadline, it was understood, were the Cox, Avco, Corinthian, Storer, Taft, Newhouse, and Time-Life groups, some Triangle stations, one or more Post-Newsweek stations and perhaps the General Electric group.

What they were seeking appeared to boil down to a combination of greater voice in establishing sample sizes and delivery dates, stronger guarantees, better documentation by ARB on its methodology and especially on the effects of its sample-balancing system on viewing levels—officials of at least one group said tests in two of its markets indicated cable-TV and young-adult viewing levels were deflated—and in general a more responsive ARB attitude toward broadcasters' needs and wishes.

Representatives of some groups made less detailed complaints but said they were holding out against what one called 'the arrogance of ARB over a period of years in holding a pistol to our heads and telling us that agencies want all this information and we broadcasters have got to pay for it.'

Several broadcasters indicated that, since the deadline had passed for signing without losing their continuity discounts, they would be in a rush to sign up now, if ever. The first of ARB's fall market reports, for October, won't be out till November, they pointed out.

Dr. Langhoff himself said "it may be that this gap [between ARB and hold-out-station management] cannot be closed immediately or in the present atmosphere" but that "over time, I shall do all I can to gain a better understanding among us."

That observation was contained in a letter he sent to Westinghouse but released publicly as a sort of open letter to all broadcasters. It was in response to a letter from James A. Yergin, WBC research vice president, criticizing the
ARB service on many counts but concluding that maintenance of two TV-market services is desirable and offering to renew if ARB met certain specific recommendations including a proposal that broadcasters pay the entire cost of the service, with agencies getting reports free or for nominal charges.

Dr. Langhoff, who released the exchange of letters with Westinghouse's permission, said in his reply to Mr. Yergin that "your set of conditions is well taken. They are now articulated and provide the basis for discussion and negotiation. I urge broadcasters to be as specific so that the issues may be defined and our differences composed."

He noted ARB's service "is intended to facilitate, not obfuscate, the buying and selling of spot television advertising opportunities," and that "the ground rules for the design of our audience-measurement service have tacitly been established by both buyer and seller of spot."

"We have heeded these rules," Dr. Langhoff continued. "The time has come to discuss them overtly. If the rules are to be changed both parties must be in substantial agreement or the system will not work."

He said ARB "has constantly sought the views of both parties," is in compliance with the Federal Trade Commission consent decree affecting rating services, has supported the audits of the Broadcast Rating Council and has "wholeheartedly maintained a policy of full disclosure."

Considering the large number of interests served by an audience-measurement service, he continued, "it is not surprising that no one gets everything he wants," but ARB still believes that it has "provided a means for the effective exchange of advertising values" in spot.

"We recognize that there is a great deal at stake—something over a billion dollars annually," his letter said. "If the basis for a fair exchange in this marketplace is a reasonably accurate evaluation of the commodity it cannot be expected that it will be made available without considerable effort and cost. I do not read the present position of the fair-minded broadcasters as challenging this notion. "What I do read is that if the broadcaster pays for the evaluation he should have a far greater or even the exclusive voice in establishing the criteria for the evaluation. In all candor I do not think the buyer is likely to give much ground in this. The present holdout by station groups could indeed test this proposition."

Dr. Langhoff said he did not think a continuation of the holdout will produce "the most satisfactory solution of our problem" and that Westinghouse, by its renewal, seemed to recognize this.

But it was apparent, he said, that ARB has "in some sense failed in our communications with the top management of the broadcasting groups now in 'rebellion,'" and he acknowledged that ARB had not insisted on presenting its case to top management on a continuing basis. If it had, he said, "I do not believe fair-minded men would have taken the position they [the holdout groups] have taken."

It was in that connection he said that "over time" he would do all he could to "gain a better understanding among us."

ARB's competitor, meanwhile, George Blechta, NSI vice president and product manager, said in response to questions that stations in 11 markets "will have a 10% increase over their current agreements for the 1970-71 season."

The markets were Detroit, Philadelphia, Chicago, Baltimore, Dallas, Pittsburgh, Washington, Boston, Cleveland, St. Louis and San Francisco. Another Nielsen source said the price boost was based on some increases in sample sizes in these markets.

Word of the increase—communicated to stations in the form of a cancellation of their old contracts and offer of a new one at higher rates—brought a prompt reply from Roger Rice of Cox's KTVU-(TV) Oakland-San Francisco.

He wired Nielsen officials that the
new contract was unacceptable and suggested that they negotiate—not only on price but also on other terms such as sample size and methodology—"unless you feel that you are a monopoly and would not have to negotiate a two-way contract." Mr. Rice said the proposed rate hike amounted to 45%.

"We think that your opportunistic timing of this rate increase is ill-advised as there are many stations and total markets defecting from ARB with their rate-increase contracts who are looking to Nielsen for leadership. You have a beautiful chance to be number one. Please don't get greedy."

Nielsen officials first contended that Mr. Rice had misjudged the increase, later, after investigation, they reported that the price quoted in the new KTVU contract had been a typographical error—the wrong figure had been typed in—and that the correct price represented a 10% increase.

Whatever the general reaction to the Nielsen move—a question that could not be ascertained last week—NSI picked up three Triangle stations that formerly subscribed to ARB. Spokesmen for the Triangle group said their WPFT-TV Philadelphia, WNBC-TV New Haven, Conn., and WFBG-TV Altoona, Pa., were dropping ARB and had signed with NSI. Triangle's WNFV-TV Binghamton, N.Y., KFRE-TV Fresno, Calif., and WLYH-TV Lancaster-Lebanon, Pa., are continuing with ARB, they said.

Auto makers revamp planning

Strike threats prompt more spot emphasis; Chrysler-Plymouth, Buick come back to broadcast

The September introductions of new automobiles have always been new-business plums for broadcasting, but this year with the major Detroit auto firms facing strike threats the emphasis is on flexibility.

Result: Detroit has increased its buying in spots TV and radio and trimmed traditionally heavy network schedules a bit.

To accommodate the economic brinkmanship of their good automobile customers, Detroit sources reported last week, most radio stations are allowing 48-hour cancellation clauses in their automotive spot schedules this fall while most TV stations are providing 72-hour escape hatches.

Even many radio stations carrying the 52-week Chevrolet news program schedules, it was learned, are assuring the top-spenders it can take a hiatus if there is a strike and will get its air franchise back again intact after the labor problem is settled.

Chevrolet, through Campbell-Ewald, now is spending in radio at an all-time high of more than $10 million a year. Its spot schedules are extensive and its 52-week prime news sponsorships run in some 50 major markets.

Buick and Chrysler-Plymouth are significant new car entries this fall in the spot-radio category after considerable absences. Both are planning four-week introductory campaigns, Buick via McCann-Erickson and Chrysler-Plymouth through Young & Rubicam.

Chrysler Corp. itself, in an unusual move, has just undertaken saturation seven-week image campaigns in spot radio in the top-10 markets through Ross Roy Inc., only recently appointed for that role. Chrysler's corporate TV and print went to BBDO, which long has handled Dodge. Y&R formerly handled corporate as well as the Chrysler-Plymouth car lines.

Oldsmobile, through D. P. Brother, will use a two-week radio spot drive for introduction while Pontiac, via MacManus, John & Adams, is expected to hit hard in radio again but as is its custom will not buy until the very last moment.

Ford, through J. Walter Thompson Co., will continue heavy in radio via its dealer associations. Ford's philosophy is that radio can best be bought locally. Lincoln-Mercury follows the same pattern via Kenyon & Eckhardt.

Though American Motors Corp. generally spreads most of its factory budget across all three TV networks with the help of Wells Rich Greene, AMC dealer groups in many markets are good radio spenders. AMC's total ad investment, however, is only about the size of the nut Chevrolet puts into radio.

The news for spot TV is equally bright, with Chevrolet buying healthy key-market schedules to preview its new subcompact, the Vega, and Ford doing the same for its entry, the Pinto.

Dodge last week said its spot- TV buying this fall is the greatest in its history and for the first time will be a two-phase campaign with sustained exposure bridging nine weeks. It is designed to introduce the new compact Demon as well as the regular compact Dart, both to debut Sept. 15, and the regular line set to debut Oct. 6.

Though not yet officially confirmed, Dodge expects to bring back this season its sheriff spoof, Joe Higgins, whose original TV commercial appearances angered a few police groups but enthralled others so much he was heaped with honors. Sheriff Higgins is to continue his safety themes in extensive personal appearances too, capitalizing on TV's impact.

Pontiac, Oldsmobile and Buick also are reported planning heavy use of spot TV this fall. Not yet set are Lincoln-Mercury and Plymouth. Spot-TV emphasis for most makes tends to concentrate in key markets where the bulk of sales occurs, it was noted. "Spot flexibility means you can get in fast with more weight and capitalize on sales," it was explained, "not just get out quick if there is a strike."

Rep appointments:


Agency appointments:

- Uniroyal Inc., New York, has appointed Campbell-Mithun Inc., Minneapolis, to handle advertising for its industrial and home-furnishing products. Uniroyal's former agency was Ries Cap-
piello Colwell Inc., New York. Campbell-Mithun has been handling Uniroyal's agricultural chemicals for the past two years.


General Mills will sponsor 3 specials

General Mills, Minneapolis, will sponsor three all-family TV specials on the CBS-TV network this fall. The project will receive extensive network and local TV promotion.

The three shows are Tales of Washington Irving: The Legend of Sleepy Hollow and Rip Van Winkle, Sunday, Nov. 1, 5-6 p.m. (EST); Mark Twain's A Connecticut Yankee in King Arthur's Court; Thanksgiving Day, Nov. 26, from 12-1:30 p.m., and Charles Dickens' A Christmas Carol, Sunday, Dec. 13, from 5-6 p.m.

Kenner Products, Parker Brothers and Rainbow Crafts, subsidiaries in the craft, game and toy divisions of the company, will be the sole advertisers on the two one-hour shows. They will also sponsor the first hour of the 90-minute Thanksgiving Day special.

General Mills said Leonard M. Sive and Associates, Cincinnati agency for Kenner Products, will coordinate the TV project. Agencies for the other General Mills subsidiaries involved are Humphrey Browning MacDougall, Boston, for Parker Brothers; Needham, Harper & Steers, Chicago, for Rainbow Crafts.

Business briefly:

Jeno's Inc., Duluth, Minn., through MacManus, John & Adams, Chicago, plans a network-TV campaign in the fall to introduce its new food product, Snack Logs. First appearance will be on ABC-TV's Let's Make a Deal in September and October, plus commercials on such prime-time shows as Nancy, Shiloh, Dean Martin Show and Andy Williams Show.

Pacific Vegetable Oil Corp., San Francisco, through D'Arcy Advertising Co., San Francisco, is promoting Saffola cube margarine in a campaign that includes 20-second and 60-second television spots in the Salt Lake City and Spokane, Wash., markets.

Ideal Toy Corp., New York, has announced that its fall TV advertising will include two network specials and an intensive seven-day-a-week spot schedule in the 50 top markets. Agencies are Grey Advertising Inc. and Helfgott and Partners Inc., both New York.

Political fund raising fails television test

Test of TV spots to raise money, undertaken by the Democratic National Committee in mid-July, hasn't worked well at all, a Democratic spokesman acknowledged last week.

 DNC has a $9 million debt, stemming from the 1968 presidential campaign.

A committee source said that results of the four-week, three-city test, were "disappointing." He said that it brought in "just about enough money to cover expenses." The DNC spent $65,000 on the campaign.

The test ran on KLZ-TV and KSTV-TV in Denver and WCPO-TV and WLWT-TV in Cincinnati. The third city was Milwaukee where radio spots were used.

Borg-Warner halves its 'First Tuesday' buying

Borg-Warner Corp. has cut back its sponsorship of NBC's two-hour First Tuesday to 30 minutes, starting with last Tuesday's (Sept. 1) program and continuing through September 1971.

From January through August 1970, the manufacturer bought the first hour of the monthly program. In 1969 it was the sole sponsor of the 90-minute NBC news special, Artur Rubinstein.

A spokesman for the company said Borg-Warner is seeking new areas in which to place its advertising, including international media. Laroche, McCaffrey & McCall, New York, is Borg-Warner's agency.

James H. Ingersoll, vice president of international operations, said Borg-Warner will begin a $250,000 overseas corporate advertising campaign in October.

Also in advertising:

Moving to Texas Tech • National offices of Alpha Delta Sigma and Gamma Alpha Chi, advertising fraternity and sorority, respectively, are moving to Texas Tech University at Lubbock. The offices will be combined in the mass-communications departments. Ralph Sellmayer, professor of journalism, will be director of both groups and editor of Lingo, their national magazine.

Own Office • Handling problems of advertising and marketing research, A. Spencer Bruno, formerly creative research director, Compton Advertising Inc., New York, has opened his own firm, Spencer Bruno Research Associates. Address: 19 Washington Road, Princeton Jct., N.J. Phone: (609) 924-5550.
Stock inch upward
in month of August

An unspectacular but positive advance of 2.4% by the issues monitored in the Broadcasting stock index was only slightly outstepped by the general market during the month of August. As indicated by Standard & Poor's Industrial Average, the over-all market gained 3.8% during the same period.

Broadcasters had reasons to smile as the broadcasting category and broadcasting with other major interests both advanced well—6.3% and 4.1%, respectively. Individual standouts in the two categories were: Rahall Communications, trading at 9 1/4, gaining over 50%; Cox, up 23 1/4; Pacific & Southern, up 17 1/4; Storer, in the with-other-major-interests column, climbing 23 3/4, and the Outlet Co. jumping over 33 1/4. There were few distinct losses; however, Trans-National Communications, trading at 7/8, was down nearly 30%.

The Broadcasting stock index
A weekly summary of market activity in the shares of 105 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ex. change</th>
<th>Closing Sept. 3</th>
<th>Closing Aug. 27</th>
<th>% Change Month of August</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
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Broadcasting

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Broadcasting with other major interests

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CATV

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<th>Approx. Shares Outstanding (000)</th>
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FocusOnFinance
Manufacturing issues were another solid advance for the month—up 5.7%. Individual stocks pacing the category were Collins Radio, up over 17%; Motorola, gaining 16% and CCA Electronics, trading at $2.50, advancing over 11%

The CATV stocks listed fell off nearly 6%. Ameco was down 19%, American Television and Communications slipped 16%, and Teleprompter was off 9.4%. The only gains were Communications Properties, which picked up 11.5%, Columbia Cable, 3.6%, and H&B American, 2%.

The service category remained practically unchanged from the previous month, as it slipped a minuscule 0.1%. PKL Co., trading at 3%, was the outstanding gainer with a 43.1% jump. Doyle Dane Bernbach also climbed during the month with an advance of 25.5%. Creative Management, however, trading at $6, was off 25%, and Laroche, McCaffrey and McCall was down 9.5%.

Closely following the service firms were programming companies, which dipped 1.4% since July. Among the advances for the category were Gulf & Western, up nearly 13%, and MCA, gaining 9.8%. The Warner Corp. was down nearly 19%.

There are two new additions to the index this month: Mooney Broadcasting, group owner based in Knoxville, Tenn., is traded over the counter and will be listed in the broadcasting category. Tele-Tape Productions, New York production firm, will be listed with programming companies and is also traded over the counter.

<table>
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<th>Stock symbol</th>
<th>Exchange</th>
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<td>Columbia Pictures</td>
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<td>10</td>
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</tr>
<tr>
<td>Warner Corp.</td>
<td>WCO</td>
<td>A</td>
<td>5%</td>
<td>5%</td>
<td>-18.3</td>
<td>10%</td>
<td>4%</td>
<td>2,211</td>
<td>11,873</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>128,994</td>
<td>$2,388,996</td>
<td></td>
</tr>
</tbody>
</table>

| **Service** |
| John Blair | BJ | N | 14% | 13% | +1 | 23% | 10% | 2,605 | 34,516 |
| GO | N | 40% | 39% | -1.3 | 57% | 25% | 10,000 | 390,000 |
| Creative Management | O | 6% | 6% | -25 | 14% | 4% | 1,075 | 6,450 |
| Doyle Dane Bernbach | O | 20% | 17% | -25.5 | 24% | 14 | 1,924 | 33,189 |
| F ОО | N | 7% | 7% | -10 | 12% | 7% | 2,187 | 16,794 |
| Grey Advertising | O | 7% | 7% | -4.9 | 13% | 6% | 1,207 | 8,986 |
| Laroche, McCaffrey & McCall | O | 10% | 9% | -9.5 | 17 | 9 | 585 | 55,575 |
| Moviola | MOV | A | 2% | 2% | - | 7% | 2 | 1,407 | 2,983 |
| MPO Vdeo | MPO | A | 7% | 6% | - | 8% | 4% | 556 | 3,415 |
| Nielsen | O | 34% | 35% | +2.7 | 22% | 15 | 1,085 | 20,550 |
| Ogilvy & Mather | O | 20% | 18% | +1.3 | 22% | 15 | 1,085 | 20,550 |
| PKL Co. | PKL | N | 3% | 3% | +1.3 | 22% | 15 | 1,085 | 20,550 |
| J. Walter Thompson | JWT | N | 25% | 24% | -4 | 36 | 21% | 2,773 | 66,352 |
| Wells, Rich, Greene | WRG | A | 5% | 7% | +9.2 | 8% | 5 | 1,581 | 11,652 |
| **Total** | | | | | | | 33,020 | $836,174 |

| **Manufacturing** |
| Admiral | ADL | N | 8% | 5% | +3% | 14% | 6% | 5,158 | 42,554 |
| Amoco | APX | N | 15% | 16% | +1% | 48% | 12% | 10,869 | 175,208 |
| CCA Electronics | O | 2% | 2% | -1.1 | 5 | 1% | 800 | 2,000 |
| Collins Radio | CR | N | 14% | 13% | +1.2 | 3% | 9 | 2,068 | 40,424 |
| Computer Equipment | CEC | A | 3% | 4% | - | 8.5 | 12% | 3% | 2,406 | 9,624 |
| Conrac | CAX | N | 13% | 11% | -3.2 | 3.2% | 11 | 1,262 | 14,844 |
| General Electric | GE | N | 78% | 78% | +1.9 | 80% | 60% | 90,884 | 713,684 |
| Harris-inettype | HI | N | 45% | 45% | +0.7 | 75% | 35% | 6,357 | 287,654 |
| Magnavox | MAG | N | 32% | 33% | +0.5 | 38% | 22% | 16,429 | 352,345 |
| IM | MAMM | N | 85% | 87% | +7.1 | 90% | 71 | 56,558 | 4,916,069 |
| Motorola | MOT | N | 45% | 45% | -16 | 47% | 31 | 13,334 | 616,697 |
| RCA | RCA | N | 24% | 24% | +2.7 | 34% | 18% | 66,526 | 1,006,224 |
| Reeves Industries | RSC | A | 3% | 3% | - | 5% | 2% | 3,458 | 10,374 |
| Tellastemation | O | 9% | 9% | -7.7 | 24 | 9 | 1,080 | 9,720 |
| Visual Electronics | VIS | A | 7% | 7% | - | 10% | 1% | 1,357 | 2,198 |
| Westinghouse | WX | N | 68% | 69% | -0.8 | 69% | 53% | 26,685 | 2,599,369 |
| Zenith Radio | ZE | N | 32% | 33% | +9.7 | 37% | 22% | 19,020 | 544,207 |
| **Total** | | | | | | | 358,051 | $18,884,840 |

| Grand total | 732,558 | $26,556,034 |

| Standard & Poor Industrial Average |
| 90.09 | 88.63 | +3.8 |

* New additions to index.


† Trading suspended July 16 by American Stock Exchange.
Uslife agrees to buy 98% of S&L from NGC

National General Corp., Los Angeles-based leisure time company, has reported that Uslife Corp., New York, a diversified financial service company, has agreed to purchase NGC's 98% interest in Columbia Savings and Loan Association, Los Angeles, for $23 million in cash, cash equivalents, and common stock.

National General, which last year reported a loss of $70.3 million, will receive a minimum of $15 million in cash. Included in the sale is all the stock of Harbor Savings and Loan, acquired by NGC in November 1969 for $6,750,000 and merged with Columbia.

Assets of Columbia were listed by NGC as $192.6 million at the end of fiscal 1969. The bank's contribution to the parent company's earnings amounted to $1,234,000.

Officials of Uslife said Columbia would be merged with the recently acquired Sterling Savings and Loan Association, Riverside, Calif.

Company reports:

Burnup & Sims Inc., West Palm Beach, Fla., CATV firm which installs equipment and trains cable personnel, reported a 153% increase in profits and a 56% increase in revenues for the first fiscal quarter ended July 31, as compared to the same period in 1969.

Thomas R. Pledger, president, attributed rising sales to the company's internal expansion, growth of subsidiaries acquired during the past year and efficiencies in operations.

For the three months ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.22</td>
<td>$0.10</td>
</tr>
<tr>
<td>Revenues</td>
<td>8,400,330</td>
<td>5,531,000</td>
</tr>
<tr>
<td>Net income</td>
<td>195,600</td>
<td>77,300</td>
</tr>
</tbody>
</table>

Wells Rich Greene Inc., New York advertising agency, reported a 92% increase in earnings for its third quarter. For the three-month period ended July 31, net income was $440,700, or 28 cents a share on gross billings of $22,425,700, compared with $229,500, or 15 cents a share on gross billings of $16,000,200 a year earlier.

Mary Wells Lawrence, president and chairman, said the gain was the result of increased billings plus a cost-savings program begun by management. Included in the latter is an 18% reduction in salaries expected to save the agency $800,000 annually.

For the nine months ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.85</td>
<td>$0.65</td>
</tr>
<tr>
<td>Gross billings</td>
<td>96,477,000</td>
<td>55,974,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,341,400</td>
<td>1,030,000</td>
</tr>
</tbody>
</table>

Reeves Telecom Corp., New York, reported a modest drop in gross revenues but a net loss of more than $4.8 million for the first half of 1970.

The loss was attributed primarily to write-off of goodwill resulting from the sale of its tape production facility in New York and the disposition of its Realton (real estate) subsidiary. The company said it has instituted a "drastic cost-cutting program," which is expected to save in excess of $1 million.

Reeves said it is still not in compliance with provisions of its loan agreement, but lending institutions have indicated informally their satisfaction with the company's progress to date and are not attempting to accelerate payment of the debt.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss per share</td>
<td>(2.12)</td>
<td>(0.50)</td>
</tr>
<tr>
<td>Net income</td>
<td>(4,949,000)</td>
<td>(1,097,000)</td>
</tr>
<tr>
<td>Gross income</td>
<td>9,197,673</td>
<td>10,690,156</td>
</tr>
</tbody>
</table>

Twentieth Century-Fox Corp., New York, reported a sharp loss in the first half of 1970 though gross revenues climbed for periods. It was said losses resulted from the company's policy of recognizing losses on films in release as soon as reliable estimates are available.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss per share</td>
<td>(1.88)</td>
<td>(0.28)</td>
</tr>
<tr>
<td>Net income</td>
<td>(6,167,000)</td>
<td>(61,825,000)</td>
</tr>
<tr>
<td>Gross income</td>
<td>16,105,000</td>
<td>(2,140,000)</td>
</tr>
</tbody>
</table>

Technicolor-Byron call off merger

The merger between Technicolor Inc., Hollywood, and Byron Motion Pictures Inc., Washington, has been rescinded, according to Technicolor. No reason was given.

Byron S. Roudabush, head of Byron Motion Pictures, who received 425,000 shares of Technicolor stock as part of the merger agreement completed in March, will resign as senior vice president, director and member of the executive committee of Technicolor, which will reacquire his stock.

Mr. Roudabush's 425,000 shares became the margin of victory for a dissident group, led by Harry Saltzman, that earlier took over Technicolor in a proxy battle (Broadcasting, June 22). At the time of the vote, Mr. Roudabush, expected to vote his shares for Patrick J. Frawley then Technicolor president, switched sides.

When the merger was concluded, market value of the stock was placed at just over $8.2 million. Closing price of Technicolor on Aug. 31, when cancellation of the merger was announced, was 9¾. Paper loss: about $4 million. Technicolor would not explain the terms of its repurchase of Mr. Roudabush's stock.
Blacks challenge Ohio renewals
Petsitions claim eight radio-TV stations
in Columbus fail to meet community needs

Following a pattern of license challenges by black groups in Alabama and Tennessee in recent weeks, a federation of local blacks has asked the FCC to deny the license renewals of eight radio and TV stations in Columbus, Ohio.

The petitions filed last week were directed against WTVN-AM-TV and WBK-FM, Taft Broadcasting stations; WBN-AM-FM-TV, owned by the Wolfe family and the Columbus Dispatch; and WCOL-AM-FM, held by group owner Great Trails Broadcasting Co.

The petitions, filed by the Columbus Broadcasting Coalition and seven other groups, charge the stations with failing to adequately ascertain the needs of blacks in the community, failing to provide enough black programing and discriminating against blacks in employment.

The petition opposing the Taft renewals said Taft surveyed 150 community leaders—only 6% of them were black and none of them in the more active or "militant" groups. The coalition pointed out that 25% of the Columbus area is black.

Taft has made no effort to honestly portray black problems and feelings to its audience, despite the "current urgent need" for understanding between blacks and whites, said the coalition. It said WTVN-TV and WBK-FM have no regular programs on employment and the irregular spots that WTVN(AM) runs on the subject are uninformative and misleading because they provide no information on job qualifications and job location and little on pay ranges.

The Taft stations also were charged with failing to cover news of interest to blacks, and allowing its "politically conservative editorial policy" to infiltrate its factual news coverage.

Of the 142 employees of the Taft stations in Columbus, only eight are blacks, the coalition said, adding there should be 33 in proportion to the population.

The coalition's complaints against the WBNS and WCOL stations were similar. They charged them with failing to include enough blacks in their community surveys, discriminating in hiring personnel and failing to provide programing meaningful to blacks. The coalition also took issue with the music pro-

ograming of the WBNS and WCOL radio stations. It pointed out that the stations rarely play music by black performers.

Additionally, the coalition charged the WBNS stations with engaging in anti-competitive practices. It said the Wolfe family, which owns the Columbus Dispatch, is a "dominant economic, political and social force in Columbus and central Ohio" and through its bank holdings it can "virtually lock or open the door to economic security" for many Columbus residents. Through its ownership of the Columbus Dispatch and Citizen Journal and its broadcasting properties, the coalition said, the Wolfe family is able to exercise a dominance over the area's media "that is in contravention to the Communications Act."

In addition to the Columbus Broadcasting Coalition, the black federation is composed of the Columbus Civil Rights Council, the local branch of the National Association for the Advancement of Colored People, Afro Set, the Committee, Afro-AM, the Black Forum, and Black Efforts for Soul in Television.

Last week BEST pointed out that the Columbus Broadcasting Coalition has since last March held negotiations with all the broadcast media in the city, stating its goals of better programing for blacks and more employment to enable black viewpoints to be communicated.

"Repealed efforts have been made to communicate with the media in Columbus with either no results or merely token results," BEST said, adding "it is obvious that a petition to deny is the only way to remind some broadcasters that they merely lease the public airwaves and must be responsive to that public."

Last April the Columbus branch of the NAACP sent all stations in the city a request for "significant changes" in hiring practices and programing policy and a brochure elaborating on the changes sought. It said it would file a petition to deny renewals if stations did not issue statements of intent to comply. Ohio licenses expire Oct. 1.

Two weeks ago the commission granted a group of local blacks in Youngstown, Ohio, an extension of time in which to file against the renewal applications of stations in the community. The blacks had requested the extra time to conclude negotiations with the stations that could make the petitions to deny unnecessary. The Youngstown stations involved are WFJ-AM-FM-TV, WKBW-AM-FM-TV and WBBW-AM-FM (Broadcasting, Aug. 31).

GOP asks FCC intent on broadcast bill

Republican House and Senate leadership last week asked FCC Chairman Dean Burch if the commission had the means and manpower to implement the political broadcasting legislation pending before the House if it were to become effective in time for the 1970 congressional elections.

The chairman is expected to reply this week.

The letter was signed by the minority leaders, Senator Hugh Scott (R-Pa.) and Representative Gerald Ford (R-Mich.), powers in the Republican party which has strongly opposed Democratic efforts to apply the broadcasting bill to the up-

BROADCASTING, Sept. 7, 1970
coming contests.

The bill, which was to have gone into effect Jan. 1, 1971, under an original House version, was changed in conference to apply 30 days after it was signed into law by the President. The conference report was accepted by the Democratic conferees from both houses but all Republican conferees refused to sign.

Republicans in both houses have expressed anger at the Democrat-supported date switch and feel, as one Republican representative put it, that they have been betrayed in an effort to gain part.

The original House bill with the Jan. 1, 1971, effective date received bipartisan support in both the House Commerce Committee and on the House floor and many Republicans have said that they backed the measure with the clear understanding that it would become effective no sooner.

Democratic support for the accelerated date reportedly stemmed from a feeling that spending limitations on broadcast time during the present congressional session might help equalize the money edge Republican candidates hold over less affluent Democratic opposition.

The political broadcasting measure as it now stands would limit a candidate’s spending for 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. Limits on the primary would be exactly half as much.

It also places a limit on the rate at which broadcasters can charge for time for political announcements and repeals Section 315 as it applies to the President and Vice President.

**NCCB names officers—but still no president**

The National Citizens Committee for Broadcasting reported last week that its board of trustees has elected a new slate of officers while continuing a search for a chief executive officer who will be named president.

A spokesman noted that in the past the committee has not had a president. The top paid executive post was held by Ben Kubsak who held the title of executive director and who left the organization earlier in the summer. Thomas P. Hoving, director of the Metropolitan Museum of Art in New York, has agreed to remain as chairman of the group. With the appointment of a president, he is expected to be relieved of daily policy problems.

The new officers of the committee are Charles W. Benton, president of Public Media Inc. and of Films Inc., vice chairman; Earle K. Moore, general counsel to the organization, secretary; George Probst, executive director of the National Commission for Cooperative Education, treasurer.

The board of trustees of the committee is planning its first national convention on citizens' broadcasts rights to be held in New York on Oct. 26. Among the topics to be discussed are the inclusion of minority groups in broadcasting activities; children's television; television and politics; and the legal actions that may be used to effect basic changes in broadcasting.

NCCB said last week that former FCC Commissioner Kenneth Cox; Joan Ganz Cooney, executive director of Children's Television Workshop (Sesame Street), and Representative Robert O. Tiernan (D-D. I.) have accepted invitations to speak at the Oct. 26 conference.

**UHF gets results after prodding FCC**

Power hike is permitted, but U still awaits action on its bid to retransmit

Roanoke Telecasting Corp., which found out two weeks ago that the shortest route to FCC action on a stalled application may run through the Western Union office (Broadcasting, Aug. 31), last week got what it had been requesting—at least in part.

The commission granted Roanoke's application for authorization to improve the facilities of its WRFT-TV (ch. 27) Roanoke, Va. The improvements, designed to help the station strengthen its competitive position in a community served by two VHF stations, include an increase in antenna height and power and relocation of the station's transmitter about six miles southwest of its present location.

Still to be acted on is a request Roanoke filed only two weeks ago—that the commission issue a declaratory ruling that the refusal of the Washington Evening Star's WLVA-TV Lynchburg, Va., to grant WRFT-TV permission to pick up and retransmit WLVA-TV's ABC network programming is "arbitrary and unreasonable."

Both stations are ABC affiliates. Roanoke requested retransmission permission after the network said it would no longer pay the local connection charges for WRFT-TV. Roanoke says it cannot afford the $3,600 monthly charges that would be involved.

The conflict over the transmission matter is another indication of the rivalry between the two stations that has been aggravated by the fact that both ABC affiliates are located, essentially, in the same market. The two cities are about 45 miles apart.

WLVA-TV, in responding to the petition for a declaratory ruling, asserted it is entitled to "decline to assist the efforts of a competitor which is bent on destroying the effectiveness of its own crippled service." WLVA-TV said it is a "marginal operation struggling to survive..." It also denied an allegation of Alex N. Apostolou, president of Roanoke's WLVT-TV had orally given its consent to retransmission and then "reneged."

WLVT-TV's application had been on file with the commission for more than 14 months before Mr. Apostolou took the unusual step of wiring Chairman Dean Burch and Broadcast Bureau Chief George Smith a plea for expeditious handling of the matter. The telegram, copies of which went to all commissioners, said action was necessary "to prevent our being driven off the air."

The application began to move on the processing line when Commissioner Kenneth A. Cox, who left the commission last week, asked staff members about the status of the WRFT-TV case after receiving his copy of the telegram. It's understood Commissioner Robert E. Lee's office also inquired about the matter.

Besides granting Roanoke's application, the commission denied a related petition of WLVT-TV's. The station had sought to link the fate of Roanoke's application with one of its own; it had asked the commission to consolidate the application in a hearing, and to grant or deny both.

WLVT-TV's application would provide for an improvement in the station's facilities, including a relocation of the transmission site to a point closer to Roanoke. WLVT-TV says the improved facilities are needed to enable it to compete more effectively with the Roanoke VHF's—WDJB-TV and WSLS-TV.

Roanoke and the Association of Maximum Service Telecasters, among others, opposed the WLVT-TV application. And a hearing examiner, in an initial decision in the case last November, recommended denial. That decision is pending before the commission on appeal.

The commission, which based its decision last week primarily on its policy of encouraging UHF television, said WLVT-TV had not provided enough facts to warrant raising an economic issue in a comparative hearing involving the two applications.

It also made clear it was not persuaded that WLVT-TV is in serious financial difficulty. The commission noted that the station's revenues in the past six years had nearly doubled, to the point where its cash flow amounted to 9.1% of total revenues last year. Accordingly, it said, the station appears

BROADCASTING, Sept. 7, 1970
Thomas G. Sullivan, an ABC regional sales manager. Mr. Sullivan was accused of taking a $20,000 bribe (Broadcasting, March 2). At that time the network gave WKTR-TV six months notice of termination of its affiliation, effective Aug. 30. Subsequently, an investigation by the district attorney for New York county (N.Y.) led to Mr. Sullivan’s arrest. He pleaded guilty to a charge of commercial bribery and is now awaiting sentencing. Under New York law, commercial bribery is a misdemeanor.

Springfield also claimed that Kittyhawk concealed information about the bribe and events relating to it from the FCC.

The petition to deny also noted that a Dayton newspaper had reported Kittyhawk is negotiating to sell WKTR-TV. Springfield said it anticipated the commission would defer action on any sale “until it is determined whether Kittyhawk has forfeited its authorization.” The Dayton News last week told Broadcasting it had carried an item Aug. 12 that Kittyhawk had announced it would sell the station “to a group of veteran broadcasters located in the West.” Representatives of WKTR-TV could not be reached for comment.

Media notes:
Moved on Melvin A. Goldberg Inc. Communications consulting firm, has moved to new quarters at 347 Madison Avenue, New York 10017. Telephone: (212) 685-8868.

Sign on WWDCA(M) Washington, an Auco-owned station, has signed an affiliation agreement with ABC Radio and will receive ABC’s Entertainment radio service. The station, which daily broadcasts 24 hours with 5 kw at 1260 kc, has a middle-of-the-road contemporary music format and also carries Washington Senators baseball and Baltimore Colts football games. Vice president and general manager of the station is William S. Sanders.

Reward offered Hubbard Broadcasting, licensee of KSTP-TV Minneapolis, along with several area businessmen, is offering a $15,000 reward for information leading to the arrest of individuals responsible for the bombing of the old federal building there. KSTP is promoting the offer by airing “secret witness” announcements, assuring complete anonymity to potential suppliers of information.

Applicants increase The 14th application for a cable television franchise has been filed in Chicago, the finance committee of the city council there reported last week. The bid was by North Lawndale Economic Development Corp., a local group.

Bankers seek exemption from 1% rule

They want only investment opportunities, not control of broadcast firms, ABA says

The American Bankers Association last week urged the FCC to modify its multiple-ownership restrictions as they apply to bank holdings.

At an administrative conference on the commission’s pending rulemaking and inquiry on the question, ABA asked that banks through their trust departments be permitted to acquire up to 10% of publicly owned broadcasting companies without being subject to the multiple-ownership rules.

Two years ago, the commission set a 3% limit for mutual funds that own stock in two or more companies, so long as they disclaim any intention to control licensee corporations. However, it left in effect the 1% standard for all others with the power to vote stock (Broadcasting, June 17, 1968).

Then, late last year, the commission launched a new inquiry, with two questions principally in mind: whether it should continue to require the filing of trust agreements or abstracts, and whether the 1% benchmark is unreasonably low. In announcing the inquiry, the commission said it was tentatively persuaded that the ceiling should be no higher than 3%.

ABA argued last week, however, that a higher standard is feasible because control of broadcasting companies is neither sought nor desired by banks. Trust departments are interested only in seeking investments for their accounts and carrying out their responsibilities to beneficiaries, ABA said. It had made similar statements in comments filed with the commission last year (Broadcasting, June 3, 1969).

ABA added that if the commission must aggregate bank holdings on the basis of power to vote, any limit less than 10% will restrict their future investment growth. The organization said it would be willing to file intent-to-control disclaimers to qualify for the higher ceiling.

The organization also pointed out that if banks are forced to sell some of their holdings, divestiture may be to the economic detriment of beneficiaries. A 10% benchmark would minimize this burden, ABA said. It stated that a 1% limit would mean a $1-billion divestiture and would affect about 40 companies, while a 10% limit would involve only $4 million and a single company.

However, ABA said it would not object if the commission required regular reports of those who own at least 1% of two or more broadcast companies—provided that reports be made to the commission only when stock is voted, and that the reports be aggregated. The commission presently requires banks to file currently statements every 30 days (90 days with a waiver) and requires them to file a copy or abstract of trust agreements.

It was suggested that banks voting more than 1% of publicly held broadcasting companies should report to the commission the number of shares, percent of shares and the number of trust accounts involved.

Commissioner Nicholas Johnson told the bankers he was concerned about the influence of banks in the programming decisions of licensees. “The FCC knows less than it should about the influence of banks in broadcasting,” he said. Chairman Dean Burch said he thought the purpose of the conference was to determine a suitable benchmark “and whether we want to have 75 million reports to shuffle through in an afternoon.”

Mr. Johnson replied that the real issue should be the impact on the public and the responsibility of broadcasting to serve the public.

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BROADCASTING, Sept. 7, 1970
"One-to-customer" eroded, says Cox

Charges FCC approval of Arkansas transfer queers 'hopeful policy'

Has the erosion of the FCC's one-to-a-customer rule begun, even before the commission considers petitions to reconsider it? Former Commissioner Kenneth A. Cox, who had voted for the rule, thinks commission approval of the sale of an FM station in Fort Smith, Ark., is a sign that the rule can be worn away.

Mr. Cox, who stepped down from the commission on Sept. 1, expressed his concern in a dissenting statement issued on that day in connection with an announcement that the commission had approved the transfer of KMAQ(TV) Fort Smith to Horace C. Boren, owner of KWIN(AM), a full-time station in the same city.

Along with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee, Mr. Cox last March constituted the majority that approved the rule to prohibit the owner of a full-time station from acquiring another full-time outlet in the same market. Commissioner H. Rex Lee provided the swing vote in the 4-to-3 decision approving the Fort Smith station's transfer.

Mr. Cox noted that adoption of the rule, in addition to promulgational proposals aimed at breaking up existing multimedia combinations within markets, indicated that the commission was moving "to reverse a steady trend toward concentration of ownership of the principal means of influencing public opinion ..."

But, he said, approval of the KMAQ-FM sale appears to be a "serious erosion of the hopeful policy so recently adopted." He said he was concerned because the commission, in waiving the rule, was backing away from its new policy so soon—he noted that the commission has not yet even passed on petitions for reconsideration—and because of the grounds on which it acted.

The commission, he said, acted as it did because of concern over the losses being suffered by the owners of the station and the fear that failure to approve the sale would result in loss of the station's service. Everett Tucker Jr. and associates sold the station for $60,000 plus up to $10,500 in any cash-flow deficit between March 25, 1970, and the closing date.

Mr. Cox said he sympathized with the former owners of the station, who "have lost substantial sums" over the past five years. But, he said, one asked them to enter broadcasting or guaranteed them a profit.

Their private interest, he said, is "clearly offset by the public interest in diversity." He said the same is true of the majority's concern that the station will go off the air if the sale is not approved. If the price for maintaining service is a further tightening of control over the media," he said, then "the long-range public interest would be better served by requiring that the station be transferred to someone with no local media interests.

"The trouble with allowing concentration for reasons of expediency is that it is likely to remain to haunt the public indefinitely," Mr. Cox wrote. "Our rule is designed to prevent this, but the majority here waive it in the first real test of this new policy."

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Bank of America Bldg.
9045 Wilshire Blvd.
274-8151
70-26

Announced:

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

- WPNA(FM) Philadelphia and WCJW-FM (FM) Cleveland: Sold by Storer Broadcasting Co. to San Juan Racing Association for $700,000 each (see page 35).

- WABR(AM) Winter Park, Fla.: Sold by Louis H. and Jon C. Peterson to Robert W. Rounsaville for more than $500,000. Louis Peterson was formerly president of WNRQ-AM-FM Norfolk, Va. Jon Peterson owns 80% of WETO(AM) Deland, Fla. Mr. Rounsaville owns WFUN(AM) Miami; WDAB-AM-FM Tampa, Fla; WYLD(AM) New Orleans; WCIN(AM) Cincinnati; WLOU(AM) Louisville, Ky., and WVOL(AM) Berry Hill, Tenn. WABR operates on 1440 kc with 2 kw day and 1 kw night.

- KLYX(FM) Clear Lake City (Houston), Tex.: Sold by L. Raymond Dawson to ISC Industries Inc. for $300,000. Mr. Dawson votes stock for Dawson Communications, 100% owner of licensee Spaceland Broadcasting Corp. Sellers own KMOD(FM) Tulsa, Okla., KKKK (FM) Dallas and KKL5(FM) Oklahoma City and have interest in Screen Gems Inc. ISC Industries is a diversified holding company whose subsidiary, Intermedia Inc., owns KGTV(TV) St. Joseph, Mo., KBEX(AM) Mission, Kan., and KBFY(FM) Kansas City, Mo. Paul Hamilton Jr. is president of ISC Industries and Mark L. Wodlinger is president of Intermedia. KLYX (formerly KMSC(FM)) operates full time on 102.1 mc with 100 kw and an antenna 225 feet above average terrain.

- WNYN-FM Canton, Ohio: Sold by Donald and Carleton Keyes to Louis J.
to be financially sound with its present facilities.

The station presents a different view of its financial situation. It points out that as a result of $350,00 in increased expenditures annually since the Star acquired it, in 1966, it has been losing money. Losses were $106,037 and $98,777 in 1968 and 1969, respectively, and $36,563 in the first three months of 1970.

**Policeman indicted in beating of NBC cameraman**

A federal grand jury indicted a Cleveland policeman last week on charges of violating the constitutional rights of an NBC cameraman during a civil disorder in 1968. Maximum penalty is one year in prison and a $1,000 fine.

Patrolman Donald S. Kupieckie was charged in the beating of Julius Z. Boros while the latter and fellow NBC Cameraman Charles Ray were filming the arrest of two Negroes during a disturbance on July 28, 1968 (BROADCASTING, Aug. 5, 1968).

Mr. Ray charged that he was beaten and held in the police station for over an hour before being released without charge. Mr. Boros, who was charged with assault and battery of a policeman, said he was beaten, kicked and punched at some point of the incident, and also at the police station.

Mr. Boros was taken to Lutheran hospital for possible broken ribs, multiple cuts and bruises and a broken tooth. Mr. Ray was treated and released. Both were working on assignment from Chicago through NBC-owned WYKE-TV Cleveland.

**TV technicians end Metromedia strike**

Technicians at WNEW-TV New York and WTVQ(TV) Washington returned to work last Tuesday (Sept. 1) following settlement of a strike that commenced on May 22.

An agreement to end the walkout was reached on Aug. 30 after weekend meetings with officials of Metromedia Inc., which owns the stations, and the International Alliance of Theatrical Stage Employees, which represents the technicians. The sessions were held under the auspices of the Federal Mediation and Conciliation Service and the New York State Mediation Board.

Under the new three-year agreement, which replaces the one that expired on May 12, Metromedia was given more flexibility in the use and assignment of its manpower, said to be a crucial issue in the strike. In exchange, the union received an "absolute guarantee" against layoffs during the duration of the contract.

The agreement calls for a $75-a-week increase in wages and fringe benefits over the next three years, $65 of which is in salaries. Technicians now average $250 per week and will earn $315 weekly in the final year of the contract, with increases of $25, retroactive to May 12; $10 at the start of the second year and $30 in the third year. The new pact expires on May 31, 1973.

The stations continued broadcast operations throughout the strike, using supervisory and other non-union employees as substitutes (BROADCASTING, Aug. 24).

There were 72 technicians on strike in New York and 46 in Washington. Union members did not have to vote on the agreement because the negotiating committee had the authority to approve it, according to a union spokesman.

**Storer unloads two more FM's**

Storer Broadcasting Co. announced last week completion of its plan to sell all but one of its FM stations with the sale of WPNA(FM) Philadelphia and WCJW(FM) Cleveland for $700,000 each.

The two FM's will go to San Juan Racing Association. H. N. Glickstein is board chairman and president and owns 7.7% of the racing association, a public company that owns E Commandante race track in San Juan, P.R.; has large real-estate holdings in and around San Juan, and owns WUSB(AM) and WJMD-FM, both Bethesda, Md., and WKLS-FM Atlanta.

Broker for the Philadelphia and Cleveland sales is R. C. Crisler & Co.

Storer, headed by George B. Storer, chairman, announced the sales of WDEE-FM Detroit and WJHR(FM) Miami to Bartell Media Corp. for $1,225,000 last April (BROADCASTING, April 27). Two weeks later, the sale of its WSF-AM Toledo, Ohio, to Susquehanna Broadcasting Co. for $275,000 was announced (BROADCASTING, May 11). Storer also owns six AM stations and six TV outlets and plans to hold on to KGBS-FM Los Angeles where its KGNS(AM) is a daytimer. Sales of all the FM's involved are subject to FCC approval.

WPNA operates on 94.1 mc with 20 kw and an antenna 170 feet above average terrain. WCJW is on 104.1 mc.

**Controversy surrounds death of L. A. newsman**

The slaying on Aug. 29 of Ruben Salazar, news director, KMEX-TV Los Angeles, was still stirring ripples from coast to coast last week.

Mr. Salazar was killed by a tear-gas shell that hit him in the head while he was sitting in an East Los Angeles tavern following a demonstration by Mexican-Americans. Sheriff's deputies said they fired the shells only after being informed of a man with a gun in the tavern and warning all others to vacate the premises.

The Los Angeles county coroner's office set Sept. 10 for an inquest into the slaying. In Washington, Justice Department officials reportedly were planning to schedule an investigation of the incident.

Such a probe had been demanded by Danny Villanueva, KMEX-TV station manager, and others—among them Carlos Guerra, spokesman for La Raza Unida (Chicanos United), a coalition of Washington-based Mexican-Americans.

Mr. Guerra, at a special service in Washington last Wednesday, said Mr. Salazar was the victim of "perverted law and order" and of "overreaction of the Los Angeles sheriff's department."

The Aug. 29 Los Angeles demonstrators protested the deaths—called more than "proportionate" by Mr. Guerra—of Mexican-Americans in the Vietnam war. A continuation of the demonstration, to include a protest of what Mr. Guerra called "police brutality" in Mexican-American communities, was scheduled for Sept. 16.

Mr. Salazar had been news director of KMEX-TV, the only Spanish-language TV station in Los Angeles, for four months. He earlier worked for the Los Angeles Times.

Funeral services were held last week and carried live on KMEX-TV. Mr. Salazar is survived by his wife, Sally, and three children.

Mr. Salazar

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Challenger settles with WPLG-TV

It quits contest for Miami's channel 10 after occupant agrees to pay lawyers

Post-Newsweek Stations of Florida Inc. and Greater Miami Telecasters Inc. last week formally petitioned the FCC to approve their agreement to terminate their contest for channel 10 Miami, now occupied by Post-Newsweek's WPLG-TV. Implementation of the agreement hinges on commission approval of Post-Newsweek's reimbursement of GMT for its costs in prosecuting the application, in an amount not to exceed $63,500 (Broadcasting, Aug. 17).

Last week's petition and supporting affidavits contained the announcement of the parties' intentions that was made in a pleading last month requesting postponement of a prehearing conference.

In requesting commission approval of the agreement—without which the parties said they would proceed to the comparative hearing—the petition cited the commission's Jan. 15 policy statement on comparative hearings involving renewal applicants and the order designating the channel-10 hearing.

GMT had filed its competing application shortly before the policy statement was issued and only four months after Post-Newsweek, a subsidiary of the Washington Post Co., acquired WPLG-TV (then WLBB-TV) from the L. B. Wilson Co.

GMT, which is composed of a number of Miami businessmen, including some friends and former associates of President Nixon, had placed its hopes in the contest on such factors as diversification of ownership of media, integration of ownership and management and local ownership, according to the joint petition filed last week.

But the Jan. 15 policy statement said that in comparative hearings involving renewal applicants, the FCC will favor the incumbents if they can demonstrate they have provided "substantial" service to their communities.

The statement did not refer to situations where the existing licensee had recently acquired the station. And its assertion that a licensee would not be permitted to show an upgrading of his programing after the filing of a competing application left some doubt as to how the statement would apply to the channel-10 case, according to the petition.

But that doubt was removed—and in wplg-tv's favor—when the commission, in designating the competing applications for hearing, said WPLG-TV would be permitted to show its programing after the filing of the GMT application.

As a result, GMT's principals concluded that their chances of success in the hearing "had been affected so adversely" that they should enter into an agreement with Post-Newsweek terminating the contest on the basis of reimbursement of GMT's expenses.

An affidavit accompanying the petition discloses that Post-Newsweek's attorney, Ernest Jeness, initiated the idea for a withdrawal agreement, at a meeting with Edward P. Morgan, GMT's attorney, on July 2, the day after the designation order was received.

Another critical factor in GMT's decision apparently was the commission's decision, on July 7, approving a similar one which ended the contest for channel 4 Los Angeles between NBC, owner of the occupant, KNBC-TV, and a challenger, Voice of Los Angeles (Broadcasting, July 6). The reimbursement figure approved in that proceeding was $102,400.

The petition seeking approval of the agreement argues that the Jan. 15 policy statement and the designation order permitting WPLG-TV to rely on programing after the filing of the competing application "constitute an 'extraordinary circumstance'" justifying approval of the withdrawal agreement. The policy statement said an "extraordinary circumstance" was the only basis on which the commission would approve such a reimbursement.

NBC and Voice had cited the Jan. 15 policy statement as an "extraordinary circumstance" in seeking approval of their withdrawal agreement. Voice had filed its competing application almost one year before the Jan. 15 statement was adopted.

Most of the reimbursement being sought by GMT involves attorney fees. Bills from GMT's Washington counsel, Welch & Morgan, amount to $44,617.62, for services and out-of-pocket expenses; from local counsel, Smathers & Thompson, $15,586.64.

Frank Smathers, brother of former Florida Senator George Smathers and a 0.09% stockholder and director of GMT, is associated with the Miami firm. However, one of the documents filed last week in support of reimbursement says that as was true of several other attorneys who were members of GMT, Mr. Smathers did not serve as an attorney to the applicant and no reimbursement is being sought for his activities in connection with the applicant or the law firm.

Competing U asks FCC not to renew WKTR-TV

WKTR-TV Kettering-Dayton, Ohio, the channel-16 outlet that lost its ABC-TV affiliation to another UHF competitor, is now faced with a petition by that competitor to deny its license-renewal application.

Last May wkref(tv) (ch. 22) Dayton won a court injunction ordering ABC to reinstate its pre-1969 affiliation arrangement with wkref and end its affiliation with WKTR-TV.

Request for the injunction was related to a pending antitrust suit brought by wkref, owned by Springfield Television Broadcasting Co., against ABC and WKTR-TV, owned by Kittyhawk Television Corp. (Broadcasting, May 11).

That suit, charging ABC and WKTR-TV with conspiracy, is still pending. However, wkref last week also asked the FCC to deny WKTR-TV's license renewal and designate it for evidentiary hearing.

Springfield alleged in its petition that John Kemper, former board chairman of Kittyhawk, bribed an ABC representative to help WKTR-TV gain the affiliation. The initial bribery charge was made by Robert Kaufman, ABC vice president and general attorney, against
Appell Jr. and others for $212,500. Messrs. Keys own wny (AM) Canton. Susquehanna Broadcasting Co., buyers, owns wvba-am-em-tv York, Pa., wqba-(AM) Miami and 90% of warm(AM) Scanton, Pa., whlo(AM) Akron, Ohio, wice(AM) Providence, R.I., and wobb-(AM) Freeport, N.Y. Mr. Appell Jr., president, owns 6.6% of warm, 8.8% of whlo, 5% of wice and 2.6% of wobb. Susquehanna also has purchased wspd-em Toledo, Ohio, for $275,000 and wkis(AM) Orlando, Fla., for $1,475,000, both pending FCC approval. Wny is on 106.9 mc with 27.5 kw and an antenna 340 feet above average terrain.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).  

- WYTV(AM) Youngstown, Ohio: Sold by Adam Young and others to Aurovideo Inc., Waltham, Mass.-based CATV firm for stock and assumption of obligations valued at $1,459,219. Mr. Young is president of Adam-Young Inc. VTM, New York-based station representatives. Aurovideo is owned by Adams-Russell Co., public firm. Aurovideo owns and operates six CATV systems and is applicant to purchase wlor(AM) Portland, Me., for $950,000, subject to commission approval. Broker: R. C. Crisler & Co.

New TV station

- Wxly-tv Sarasota, Fla.: Permittee Sarasota-Bradenton Florida Television Inc. received approval from Federal Aviation Agency for 750 ft. tower. Station, expected to begin operations in 1971, will be primary ABC-TV affiliate on 221 kw visual and 42.1 kw aural.

Was he told they gave at the office?

Macy, seeking money from commercial broadcasters, takes his case to NAB

Broadcast chiefs were given a hint last week that the industry better begin thinking about contributing to the coffers of the Corp. for Public Broadcasting.

The idea was presented by John W. Macy Jr., CPB president, to the executive committee of the National Association of Broadcasters meeting in Washington last week.

Mr. Macy did not specify how much he thought the broadcasters should pledge for noncommercial broadcasting, but he reminded the seven-man executive committee that in both the President's budget message and the House authorization for 1971, matching funds in addition to the direct appropriation are included. The President suggested a $75 million limit; the House, $5 million. Both are maximums that the federal government would add to the CPB appropriation if equivalent funds were raised from private sources.

Mr. Macy also reminded the broadcasters that during the CPB authorization hearings last April, Senator John O. Pastore (D-RI.), chairman of the communications subcommittee, told him that he ought to get a chunk of the extra money from broadcasters (Broadcasting, April 6).

Mr. Macy has been visiting network executives and broadcast group owners in his quest for contributions to CPB.

No commitments were made at last week's meeting, but Mr. Macy left with the executive committee a request for ideas on how to raise the extra funds.

The NAB executive committee also heard a report from Stockton Helffrich, director of the NAB Code Authority, on its plans to issue a code manual.

This will be a set of guidelines incorporating both the TV and radio codes plus interpretations and other comments on various provisions in the two codes. The $30,000 project is expected to be sent to all code subscribers and to be sold to interested advertisers, agencies and other broadcasters.

Norman E. Cash, president of the Television Bureau of Advertising, discussed research techniques that his organization is engaged in.

The executive committee also discussed the work and functions of the new Future of Broadcasting Committee, whose principal objective at present is to persuade Congress and the FCC to see the cable TV situations from the broadcasters' viewpoint.

The NAB executive committee consists of Willard E. Walbridge, Capital Cities Broadcasting Corp., who is NAB chairman; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the radio board; Grover C. Cobb, Gannett Co., Rochester, N.Y., past NAB chairman; Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, vice chairman of the radio board.

Also A. Louis Read, wdsu-tv New Orleans, vice chairman of the television board; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman of the television board, and Vincent T. Wasilewski, president of NAB. Mr. Shea was the only absentee at the Sept. 2 meeting.

EXCLUSIVE LISTINGS!

MIDWEST: —Fulltimer in growing top 100 market that has excellent potential. Transmitter land included. Good equipment and experienced staff. Currently billing approximately $14,000 monthly but should be double that. Located in profitable radio market. Absentee owned — price $300,000 with 29% down, balance at 7½% interest.

Contact George W. Moore in our Dallas office.

NORTHWEST PLAINS: —High power daytimer in single station market close to important retail distributing center. Equipment excellent, new combination studio and transmitter building. Operation profitable, experienced staff. Advertising sales show steady increase year after year. Priced less than twice gross. $250,000—29% down, balance 10 to 12 years at low interest rate.

Contact Richard A. Shaheen in our Chicago office.
Fairness is also an in-house issue

Burch and Johnson disagree as to whether White House is pushing buttons at FCC

The FCC's handling of a batch of controversial fairness-doctrine issues and its aftermath are breeding an intra-agency controversy of its own. Commissioner Nicholas Johnson last week criticized Chairman Dean Burch for issuing a statement "clarifying" press accounts of the commission's action.

What's more, he appeared to accept earlier reports that the chairman's statement was inspired by the White House. The reports had already been denied by the chairman's office. Last week, Chairman Burch said Commissioner Johnson was "wrong".

Commissioner Johnson, who expressed his views in a concurring opinion on the commission's fairness-doctrine decisions announced on Aug. 14, said the chairman's statement was "extraordinary". He also said such activity by an FCC official is "ominous, given our powers over many of those providing coverage of which we might complain."

Chairman Burch, in his "clarifying" statement, had been particularly concerned about coverage given the commission's decision calling on the networks to offer "at least one more uninterrupted opportunity" to a spokesman for those opposing President Nixon's Southeast Asia policy.

The commission had held that this was necessary to help provide balance for the five televised addresses the President had made on the Indochina war since November. Headlines and stories criticized by the chairman as inaccurate and misleading spoke of "equal time" and "Anti-Nixon time (Broadcasting, Aug. 24)."

Commissioner Johnson found "one possible reason for the chairman's extraordinary force and haste in clarifying" that no criticism of the President was intended" in press reports that the White House staff worked with the chairman's office in preparing his response to the press coverage.

He expressed the "hope" the reports were not true. Yet, he said, "one cannot help but wonder where else one could so rapidly obtain such a thorough analysis of the nation's coverage of the President." He noted that some stories cited had not appeared in the commission's internal newspaper reporting service and were not from newspapers "prominently displayed on the chairman's coffee table."

The chairman's administrative assistant, Robert Cahill, was quoted in the trade press two weeks ago as denying any White House cooperation with the chairman's office in the matter (Broadcasting, Aug. 24).

And last week, Chairman Burch said Commissioner Johnson was "wrong" in suggesting that the White House had any role in preparation of the clarifying statement. He had "no help from that source," he said.

Chairman Burch kept up with press accounts over the weekend following the Friday announcement of the commission's decision, and had telephoned reports to him at the Delaware shore, where he had gone for a short vacation.

"I got madder and madder," the chairman said of his reaction to what Mr. Cahill reported.

Mr. Cahill said he had monitored the wire services and checked "about 55 newspapers"—some that are regularly received in the chairman's office; others that he found on Capitol Hill—during what he said was a busy weekend of work.

Besides raising the specter of White House involvement in a commission matter, Commissioner Johnson makes it clear in his opinion that he differs sharply with his colleagues on principal issues in the Aug. 14 package of decision, even though he voted for it.

One major disagreement involves the majority's assertion that an opponent of the President's policy is entitled to "at least one" opportunity to air time because of the "uniqueness" of President Nixon's five broadcast addresses.

Commissioner Johnson said that every time the President speaks on radio and television broadcasters should afford time for reply to those holding contrasting views. "Whenever a President speaks, one could almost say that, by definition, he has spoken on what the fairness doctrine characterizes as a "controversial issue of public impor-

Photo by Link Harper, WETA-TV Washington
An aide in the commissioner's office said the procedure was followed to accommodate reporters who previously had expressed interest in reporting the commissioner's separate opinion on the fairness package. The aide said the document was not ready earlier.

**Indochina critics fail to beat network reruns**

NBC-TV's *Reply to the President*, placed in prime time at 7:30-8 p.m. EDT on Aug. 31, was rated above the programs running against it on independent New York stations but behind other network fare offered the New York audience.

The NBC show featured two outspoken critics of the administration policies in Indochina, Democratic Senators J. William Fulbright of Arkansas and George McGovern of South Dakota. It was scheduled in compliance with the FCC's fairness ruling that networks must make sufficient time available to spokesmen for contrasting views to the President (BROADCASTING, Aug. 17 et seq.).

NBC's Fulbright-McGovern program obtained a 7.1 rating and a 16% share of the audience in the instant Nielsen, covering New York, the only ratings available last week for that time period. A gunslinger (Gunsmoke) outpointed the senators with an 8.0 rating and 18% share, and a reformed safecracker (It Takes a Thief) on WABC-TV captured the time period with a 14.2 rating, 32 share, attracting twice NBC's audience in New York. (The programming on the CBS and ABC stations, though reruns, together with NBC's special show, accounted for about two-thirds of the New York audience in the half-hour period.)

**Mitchell eases rules on broadcast newsmen**

Radio and TV newsmen no longer can be barred from conducting interviews in the halls surrounding deportation hearings and public offices of immigration officials, according to a directive by U.S. Attorney General John N. Mitchell. However, actual immigration hearings, like courtroom hearings, can continue to be closed to the broadcast media.

The order is aimed at some immigration and naturalization officers who, according to Mr. Mitchell, have tried to impose the same ban on broadcasting from the corridors surrounding a hearing that have been adopted by federal courts.

The attorney general disclosed his move in a letter to Representative John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee. Mr. Mitchell requested a ruling after receiving a complaint from a Los Angeles newsman that immigration officials in the federal building there prohibited cameras in the corridors of the eighth floor.

**CBS protests ruling giving time to RNC**

It says FCC action imperils goal of balanced coverage

CBS says that the FCC ruling requiring it to offer time to the Republican National Committee to respond to a broadcast by Democratic National Committee Chairman Lawrence F. O'Brien will, if allowed to stand, "defeat the salutary purpose" of broadcasters presenting opposition party leaders in response to presidential addresses.

CBS made the argument last week in urging the commission to reconsider its ruling that Mr. O'Brien's 25-minute appearance, in the first of what was to be a series of Loyal Opposition programs, obligated the network to make time available to a partisan Republican spokesman (BROADCASTING, Aug. 17).

"Under the commission's ruling," CBS said, "any attempt to balance presidential appearances through presentation of a response by those of a different political persuasion will fail. For any balance thus achieved will be instantly and imme- diately destroyed by the duty to present the President's views again through some other spokesman of his party." CBS has suspended the Loyal Opposition series "for the time being" as a result of the ruling (BROADCASTING, Aug. 24).

The commission held that the July 7 broadcast imposed a fairness-doctrine obligation on CBS to present a Republican spokesman because Mr. O'Brien did not focus on the Indochina war, the issue on which President Nixon had concentrated in five nationally televised appearances since November. Instead, he ranged far afield in criticizing the Nixon administration.

But CBS, as the DNC did in its petition for reconsideration two weeks ago, said all the issues Mr. O'Brien discussed had previously been aired frequently on the network by the President and other Republican spokesmen. Accordingly, CBS said, the July 7 program did not give rise to any fairness-doctrine obligation.

CBS noted that, in addition to the mantle of leader of all the people, the President is "the unquestioned leader and spokesman of his party." And his "extraordinary" appearances on CBS—he has appeared on the network in prime time about twice as much as any of his predecessors—"have constituted a strong endorsement of Republican government," CBS said.

Thus, to whatever extent viewers might infer that Mr. O'Brien had addressed the issue of "which party should govern"—the issue the RNC said he had addressed—the same inference would necessarily have to be drawn from the President's statements in his own appearances," CBS said.

CBS also said the ruling runs directly contrary to one the commission issued after the network had made time available to Republican spokesmen to respond to a State of the Union address by President Johnson in February 1968. The ruling upheld the network's rejection of a request by Democratic party representatives to respond to the Republicans.

CBS filed its petition after RNC Chairman Rogers C. B. Morton asked the network to comply with the commission's ruling by Oct. 15. In a letter to CBS President Frank Stanton, Mr. Morton said that, although CBS was entitled to pursue its legal remedies in the matter, the network would be committing "a disservice to the public by prolonging the appeal procedures to the point where our reply would fail after the election."

Mr. Morton proposed the network give the RNC 25 minutes of prime time. But he also said the RNC would be prepared to pay for the time if CBS prevailed in its effort to overturn the commission's ruling.

The GOP leader's letter was prompted by Dr. Stanton's statement two weeks ago indicating that the network intended to contest the ruling before the commission and the courts "if necessary" before complying with the ruling. In its petition last week, CBS asked that the commission hold an oral argument on the matter "at the earliest time the convenience of the commission permits."

The commission has indicated it is aware of the time issue involved. In response to a pleading from the RNC last week expressing concern about the appeal procedure being drawn out, the commission said it expects all papers in the proceeding to be filed by mid-September and that it does "not intend to permit resolution of the issue to be unduly delayed" (BROADCASTING, Aug. 31).
Fairness at odds with boosterism

FCC says desire to ‘build up’ community is no excuse for shunning controversy

The desire to boost a community, the FCC has told broadcasters, has no place in the decisions they make on whether to present contrasting views on controversial issues of public importance.

The commission said as much in rejecting a fairness-doctrine complaint that the Amalgamated Meat Cutters and Butchers Workmen of North America filed against WCNH Quincy, Fla., in connection with a union strike against a Quincy packing plant.

The union said the station had improperly refused to carry paid spot announcements that would have informed the public of the union’s position in the strike and urged a boycott of the company’s products which were advertised on the station.

The commission, however, upheld the station on one of two grounds it cited for rejecting the spots—it’s news judgment that the strike was not of sufficient importance to warrant carrying them. The station said the strike was affecting fewer than 100 in a town of 10,000 and a county with a population of 45,000.

However, WCNH said it covered the start of the strike on its news broadcasts and that it would report news developments. It also said that if the strike developed into an issue of “major consequence” to its listeners it would present “both sides of the dispute at no cost to either party.”

WCNH cannot be regarded as having acted unreasonably in refusing to give more than normal news coverage to the strike, the commission said. And the union has not shown the judgment was arbitrary, the commission added.

The FCC also said that the presence of the struck plant’s advertising on the station does not, as the union contended, present a fairness-doctrine issue.

The second ground cited by the station in refusing to carry the spots was concern over their impact on the labor dispute and the community—and that, the commission said, is not an acceptable reason.

The station, in a letter to the commission, had said its aim was to “build up the community and its economy, not to tear it down.” It said the spots “would only have a derogatory effect” on the labor dispute and the community.

The commission, however, said the duty that the fairness doctrine imposes on licensees to carry contrasting views on controversial issues of public importance extends to all subjects of importance in a community that are protected by the First Amendment “without regard to personal views and opinions of the licensees on the matter.”

The commission also noted that the Supreme Court, in its Red Lion decision upholding the fairness doctrine, held that the broadcaster must act as a “proxy or fiduciary” for the community with the obligation of presenting views which are representative of the community and which would otherwise be barred from the airwaves.

Accordingly, the commission said, a broadcaster cannot permit his decision to carry a contrasting viewpoint on a public issue to hinge on his personal opinion as to whether the viewpoint is “derogatory” or “constructive” or “will be beneficial to the community.”

The opinion was fully supported by four commissioners, with former Commissioner Kenneth A. Cox concurring in the result, Commissioner Nicholas Johnson concurring in part and dissenting in part and Commissioner Robert T. Bartley dissenting.

To “speculate” on what would have been required of the station if the fairness doctrine had been applicable “serves only to confuse a doctrine which we have attempted to define,” Mr. Bartley said in a separate statement.

He noted that the commission pre-

How Harley Staggers hopes to make ‘news’

Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, has sent 15 radio stations in his district taped answers to questions that he suggests station newsmen ask live on news and public-affairs programs.

Regularly scheduled news programs are exempt from the equal-time requirements of Section 315, the political broadcasting law.

Mr. Staggers is a candidate for re-election. He has been a vociferous critic of a number of television news practices including the editing of film or of sound track without alerting the audience to the alterations.

The material received by stations last week was asked whether it had been considered that listeners could be misled into thinking that the program was originating live in its entirety in the stations’ studios. His response was that the American public was sophisticated enough to recognize live and taped programming.

The tape received by stations last week contained the congressman’s answers to three questions: (1) on his feelings about prayers in the public schools (taped reply time, 53 seconds); (2) on his stand on federal highway funds (reply, 70 seconds), and (3) on his appraisal of the Middle East crisis (reply, 65 seconds).
viciously has held that, in fairness-doctrine situations, a licensee has considerable latitude in making judgments as to what to present. The commission, he added, has said it would restrict its role to determining whether the licensee acted reasonably and in good faith.

Tariff ruling favors Hughes

FCC board calls part-time charges 'unreasonable'; denies damages claim

Hughes Sports Network has won a moral victory, at least, over AT&T in a drawn-out battle over the carrier's tariff offerings for interexchange channel service for part-time users. The FCC's review board last week held that the tariffs were "unjust, unreasonable and discriminatory, and hence unlawful." However, the board dismissed HSN's claim for monetary damages.

Thus, the board, in a decision by members Joseph N. Nelson, Horace E. Slone and Dee W. Pincock, accepted two of the three principal conclusions of Hearing Examiner Herbert Sharfman in an initial decision in the case, which was released on Jan. 30, 1968 (BROADCASTING, Feb. 5, 1968), one year after hearings began.

The board held there was no need to resolve the issue underlying the third—whether the commission should prescribe new charges for part-time users. Mr. Sharfman had said the commission should. But AT&T last year filed new rate schedules for its entire program transmission service which, the commission said, corrected "the objectionable tariff provisions" the examiner had found.

The commission made the comment in an order last October instituting a hearing on the lawfulness of the revised tariffs. The commission acted on the basis of complaints of broadcasters claiming the charges in the new tariffs were unreasonable. The new tariffs became effective Oct. 2, but the commission directed AT&T to keep a record of the revenues being received under them pending outcome of the hearing, in the event the charges are found to be unlawful.

HSN's complaint was aimed at AT&T charges for transmission service used for periods shorter than eight hours daily, seven days per week monthly. Users contracting for monthly service were required to pay for service in any fraction of any eight-hour day that others paid for a full eight hours of service. Those who used an occasional-service offering paid proportionately more per airline mile per hour or fraction of an hour than those using the monthly service.

The new tariffs involve a restructuring of the entire schedule of charges for program transmission—interexchange plus local-channel and station-connection service—but are not designed specifically to deal with the issues raised by HSN.

AT&T had argued that the HSN proceeding should be dismissed because a more complete record will be developed in the over-all rate hearing. However, the board said it would be unfair to HSN to dismiss its complaint without considering the merits of the case, particularly since AT&T based its argument for summary dismissal "on the basis of its own voluntary filing of tariff revisions."

HSN instituted the proceeding with a charge that AT&T's interexchange channel services were unlawful because they prescribed minimum service periods for "monthly" and "occasional" service without regard to a purchaser's actual use. And the board held that the record "clearly sustains" the complaint.

The board said HSN had established that there is a difference in charges per time unit of use between eight-hour and shorter-use customers. AT&T, the board added, failed to justify the difference—a failure, the board said, that was "decisive" in its decision.

The board said the record revealed that there had been radical changes in the television industry since 1948, when AT&T initiated television program-transmission service: yet, it added, the company had not sought to revise its tariffs until recently.

The television networks—ABC, CBS and NBC—the board added, have been the primary beneficiaries of the rate structure. "Less-than-eight-hour users have always borne a disproportionate and inequitable share of the fixed costs of the over-all service and have consistently contributed an unbalanced share of the revenues," the board said.

But, although it said the record revealed discrimination against part-time users, the board dismissed HSN's claim for damages on the ground that the network failed to demonstrate it was damaged by the discrimination. In part, the board said, HSN's failure involved "omissions and discrepancies" in the evidence presented to support the damage claim.

In addition, the board said, HSN failed to show that, in requesting the monthly service for which it was seeking damages on the basis of actual use of three hours a day, it had ordered service for only three hours. The evidence indicates that HSN ordered service for at least eight hours daily, the board said, adding that AT&T was not notified that it could use the facilities for other customers when HSN was not using them.

HSN claimed damages totalling $140,419.50. This is equal to five-eighths of the total charge—$224,671.21—HSN paid AT&T for monthly videoexchange channel service from June 4, 1964, to June 3, 1965. The claim is based on the fact that HSN paid AT&T during that period for the full eight hours of monthly-contract service daily, while actually using the service only three hours daily, on the average.

FCC breaks ground in defining 'racism'

But it won't question why WMAL-TV dropped 'sensuous' interracial love scene

Back on March 3, a local Washington theater group was doing a preliminary run-through of a scene from Le Roi Jones's The Dutchman, preparatory to taping by a WMAL-TV Washington crew for a segment in a morning show. The scene involved a black man and a white woman, and called for him to kiss her. But before the scene was completed—how soon is in dispute—the WMAL-TV director called a halt, and said the scene could not be telecast.

The theater group subsequently accused the station of racism; the station denied the charge and said the scene simply was too "sensuous" for television—and the FCC was faced with a new question as to the extent it should regulate programing.

In its resolution of the matter as announced last week, the commission appeared to break new ground in holding that a station's refusal to present blacks in integrated situations with members of other groups "would constitute discrimination in programing" which would not be in the public interest.

However, it also said that it would not intervene in a licensee's programing process without "extrinsic evidence" of a station policy inconsistent with the public interest. The Commission has stated the same position in connection with its regulation of news programing.

And in the WMAL-TV case, the commission said, it would "not be appropriate" for it to take action. It noted that the station not only denied it has a policy of not presenting material "involving interpersonal relationships between the races" but offered to suggest changes in the scene in question which might resolve the controversy.

The complaint was filed by Albert Kramer of the Citizens Communica-
The following modifications in program schedules and formats were reported last week.

**WMMs(FM)** Cleveland—Metromedia station changing format to contemporary rock music in mid-September from mix of rock and R&B music. Cleveland station following pattern set in other Metromedia FM markets, with exception of WASH(FM) Washington, which plays middle-of-the-road music. WMMs changeover will be directed by David Moorhead, formerly program director of of Metromedia's KMET(FM) Los Angeles, who was appointed WMMs vice president last week. Metromedia several months ago completed appointments of individual general managers for owned FM outlets.

**KBEY(FM)** Kansas City, Mo.—Intermedia Inc., effective Aug. 21, ceased duplication of its affiliate KBEA(AM) Mission, Kan., to program 24-hour automated contemporary-album format. Steve Bell, KBEY operations manager, said the station previously duplicated 50% of the AM's middle-of-the-road album operation. The new progressive-rock format was chosen, Mr. Bell added, because there was "no rock-album format station in this market". KBEA is on 1480 kc with 1 kw day and 500 w night. KBEY(FM) operates on 104.3 mc with 100 kw and an antenna 450 feet above average terrain.

**WLOB-FM** Portland, Me.—Portland Broadcasting Corp., effective July 1, ceased simulcasting contemporary rock format of its affiliate WLOB(AM) Portland and began programing classical music from 6 p.m. to 12 midnight, Monday through Saturday. The FM also program a religious format from 6 a.m. to 6 p.m., Monday through Saturday, and from 6 a.m. to 9 p.m. on Sunday. Opera is programed from 9 p.m. to 12 midnight Sunday. Fred Miller, FM program director, said no other stations in his market were using religious programing, except on Sunday, nor classical music on a daily basis. WLOB(AM) is full time on 1310 kc with 5 kw. WLOB-FM operates on 97.9 mc with 2.8 kw with an antenna 77 feet above average terrain.

**WUST(AM)** Bethesda, Md.—San Juan Racing Association, effective Aug. 26, began programing gospel music making it "the only all-gospel music station in the Washington area." Previously, the Negro-oriented station programed "soul" music. Cal Hackett, program director, cited surveys as showing that "gospel is the key to influencing the black community." WUST is a daytimer on 1120 kc with 250 w.

**KDSX(AM)** Denison-Sherman, Tex.—KDSX Inc., effective Aug. 1, switched from its full-time top-40 format to "countrypolitan" music from 5 to 6 a.m., continued news and information from 6 to 9 a.m. and from 4 to 7 p.m., easy-listening top-40 from 4 to 7 p.m. and "hot 100 music" from 7 to 10 p.m. K. B. Lorance, program director, added that a format change last December substituted progressive rock for top 40 music. He said affiliate KDSX-FM there simulcast all news; however, its programing is middle-of-the-road. KDSX(AM) operates full-time on 950 kc with 500 w. KDSX-FM is on 101.7 mc with 63 kw and an antenna 260 feet above average terrain.

**WPFN(AM)** North Augusta, S. C.—Central Savannah Area Broadcasting Co., effective Sept. 1 changed its format from top-40 music to country-and western music. WPFN is a daytimer on 1600 kc with 500 w.
ments in the case. They said the commission lacks the facts to determine the basis for Mr. Browne's refusal to tape the scene as written.

And Mr. Cox said the charges contained in the complaint provide the kind of "extrinsic evidence" the commission should consider. However, neither he nor Commissioner Johnson suggested that even a finding in an inquiry adverse to WMAI-TV would warrant denial of its license renewal.

Mr. Cox also questioned how the commission could pursue its policy on discrimination in programming, given the procedures it has specified. How is the commission ever to resolve a question of discrimination in programming, Mr. Cox asked, "if the licensee's denial of complaints is to bar us from further inquiry?"

Burch fears prime-time curb in small markets

FCC Chairman Dean Burch has said the commission's prime-time access rules have presented a grim prospect for network affiliates below the top 50 markets.

Mr. Burch's comments on this aspect of the rule were in his dissenting statement, issued by the FCC last week, to the commission's Aug. 7 decision denying petitions for reconsideration of the rules (BROADCASTING, Aug. 10). The prime-time access rules would cut back from four hours to three hours nightly the amount of prime-time programming affiliates in 50 markets may take from networks. They would also restrict network ownership and syndication of TV programs.

The chairman said his "worst fears" have been borne out by additional information the commission has received in support of reconsideration. He also said the FCC staff has concluded that there will be adverse effects on many affiliates in small markets and that between 30 and 40 stations—many of them UHF's—would suffer declines in revenue of $25,000 to $30,000 as a result of the rule, producing cutbacks in news and public affairs programming.

Griffin cutting N.Y. ties; he's westward bound

Merv Griffin is moving his late-night show from New York to Hollywood.

A new location and a new approach to the talk program were sought by Mr. Griffin after CBS-TV dismissed his producer, Bob Shanks (BROADCASTING, Aug. 10). Mr. Griffin then was uncertain if CBS would approve the move because of the expense involved.

Robert D. Wood, president of CBS-TV, said the talk show would start originating in Hollywood Wednesday (Sept. 9). At the same time, Mr. Wood said, Saul Ilson and Ernest Chambers, through their production company, Ilson/Chambers Productions, would become the show's producers.

The location shift, Mr. Wood said, will give Mr. Griffin an opportunity to draw on a larger variety of talent for guest appearances.

Mr. Griffin said it also would give him the chance to create features within the program format which he was unable to do in New York.

90-minute 'Super Fight' bought by ABC Sports

ABC Sports has contracted with Miami producer Murry Woroner for U.S. television rights to "Super Fight," a heavyweight championship fight that offered the late Rocky Marciano and Cassius Clay in film action based on a computerized assessment of the two former champions. The 90-minute film by Computer Sports Inc. had been released first for theater showing only in the U.S.

ABC tentatively plans to use the film as part of a Wide World of Sports program some time in October.

It also was announced last week that "Super Fight" has been bought by Motorola Corp. for release on electronic video recording cartridges. Motorola's initial marketing plans are for institutional showings with personal home sales as a long-range objective pending equipment availability.

A tough time finding the prime-time court

MCA Inc. filed a petition for review of the FCC's action adopting the prime-time access and related rules in the San Francisco Ninth Circuit court last week. ABC on Aug. 14 had filed a petition for review in the District of Columbia circuit court, a week after CBS and WCAX-TV Burlington, Vt., filed notices of appeal in the second circuit, in New York.

The appeals were triggered by the commission's decision, on Aug. 14, to deny petitions for reconsideration of its action adopting rules aimed at opening up the market for program production. They ban major affiliates from taking more than three hours of network programming between the hours of 7 and 11 p.m. and require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently-produced programs.

The appeals will be argued in one court, after the courts involved resolve the question as to which has jurisdiction.

BROADCASTING, Sept. 7, 1970
Nixon spots TV camera, 'saves' CBS news show

A newly designed television news show is fortunate if it can start off with a fresh angle or with an exclusive feature. CBS Correspondent John Hart, who became anchor man on Aug. 31 of the new CBS Morning News with John Hart (Mon.-Fri., 7-8 a.m.) said last week that as of Friday morning (Aug. 28) before the scheduled first show, there was little in hand—"We had wanted to start off with something good. So we were pretty gloomy."

Gloom changed to hope as a months-old request for filming in and around the San Clemente, Calif., "Western White House" compound was approved in a phone call from Presidential News Secretary Ronald Ziegler. Mr. Hart, correspondent Bernard Kalb (Washington anchor man for the weekday morning news show) and camera/sound crews immediately flew to San Clemente for a Saturday afternoon session.

As part of the original request, Mr. Hart explained, the White House had been asked for an interview with Robert H. Finch, former secretary of health, education and welfare and now counselor to the President. The CBS news team got that interview, and an unscheduled one-hour interview with John D. Ehrlichman, domestic affairs adviser to Mr. Nixon.

With time still available at San Clemente—"We had 400-foot loads left in the cameras," said Mr. Hart, "so we meantime, who had entered his office a few doors away, spotted the TV camera and joined the CBS group chatting with Mr. Hart, who said later, "The President said he understood I was going to New York—I assume he recognized me as I had been on the campaign."

The interview with Mr. Nixon was conducted by newsmen Hart and Kalb on the spot, the conversation lasting 27 minutes—"We had 400-foot loads left in the cameras," said Mr. Hart, "so we leapfrogged the cameras."

The morning news show had its executive interview with Mr. Nixon, whose policy, the White House is at pains to point out, is not to grant separate, exclusive interviews to newsmen. The interview was of time value; Mr. Nixon appearing to disassociate himself with suggestions within the administration that the U.S. is prepared to join the Soviet Union in a Middle East peacekeeping force.

The Nixon interview was shown Aug. 31, the Ehrlichman interview the next day and the one on Mr. Finch scheduled for later that same week. Said Mr. Hart: "I guess we were lucky."

L-R: Messrs Hart, Kalb and Nixon

12 ETV's awarded $600,000 by CPB

The Corp. for Public Broadcasting announced last week grants totaling almost $600,000 to 12 noncommercial, educational TV stations for production of programs.

The 12 awards by CPB were chosen from 83 program proposals that were submitted by 61 ETV stations. The programs are to be offered for national distribution through the Public Broadcasting Service.

The awards:

- KETC-TV St. Louis, National Television Tests, a series of one-hour programs designed for community reaction and participation on critical issues, $50,000.
- KEMA-TV Denver, The Naturalists, series of four half-hour programs on America's four great naturalists, Thorpe, Burroughs, Muir and Roosevelt, $50,184.
- KERS-TV San Diego, Jacob Bronowski—20th Century Man, four-part series examining 20th century through the eyes of the mathematician and poet, $49,960.
- WENH-TV Durham, N.H., "Him," a surrealistic play by e.e. cummings to be performed by the Dartmouth Players, $30,000.
- WJCT-TV Jacksonville, Fla., "Come to Florida—Before It's Gone," two-part satirical program on Florida's natural beauty threatened with destruction in the name of development, $50,000.
- WCNY-TV Syracuse, N.Y., "The Ditch That Helped Build America," two-part program on the Erie Canal and how the canal might help solve regional transportation crisis, $48,046.
- WITF-TV Hershey, Pa., "Playing for Keeps," two hour-long documentaries; the first a game simulation experience with participants playing part of city dwellers confronted with a racial crisis; second, evaluation of the effectiveness and usefulness of game simulation, $49,729.
- WHYY-TV Philadelphia, Mr. Ormandy, series of three one-hour programs on the life and career of Eugene Ormandy, conductor and music director of the Philadelphia Orchestra, $50,000.
- KPEC-TV Tacoma, Wash., "What Happens To Me If They Close It Down," and "Ducks or Docks," two hour-long programs studying the economics of pollution and conservation control, $38,467.

Youth efforts cited in Golden Mike awards

The American Legion Auxiliary last week presented its annual Golden Mike awards, honoring stations for local series promoting the interests of youth.

Dual winners in the TV category were WMAT-TV Macon, Ga., for its Youth Questions and WREC-TV Washington for its Perspective series. WKYC-TV Cleveland received a special award for its single TV special, "We're Young." Accepting the awards were Richard Johnson, administrative director of...
Consolidation at RCA
RCA has formed a new division, Government and Commercial Systems, by consolidating its defense and commercial electronics groups. Irving Kessel, executive vice president responsible for the new organization, said the consolidation is to streamline operations and enhance RCA's competitive position in government and commercial systems markets.

The former Commercial Electronic Systems group manufactured cameras, transmitters, video recorders and other apparatus for television and radio. It also supplied mobile radios and cable TV systems.

Defense Communications Systems was responsible for the communications equipment that was installed in the Apollo lunar module.
Another look at who buys what where

Market-by-market usage data reflects the habits of TV homes for six more products

This month’s “Telestatus” delves further into the buying of consumers in the top-100 television markets. With the new auto models coming onto a market that may be the slowest in years, the car-purchasing statistics are particularly timely. In addition, the threat of strikes has prompted car makers to make an extra effort to implement broadcast schedules that have maximum flexibility (see page 28).

In addition, the current list indicates sales activity for regular coffee, dog food, hair coloring and gasoline. A sixth category reflects supermarket shopping in terms of dollars spent each week.

Earlier reports (Broadcasting, Aug. 10) were concerned

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<th>Market Name</th>
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50 Broadcasting, Sept. 7, 1970
WMAZ-TV, and for both WRC-TV and WXYZ-TV, Ronald MacDonald, program manager of KNBR-AM-FM, San Francisco (all are NBC-owned outlets).

WRT-AM-FM Milwaukee and its Rap series were the recipient of the radio award, accepted by Bernie Strachota, president and general manager of the station.

The awards were given at the legions' convention in Portland, Ore.

Program notes:

New Triangle specials = Triangle Television has two new half-hour specials—which it says have sponsorship in at least 185 markets—and a third property projected as a weekly half-hour series. The two specials are World of Two Wheels, which is on motorcycling and is to be sponsored this winter by Yamaha International Corp., and a telecast of Trans-Am (pony cars) racing, which P. Ballantine & Sons will sponsor. The projected series is The Road Show, which features various aspects of the automobile including its racing, manufacture and design.

Delay in antiwar show = ABC has moved back its special, Vietnam: Another View, with Senators George McGovern (D-S.D.) and Charles Mathias (R-Md.) expressing their views opposing administration policies in Southeast Asia, from Sept. 4 to Sept. 11. Rescheduling was made at the senators' request. It was the second postponement of the show; the other resulted from ABC's difficulty in obtaining "a suitable spokesman" because of equal-time requirements that affect incumbent senators (Broadcasting, Aug. 31). CBS and NBC have broadcast their antiwar programs, in compliance with an FCC fairness ruling.

America's Cup coverage = Hughes Sports Network last week reported it has arranged a line-up of 160 TV stations to carry a one-hour special program on yachting, featuring coverage of the America's Cup trials and titled Duel in The Wind on Wednesday (Sept. 9), 10-11 p.m. The special was produced by the editors of Life magazine and James Lipscomb and is being sponsored by the Aluminum Co. of America, Pittsburgh, as one of a series of HSN through Fuller & Smith & Ross, New York.

Inside other side = Capital Cities Broadcasting Corp., New York, has completed a half-hour TV special, The Other Side of Siberia, based on footage taken of a 36,000-mile flight from Anchorage west to the Soviet Far East and across Siberia to the Baltic by Lowell Thomas and Capetiles' production unit.

Lutheran TV offers 'Christmas Is' special

Lutheran Television, St. Louis, is offering free to TV stations an animated half-hour color TV special, Christmas Is, for telecast during the holiday season from Dec. 15 to 25.

Lutheran TV, affiliated with the Missouri Synod of the Lutheran Church, is specifying that outlets telecast the non-denominational entertainment drama program in prime-time or fringe-prime periods (4-7 p.m.). Martin J. Neeb Jr., executive director of Lutheran TV, said stations will have the right to use three open minutes in the program for sales of commercials or for public service announcements. It is retaining a one-minute spot within the program to offer viewers a free 16-page cartoon book version of Christmas Is.

The program centers around Benji, a school boy who is transported through a flight of fantasy into the world of the nativity, where he learns the true meaning of Christmas. The special was produced for Lutheran TV in Hollywood by the film designers division of the EMC Corp.

International

BBC news bureau kicked out of India

India has ordered the British Broadcasting Corp. to close its office in New Delhi because of a series of network films that depicted such aspects of Indian life as urban slums and primitive sexual customs among tribal inhabitants.

India claimed the film, shot by French film-maker Louis Malle, and shown on BBC, left the impression that India was "unredeemable." Attempts by BBC to negotiate the dispute reportedly were spurned by Indian officials.

This is the first time India has expelled any non-Asian news operation. India in the past has ordered Chinese and Pakistani newsmen out of the country. BBC is relocating its South Asian headquarters in Rawalpindi, Pakistan.

Burnett acquires firm

Controlling interest in Maurice Watier Publicite Ltee, Montreal, Que., advertising agency with accounts in radio-TV, has been acquired by Leo Burnett Co., Chicago.

Watier thus becomes another affiliate of Burnett's international agency group, with Mr. Watier continuing as president and chief executive officer of his firm but also joining the board and executive committee of Leo Burnett Co. of Canada Ltd., Toronto.

EBU launches New York bureau

The steady growth of satellite transmissions of TV programs between North America and Europe has prompted the European Broadcasting Union to open a TV news coordination bureau in New York. The bureau started operations last week (Sept. 1).

The bureau, headed by Werner Kohn, will be primarily concerned with news events in the U.S. and Canada. The bureau will select the best news material available and supervise the preparation and transmission of such material by satellite to Europe.

The office is initially located in the CBS broadcast center. CBS, NBC and ABC are associate members of EBU, and the bureau will rotate its office among all three over a period of time.

Abroad in brief:

Mexico City CATV = Construction is now in progress on Mexico City's 24-channel CATV system. The franchise for the system, which will eventually reach 16,000 homes, is held by Cablevision S.A., Mexico City, owned by Mexican television executives. Technical and marketing assistance is being furnished by CPI Cable International S.A., subsidiary of Communications Properties Inc., Austin, Tex. System will include two channels reserved by the Mexican government for educational television.

Separation in Switzerland = Young & Rubicam-Sandmeyer AG of Berne, Switzerland, has become two separate companies, Young & Rubicam AG and Sandmeyer AG, according to Edward J. Bond Jr., chairman of Y&R.

Johannesburg representation = Benson Needham Univas, international advertising network formed by Needham, Harper & Steers, S. H. Benson of London and Univas-Havas Conseil of Paris, has announced the establishment of De Villiers and Schonfeld as their representative in Johannesburg, South Africa.
Networks get more time to file for satellite

The three networks last week won from the FCC a 15-day advantage over other applicants on the deadline for filing notifications of intent to apply for a domestic-satellite communications system.

The commission imposed a Dec. 1 deadline for receiving applications for a domestic-satellite system after it received information from nine telecommunications firms estimating the date they intended to file applications (Broadcasting, Aug. 24). Earlier, Western Union Telegraph Co. filed the first application for the new service (Broadcasting, Aug. 3).

Those filing comments were AT&T, which gave Oct. 15 as its filing target; Hughes Aircraft Co. and Teleprompter Corp., also Oct. 15; Communications Satellite Corp., Oct. 23; RCA Global Communications Inc., Nov. 15; Data Transmission Co., Dec. 1; General Telephone & Electronics Corp., Jan. 1, 1971; Microwave Communications Inc., March 31, 1971, and TRW Systems Group of TRW Inc., no estimate.

But ABC, CBS and NBC, told the commission at that time that they needed three more months to determine whether to file an application or not and to estimate when they could do that.

The networks received a feasibility study on a broadcast domestic-satellite system from Page Communications Engineers early in August. Page concluded that either a satellite system or a terrestrial microwave system could be built and operated for from $15 million to $30 million annually less than the $70 million a year the networks are paying to AT&T for interconnection service.

The commission said last week that the networks could have up to 15 days after Dec. 1 to apprise the FCC that they intend to file applications and the estimated date they intend to do so, although the commission said it would set the deadline date itself.

In an order last March, the commission invited applications for a domestic satellite system but also asked applicants to answer a number of policy questions, including whether or not it should authorize a number of specialized systems or a single, multipurpose system. In its announcement last week, the commission said any interested persons could comment on the policy questions; that deadline was set at Jan. 15, 1971. Reply comments by applicants or other interested parties were scheduled on or before Feb. 3, 1971.

Movielab, Berkey sue each other

Berkey Photo Inc. and Movielab Inc., both New York, are suing each other in a dispute resulting from Movielab's purchase of Berkey's Pathé motion-picture processing division in June 1969 for approximately $10.5 million.

Berkey charged in its complaint, filed in U.S. District Court in New York, that Movielab has defaulted on four installment payments this spring and summer and still owes about $10.3 million.

Movielab's suit charged Berkey with "fraud," "deceit" and "making untrue" statements about its equipment and administrative operations.

Movielab also said that Berkeley failed to provide accurate information on the losses to the court for damages totaling $15 million plus interest, or a cancellation of the purchase agreement between the two parties.

'Instavision' ready by 1971, says Ampex

Ampex Corp., educational and industrial products division, Elk Grove, Ill., demonstrated in New York last week a line of miniature tape recorders and playback machines for closed circuit TV and home recording and playback use.

Ampex said the first units in its system, called "Instavision," will be available by the middle of 1971. A unit that can both record and play back program material in color would cost initially about $1,000, according to Richard J. Elkus Jr., general manager of the division. The prices for a monochrome player would be about $800 and for a monochrome recorder/player, about $900.

The recorder/player uses standard half-inch-wide video tape enclosed in a small circular plastic cartridge 4.6 inches in diameter and 0.7 inch thick. It was said to be compatible with all other conventional reel-type recorders embodying the type 1 standard recently adopted by most manufacturers of half-inch recorders.

The recorder/player weighs less than 16 pounds complete with common flashlight or rechargeable batteries and measures 11 inches by 13 inches by 4.5 inches.

Bell unveils laser for TV distribution

Bell Telephone Laboratories, Murray Hill, N.J., last week demonstrated a new experimental laser that company scientists said will be a low-cost and reliable device to be used in all types of communication, including transmission of TV programs.

A spokesman said the laser could constitute an alternative method of distributing TV programs to those systems currently in use, such as coaxial cable and microwave relay. He noted that Bell now has in field test a system called wave guide, which is in more advanced stages of development than the new laser.

He said the new laser is expected to be economical if used on a volume basis by communications organizations. He added that it will be several years before the laser actually can be used in a communications system.

Bell spokesman said its eventual use for television will be determined by networks and stations, which will have...
with use of beer, instant coffee, deodorants, headache remedies as well as the number of washloads in each market.

While not specifically providing a sales record of individual brands, “Telestatus” gives an insight into how well specific types of products move in TV markets from New York to Augusta, Ga. The market index can be a helpful tool for the timebuyer seeking more efficient placements.

The tables are taken from American Research Bureau product-usage data, which is presented in four dimensions: tonnage, percent total, percent of TV households using, and the market index.

Tonnage is the total number of product units consumed by the specific television market's population. For example, in the case of regular coffee, it is the number of cups drunk each day. In auto purchases, the data reflects the buying of new cars within the last three years.

Percent total is the market's share of the total U.S. consumption of the product.

Percent TV households using indicates the percent of television homes in the market that utilize the product.

The market index gives the local consumption rate as a percent of the national average.

The statistics are based on special tabulations of material contained in the ARB local-market reports for February 1970 by consumers. Usage information is obtained by ARB in the viewing diary from households cooperating in the television survey.

The high and low market indexes for the six categories covered in this report:

- Regular coffee—Duluth, Minn.-Superior, Wis.; 194; Portland-Portland Springs, Me., 62.
- Dog food—Mobile-Ala.-Pensacola, Fla.; 170; Milwaukee, 36.
- Hair coloring—West Palm Beach, Fla.; 169; Greenville-New Bern-Washington, N.C., 53.
- Gasoline—Batoul Rouge, La., 136; New York City, 75.
- Supermarket buying—New York City, 116; Lincoln-Hastings-Kearney, Neb., 73.

“Telestatus” is published by Broadcasting at the beginning of each month.

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**Table 1: Telestatus Statistics**

<table>
<thead>
<tr>
<th>Category</th>
<th>Market 1</th>
<th>Market 2</th>
<th>Market 3</th>
<th>Market 4</th>
<th>Market 5</th>
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**Table 2: Telestatus Statistics**

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**Table 6: Telestatus Statistics**

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BROADCASTING, Sept. 7, 1970
<table>
<thead>
<tr>
<th>Market Name</th>
<th># TV Households</th>
<th>Pct. Total</th>
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<td>Pad'h, Ky. Cape Gir., Mo.-Har'bg. Ill.</td>
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<td>Lincoln-Hastings-Kearney, Neb.</td>
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<td>47</td>
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BROADCASTING, Sept. 7, 1970
Broadcast advertising

Barry Diederan, creative director, Needham, Harper & Steers, New York, named senior VP and executive creative director.


Homer Heck, director of programming, Foote, Cone & Belding, Chicago, retires Oct. 1 but will continue as consultant on special projects. He is succeeded by William G. T. Hyer, VP and broadcast supervisor.

Richard G. Maynard, general sales manager, KREX-TV Grand Junction, Colo., joins General Mills, Minneapolis, as supervisor, broadcast media. He will assist E. L. Veech, manager of broadcast media.

William H. Oberholtzer, VP and manager of media department, Leo Burnett, Chicago, named VP in charge of media department.

Stanley H. Rosenfeld, media planning group head, and James M. Blier and Richard A. Joslin, copy supervisors, BBDO, New York, elected VP's.

Richard J. Glidden, VP, Waldie & Briggs, Chicago agency, elected VP-director of research and president of LaSalle Research, research arm of W & B.

Edward A. Wetzel Jr., account supervisor, Young & Rubicam, New York, named VP-account management. S. Willis Wright, television producer, Young & Rubicam, New York, named VP and executive producer in TV-radio department.

Herbert S. Smith, director of media and marketing services, Boilinger-Kaplan Advertising, Glenside, Pa., named VP, media and account services.

Alvin Bernstein, VP-marketing, American Cigar division of American Brands Inc., New York, named executive VP.

Paul Hartwick, broadcast producer, Ketchum, MacLeod & Grove, Pittsburgh, and Allan Charles, writer-producer, Richardson, Myers & Donofrino, Baltimore, agency, join W. B. Doner and Co., Baltimore, as TV/radio producers.

Bill Daisa, with sales staff, KGIL(AM) San Fernando, Calif., named general sales manager, KKHI(AM) San Francisco. KGIL and KKHI are Buckley Broadcasting stations.

Dr. John Manatis, assistant professor of psychology, Georgia Institute of Technology, Atlanta, joins Henderson Advertising, Greenville, S.C., as research supervisor.

Frederick Biggs, with Rochester (N.Y.) Gas and Electric, joins WROC-TV Rochester as assistant to general sales manager.

Rita A. Ostrowski, sales service assistant, WBAL-TV Baltimore, appointed sales service manager.

Gerry Velons, account executive, KCOP-(TV) Los Angeles, appointed assistant sales manager.

James D. Niedligh, president and general manager, KBXK(FM) Seattle, joins KNTV-TV Tacoma, Wash., as local sales manager.

H. F. (Tom) Wilhelm, formerly sales manager, WTHF-FM Baltimore, joins WBFR(AM) there as local sales manager.

Media

George W. Harvey, VP and general manager, WFLA-AM-FM-TV Tampa, Fla., named president, WFLA Inc., licensee of stations. William B. Faber, station manager, WFLA-FM, named executive VP for TV, and John Alexander, station and commercial manager, WFLA-AM-FM named VP for radio. WFLA Inc. is new licensee of stations and subsidiary of Media General Inc., Richmond, Va.-based group owner which acquired Tribune Co. (Tampa Times and Tribune), former licensee of stations.

Norman Racusin, president RCA Records, New York, named staff VP, operations planning, for RCA. He will be responsible for assessing over-all business plans of RCA operations.


Dean Slack, manager, WBNV(AM) Burlington, Vt., and former sales manager, WBNV-TV there, named VP and appointed general manager of WBNV-FM-TV.

Joe McMurray, general manager, KOLO-TV Reno, joins KKPR-FM Las Vegas as VP and general manager. All are Donrey Media stations.

Robert K. Zimmerman, general manager, WAVA-AM-FM Arlington, Va., named executive VP.

Harry R. Shrifer, acting general manager, WBFR(AM) Baltimore, elected VP and general manager.

Bill Ward, former program director and station manager, KBBQ(AM) Burbank, Calif., named VP and general manager, George E. Cameron Jr. Stations, group owner and licensee of KBBQ.

Phil Zoppo, commercial manager, WHTC-(TV) Hartford, Conn., joins WACE(AM) Chicopee, Mass., as general manager.

N. Arthur Astor, general sales manager, KHJ-AM-FM Los Angeles, joins KDAY(AM) Santa Monica, Calif., as general manager.

Jim Allison, assistant general manager, WLAB-AM-FM Lexington, Ky., appointed general manager.

Robert A. Mott, executive director, National Educational Radio, Washington, appointed director of station relations, Public Broadcasting Service there.

Arnold N. Starr, VP and general manager, WFSAS-AM-FM White Plains, N.Y., joins WVLF(AM) Franklin, N.J., as general manager.

Ray Ose, program director, WLOL-FM Minneapolis, appointed station manager.

Rick Ricardo, former director of PR, Virgin Islands Telephone Co., joins WWWW(AM) St. Thomas, Virgin Islands, as station manager.

Jack Gilbert, with WIC-TV Pittsburgh, appointed research director.

David B. Martens, with TM Communications of Florida, Tampa, appointed manager of TM's Hillsborough county CATV system.

Peter Fechheimer, assistant to general manager and sports director, WSN(AM) Chicago, appointed manager-program director, Total TV, CATV operation in Janesville, Wis.

Dr. Thomas K. Perry, University of West Florida, Pensacola, named director of instructional media and assistant professor of communication arts.

News


Bert W. Okuley, with UP! Saigon, appointed news manager for Vietnam succeeding Walter Whitehead, who returns to U.S. for reassignment. John Allus, general manager for Canada, Montreal, appointed director of international services, New York. Donald McKay, chief
As compiled by Broadcasting, August 25 through Sept. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aud.—audience, CATV—community antenna television, CH—channel, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, ic—incorporated, kw—kilowatts, LS—local station, mc—megacycles, mod.—modification, ncp—notices of proposed rulemaking, P—President, PS—public service authority, SCA—subsidary communications authorization, St—state, SSA—special service authorization, STA—special temporary authorization, UTC—universal time coordinate, UHF—ultra-high frequency U—unlimited hours, VHF—very-high frequency, vis.—visual, w—watts, ——ed—ed., etc.—etc.

New TV stations
Final action


New AM stations
Action on motion
- Hearing Examiner Idaore A. Honig in Ferguson Falls, Minn. (Harvest Radio Corp.). AM proceeding, grant request and extended to Aug. 25 time to exchange proposed exhibits (Docket 18852). Action Aug. 20.


Designated for hearing

- Kentucky and Tennessee.—FCC set for hearing mutually exclusive application of McCreary Broad-


- KSD-TV, St. Louis—Broadcast Bureau granted CP to change ERP to 20 kw and change change trans. Action Aug. 24.


- Puerto Rico.—FCC denied request to stay actions applications for WUHT-TV San Juan, WUHM-TV Mayaguez, and WUHP-TV Ponce, all Puerto Rico, from El Universal Broad-

- BWCY-Clarksburg, W.Va.—Broadcast Bureau granted CP to change ERP to vis. 129 kw. 24.0 kw; make changes in ant. system. Action Aug. 24.

- WBOY-TV Clarksburg, W.Va.—Broadcast Bureau granted CP to change ERP to vis. 129 kw. 24.0 kw; make changes in ant. system. Action Aug. 24.


- WBOY-TV Clarksburg, W.Va.—Broadcast Bureau granted CP to change ERP to vis. 129 kw. 24.0 kw; make changes in ant. system. Action Aug. 24.

- WBOY-TV Clarksburg, W.Va.—Broadcast Bureau granted CP to change ERP to vis. 129 kw. 24.0 kw; make changes in ant. system. Action Aug. 24.


- New AM stations
Action on motion
- Hearing Examiner Idaore A. Honig in Ferguson Falls, Minn. (Harvest Radio Corp.). AM proceed-


- Other action

- Designated for hearing

- Designated for hearing

- Designated for hearing

- Designated for hearing

- Designated for hearing

- Designated for hearing

- Designated for hearing
New FM stations

Final actions


- Pulaski, Tenn.—Broadcast Bureau granted SBG Entertainment, Inc., 96 mc, 3 kw. Ant. above average terrain 300 ft.; P.O. address Box 36; Pulaski. Estimated construction cost $3,900; first-year operating cost $1,292; revenue $24,288. Principals: Leon Solomon, president, Arthur L. Beatty, secretary, and Sam George, vice president (each 33.1/3%). Mr. Solomon is technician, manager of CATV systems in Pulaski, Lawrenceburg and Fayetteville, all Tennessee. Mr. Beatty owns 33 1/3% of contracting firm and is chief technician for Columbia, Tenn.) Cable TV. Mr. George owns 33 1/3% of contract firm. (Fayetteville. Tenn.) Community TV. Action Aug. 21.

- San Marcos, Texas—Broadcast Bureau granted Advance Inc. 101.7 mc, 91 kw. Ant. height above average terrain 600 ft.; P.O. address 101 West 11th Street, Austin, Texas. (78701.) Estimated construction cost $68,400; first-year operating cost $40,000; revenue $48,000. Principals: R. Miller Hicks, sole owner. Mr. Hicks owns 20% of KJOE (AM) Shreveport, La., and has interests in KXPE, Shreveport, La., 100% of business development and consultant firms, 33 1/3% of metal building contractor and 25% of shopping center development. Action Aug. 26.

Action on motion

- Chief, Broadcast Bureau, requested on request of Almo Smith, extended through Sept. 10 time to file reply comments in an action for license of station WANN (Kendall, Ind.) (Doc. 18903). Action Aug. 28.

Other action


Designated for hearing

- Big Bear Lake and Banning, both California—FCC set for hearing mutually exclusive applications for license to operate in Big Bear Lake and Banning Inc. (Big Bear Lake and Banning Inc.) for new FM, Action Aug. 26.

- Camarillo, Calif.—FCC designated for consolidated hearing mutually exclusive applications by Camarillo Broadcasters Inc. and Hot Air Inc. in both Camarillo, for new FM on 95.9 mc, with 3 kw. Action Aug. 26.


Existing FM stations

Final actions


- WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to install trans. and ant.; ERP 90 kw, horiz. and 20 kw vert.; ant. height 450 ft.; remote control permitted. Action Aug. 22.


- WEWIP-FM Tiahc, N.Y.—Broadcast Bureau granted CP to install trans. and ant.; system; change ERP to 12 kw; ant. height 890 ft.; condition. Action Aug. 23.


- *WOBM-FM Athens, Ohio—Broadcast Bureau granted license covering changes; delete remote control. Action Aug. 22.

- KSLM-FM Salem, Ore.—Broadcast Bureau granted license covering new FM Action Aug. 22.

- WKJX-FM Jackson, Miss.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 22.

- *WJCMS-FM Beloit, Wis.—Broadcast Bureau granted CP to install trans. and ant.; make changes in trans. system; change ERP to 100 kw and ant. height to 1,500 ft.; remote control permitted. Action Aug. 22.


- WRFK-FM Richmond, Va.—Broadcast Bureau granted CP to make changes; ERP 50 kw. Action Aug. 25.


Modification of CP's, all stations


- KVHS(FM) Concord, Calif.—Broadcast Bureau granted mod. of CP to change ant.; ERP 1 kw and ant. height minus 145 ft. Action Aug. 25.

- KLBS-FM Los Banos, Calif.—Broadcast Bureau granted mod. of CP to changeERP; ERP 2.6 kw. Action Aug. 25.


- WLEX-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP to change ERP to ERP 263 kw, ant.; travel to 3 miles east; travel to near Minton, Ky., condition for ant. and trans.: ant. height to 1650 ft. Action Aug. 26.

- KUVR-FM Holdrege, Neb.—Broadcast Bureau granted mod. of CP to change ant.; ERP 3 kw and ant. height 155 ft; remote control permitted. Action Aug. 22.

- KNIS(FM) Carson City, Nev.—Broadcast Bureau granted mod. of CP to change ant. and make changes in FM antenna system. Action Aug. 25.

- WEKT(FM) Hammondston, N.Y.—Broadcast Bureau granted mod. of CP to change ant., location on Mt. WRP to change ant.; system; remote control permitted. Action Aug. 25.

Other actions, all services

- FCC ordered an evidentiary hearing to determine whether Kenneth D. G. Overmyer misrepresented expenses for CP's of five TV's sold by him to U.S. Communications Corp. for scientific and technical information in order adopted Dec. 8, 1967. Action Aug. 26.

- Board, FCC, by commission by Peter Plastics Products Co. proposing a complaint by patent of personal attack and political editorial rules. Action Aug. 22.

- FCC denied request by Republican National Committee asking that reply by Democratic National Committee be acknowledged, in series of federal filings resulting from DNC petition for reconsideration of Commission action requiring a response to CBS's Loyalty program July 7. Action Aug. 27.

- FCC refused motion by Senator Robert Dole (R-Kan.) for stay of commission action adopted Apr. 14, denying request for Dole and 10 other senators for equal time to equal time to respond to anti-Communist program in Amendment to End the War, presented on NBC-TV May 12. Action Aug. 22.

Translator actions


- *WJCMS-FM Beloit, Wis.—Broadcast Bureau granted CP to install trans. and ant.; make changes in trans. system; change ERP to 100 kw and ant. height to 1,500 ft.; remote control permitted. Action Aug. 25.


- WRFK-FM Richmond, Va.—Broadcast Bureau granted CP to make changes; ERP 50 kw. Action Aug. 25.
correspondent and European manager for UPI audio services, succeeds Mr. Alius.


Jack Burke, newsman, WCVS(AM) Springfield, Ill., joins KMCD(AM) Fairfield, Iowa, as news director.

A. J. Anello, with WMD(AM) Atlantic City, named news director.

Paul Graves, with KLO(AM) Reno, appointed director of news and sports programming.


Dick Wagner, news director, WHTN-TV Huntington, W. Va., joins WICN-TV Pittsburg as news producer.

Lois Dedlock, news correspondent, WKYC-TV Cleveland, joins WJCL(TV) Cincinnati as on-air news reporter.

Richard T. Ireland, with WAVE(TV) Baltimore, joins WJZ-TV there as news reporter.


Heftel looks to Senate

Veteran broadcaster Cecil Heftel is running for a U.S. Senate seat. Mr. Heftel, president of KPUA-AM-TV Hilo and KGMB-AM-FM-TV Honolulu, both Hawaii, will face a University of Hawaii professor and a community-planning consultant in that state's Oct. 3 Democratic primary. If he loses that hurdle, Mr. Heftel will presumably face incumbent Republican Senator Hiram Fong, who is seeking his third six-year term.

Mr. Heftel said he has been encouraged by public-opinion polls, one of which showed Senator Fong leading with 47% to Mr. Heftel's 36%, with 17% undecided.

Since his decision to run, Mr. Heftel has continued to bear operational responsibility for the stations but he added that there have been no more air appearances and that his news departments have "avoided him like the plague." According to Mr. Heftel, the opposition has received more news coverage on the KPUA and KGMB outlets than he has.

Co., both Sacramento, Calif. Mr. Walker will remain in Washington.


James F. Floyd, electronics technician, Lockheed Aircraft, Smyrna, Ga., joins Cox-Cosmos Inc., Charlotte, N.C., CATV operator, as chief technician.

Programming

Richard Rosenbloom, VP and program executive, Four Star International, Los Angeles, named VP-production. He will be in charge of all production operations for firm, both in motion pictures and television. Mr. Rosenbloom will also work on all development projects for Four Star.

Charles Renwick, regional radio program manager for Cleveland, Detroit, and Toledo, Storer Broadcasting, appointed radio division program manager for company. He will continue to be based in Cleveland.

Allan M. Newman, program director, KSFO(AM) San Francisco, named to newly created position of VP in charge of radio programming, Golden West Broadcasters, group owner and licensee of KSFO, where he will continue to have headquarters.

Harold A. Stroud Jr., plant manager, Movielab East, New York, and Steve Zucker, production supervisor, Movielab, join Manchester Color Labs, New York, film processor, as VP and general manager and production manager, respectively.

David M. Herman, retail account director, Storescope TV, New York, production firm, joins Northwest Teleproductions, Minneapolis-based video-tape production firm, as national sales manager.

Marlin R. Taylor, station manager, WRFM(FM) New York, named VP-FM, program consultant, Bonneville International Corp., group owner and licensee of WRFM.

Paul V. Connelly, VP-finance, Movielab Inc., New York, joins Tele-Tape Productions there in same capacity.

Kay Currie, with WBNF-TV New Bern, N.C., joins WTVN-TV Washington, N.C., as women's director.

Betty Dixon, film buyer, WBNS-TV Columbus, Ohio, appointed assistant program director.

Ken Radke, Rich Brown and Bill Zawila, with KCOP(TV) Los Angeles, named program administrative assistant, film director and video-tape recording coordinator, respectively.

Gail Thomas, formerly assistant director of promotion, Robert E. Eastman & Co., New York, joins Cine-Vox Programming, New York, as director of station relations.

Promotion

Gerald Kallman, head of Gerald G. Kallman Associates, PR firm; James J. Terlizzi Jr., formerly with Norman Craig and Kummel, New York, and Jonathan Gubin, formerly with Doyle Dane Bernbach, New York, form PR and advertising firm of Kallman, Terlizzi and Gubin, 30 Journal Square, Jersey City, N.J.

William R. Meredith, administrative assistant to VP-promotion, NBC, New York, joins WJW-TV Cincinnati as press information writer.

International

David Golding, European executive for Universal Studios, appointed to similar position with Four Star International, in London office.

Estes W. Mann, formerly managing director, Colgate-Palmolive S.P.A., Milan, Italy, appointed area VP for the European operations of Chesebrough-Ponds, Geneva.

Allied fields

Gordon E. Kohler, assistant to media research division manager, A. C. Nielsen Co., Chicago, elected VP.

John H. Midlen Jr., law clerk, United States district court for District of Co-

Deaths

George R. Katz, 97, former president of The Katz Agency Inc., New York, major station representation firm, and father of current president, Eugene Katz, died Sept. 2 at his home in New York. George Katz pioneered in development of national newspaper advertising. He joined company, founded in 1888 by his father, Emanuel Katz, and became president of company in 1912. He held that position until 1952, when he was succeeded by his son, Eugene.

The Katz Agency expanded into broadcast representation in 1930's last year. Katz Newspaper Sales became Rathbone & Associates, division of Cresmer, Woodward, O'Mara & Ormsbee, New York, and the Katz Agency has since concentrated solely on broadcast sales representation. Mr. Katz is survived, in addition to his son, Eugene, by one daughter.

Edward Wallerstein, 78, chairman and president of Columbia Records Inc. from 1939 to 1951, died in a nursing home in Fort Lauderdale, Fla., Sept. 1. While at Columbia Records after 1939, he prepared for introduction of 33-r.p.m. long-playing records to public in 1948 by releasing musical performances on 78 r.p.m. disks but preserving them on 33-r.p.m. records. He is survived by his wife, Helen; two sons and a daughter.

Tom L. Evans, 74, co-founder of KCMA (AM) Kansas City, Mo., and former president of Crown Drug Co., died Sept. 1 of lung cancer. He had been ill since last February. Mr. Evans founded KCMA with late Lester E. Cox in 1936 and was lifelong friend of and adviser to former President Harry S Truman. He is survived by his wife, son and daughter. KCMA is now owned by Meredith Publishing Co.

Milton H. Schwartz, 65, senior VP and director of Foote, Cone & Belding, Chicago, until retirement earlier this year, died of heart attack Aug. 31 at his home in Highland Park, Ill. He had been with FC&B and predecessor Lord & Thomas 45 years. He is survived by wife, Lillian, and two sons.

Henry D. Lloyd Jr., director of Tribune Co., Chicago, and eight subsidiaries including WGN Continental Broadcasting, group owner, died at his home in Bartin- rington, R.I., of heart attack Aug. 26.

Ethel H. Cooley, 82, president KLPM (AM) Minot, N.D., since her husband's death in 1958, died Aug. 31 at home of daughter in Minneapolis. She is survived by two daughters.


George Dare Fleck, 88, broadcast pioneer and editor of early broadcasting industry magazine, died in Winter Haven, Fla., Aug. 26. From 1924 to 1948, he was program director and traffic manager of KDAX(AM) Pittsburgh. In 1922, he became editor of Radio Broadcasting News of Pittsburgh. He is survived by his wife, Mabel, and son.

Joseph Dackow, 47, producer of Gunsmoke, died Aug. 26 at Los Robles hospital, Thousand Oaks, Calif. He is survived by his wife, Aina, and two daughters.

Barney Cragston, 72, at one time executive with former Frederic W. Ziv Co., Cincinnati-based radio-TV program production firm, died Aug. 29 in that city. Among survivors is Harold R. Krelstein, president of group owner Plough Broadcasting Co., Memphis.

The Rev. Ralph W. Sockman, 80, who appeared on NBC Radio's National Radio Pulpit from 1928 until 1960, died at his New York home Aug. 29. He is survived by his wife and daughter.

Ralph G. Matheson, 64, who with his father founded WDDH(AM) Boston, died Aug. 30 at his home in Gloucester, Mass. He is survived by his wife and two children. Station is now owned by Boston Herald Traveler.

Eddie Ablriet, 76, former radio personality and executive, died Aug. 31 of stroke in Glendale, Calif. He was host of Book Worm series on radio and was later executive with KJH(AM) Los Angeles. He is survived by his wife, Alice, and son.

Dan Riss, 60, former television announcer with KCP(AM) Los Angeles, died Aug. 28 of heart attack in his Hollywood home. He is survived by his wife, Virginia, three sons and daughter. Del Moore, 53, television and movie actor, died Aug. 30 of apparent heart attack at his home in Encino, Calif. Mr. Moore starred in TV series, Life With Elizabeth, and later had own show on KTTV(AM) Los Angeles. He is survived by his wife, Gayle, two daughters and a son.

BookNotes


This good collection of short essays is based upon a series of lectures delivered last year at the University of Maryland, under the auspices of the Journalism Department. Nearly all are concise, practical explorations of the subject, and valuable to readers on either side of the press-government fence. Among the best: Stanford professor William Rivers, "Appraising Press Coverage of Politics"; political reporter David Broder, "Politicians and Biased Political Information"; and sociologists Kurt and Gladys Lang, "Television Distortion in Political Reporting."

Perhaps the greatest single contribution these authors make is their swift demolition of the word "objectivity" as an adequate standard for newsmen. Recurring spontaneously throughout the book is the warning that reporters are more than mere recorders of quotes and "facts": they must select, judge, structure and interpret—and they must be aware of what they are doing. Mr. Broder, discussing objectivity as a "journalistic myth," puts it this way:

"Selectivity is the essence of all contemporary journalism. . . . [It] involves criteria. Criteria mean value judgments. And value judgments are just fancy words for prejudices. It seems to me that the beginning of wisdom about the journalistic side of the [press-government] process is to realize that there is no escape from this kind of procedure. We must learn to be aware of our prejudices and the built-in biases that we bring to this selection process.

A standard of fairness—an open-eyed willingness to examine our own biases along with everybody else's—is possible, but we have to realize that there is no such thing as a totally neutral, objective portrait of the world that can emerge from contemporary journalism.


In an otherwise favorable review of this book (Broadcasting, Aug. 31), it was noted that the hardcover edition seemed overpriced at $12.50. Apparently some- one else agreed; the book has also been released in paperback form, at the more reasonable price of $5.95.

56
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Payable in advance. Check or money order only.

Situations Wanted

15¢ per word—$2.00 minimum.

Applicants. If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, pho-
tos, etc., addressed to box numbers are sent at sender's risk. BROADCASTING assumes no liability or responsibility for non-delivery. Deadline for copy: Must be received by Monday for publication next Monday. Please type or write. No telephone calls accepted without confirming wire or letter prior to deadline.

RADIO

Help Wanted Management

Manager-Sales manager for medium market North Carolina station in coastal city. Must be able to sell to the southeast and be able to sell, promote and supervise. Applicants. Must have man with the same experience and ability to take charge of separate FM. If you are looking to move up to management and aren't afraid to work in an enlarged volume and references to Box J-19, BROADCASTING.

Majors Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box J-22, BROADCASTING, or call Bob Manning 717-286-3838.

Major Southeastern market #1 rated station needs a sales manager. Excellent base plus bonus, commission and major television station are being considered in the major television station is being considered in the area. Private school and in the major television station. Send your resume to Box J-29, BROADCASTING.

Wanted-selling manager or top salesmen wanting to move up, for small market, full time radio station in beautiful sunny Florida. Great opportunity for right man. Send resume, Box J-55, BROADCASTING.

FM mgr. needed immediately. Top 2 market. Salary $30,000.00 plus bonus. Send resume to Box J-64, BROADCASTING.

Help Wanted Sales


Exceptional opportunity for experienced local radio sales manager at well-established, highly profitable top-40 station, number one in market. Fringe benefits, life, hospitalizations, salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience. This is a highly visible position. Send resume, references and other important information to Box J-7, BROADCASTING.

Salesmen: With successful record for successful medium market station. If you can create sales promotions and direct salesmen, we'll talk sales manager. Box H-36, BROADCASTING.

First class ticket—sales—announcing helpful: KHLI, Wilcox, Arizona.

Sales . . . 3rd ticket . . . some announcing. KHLI . . . Wilcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low, KLS/SKSM, Mason City, Iowa.

Account Exec. for KSNJ—San Francisco's top-rated progressive rock station needs one account executive. List provided of retail and agency accounts. Draw, commission, liberal merit/promo profit-sharing and opportunity for advancement. Experience an additional plus. Send resume to KSNJ, 211 Sutter, S.F. or call Mr. Harper at (415) 986-3251. Equal opportunity employer.

WAAY radio in Huntsville, Alabama has an immediate opening for an experienced radio sales manager. WAAY is a 24-hour contemporary station that's held the #1 position for twelve straight years. Box H-91, BROADCASTING, or call Mr. Harper at (205) 534-6471.


Immediate opening—Sales/announcer. Advancement for one willing to work. 304-363-3800.


Help Wanted 35¢ per word—$2.00 minimum.

All other categories 35¢ per word—$4.00 minimum.

Display ads. $40.00-$200.00 per inch. All others—$4.00 per inch, 5" or over billed at run-off book rate. Stations for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require separate appearance charge of $5.00 per line. Agency commission not included. Send box number.

Deadline for copy: Must be received by Monday for publication next Monday. Please type or write. No telephone calls accepted without confirming wire or letter prior to deadline.

Announcers

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7"x5" tape and visual list of experience to Box H-200, BROADCASTING.

Announcer program director for Pittsburgh area full-time. Must be a mature well qualified professional, familiar with FM. Send resume and photo to Box H-354, BROADCASTING.

You are now in a major or medium-large market. Although you are an alert, aware communicator with exceptional ad-lib ability, the right break has not yet come. Check this opportunity to grow with a well known MOR in mid-America. Unusual advantages. Tape, photo, resume. Box H-404, BROADCASTING.

New Cape Cod FM has immediate opening for announcer with solid pipes for MOR format. Authoritative news delivery. Frankly, you will be sitting at the bottom. We will be working with a young, energetic group in one of America's most delightful areas. Good salary and fringe. All replies confident. Send complete resume and tape to: Box J-12, BROADCASTING.

Small market Maryland station. First year opportunity. Send 7"x5" resume with sales experience. Some typing. Send tape-photo resume. Box J-20, BROADCASTING.

Mature announcer for new FM station. Minimum two years experience. Right voice, right attitude, bringing you to vacationland in the heart of Maine. Salary open. Send tape and write. Box J-24, BROADCASTING.

People country look wanted by powerful midwest station. We are looking for strong personality through knowledge and lots of enthusiasm. Good salary and fringe. All replies confident. Send complete resume and tape to: Box J-28, BROADCASTING.

Operations manager—announcer for growing country radio station. You will have opportunity to work in a company. Rush air check and complete resume. Hurry! This station won't stay vacant long. Box H-36, BROADCASTING.

Dubuque, Iowa, Sku KQTY needs experienced pop/rock announcer for noon split. Extra nights, good hours, good pay, good people and a very promising future. Send resume, photo, air check and production samples to Bob Grilbein.

Good music, news, automated, send resume, tape with news, commercials. KNET Denny Bolding, Walls, Walla, Washington.

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, Nebraska.

Need first phone ticket, good voice. Immediate opening. Dave's Shift, send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebraska.

Immediate opening for all night top 40 jack with 1st phone at Pulse rated #1 WDKA, Georgia's second market. Send complete resume to Allen Boy, WDKA, Box 1640, Columbus, Georgia 31902.

We have work . . . need lock. You better be good . . . better be real good . . . really talented people only! WDBQ, Dubuque, Iowa 52021. Ask for Paul Hemmer.

Top market east coast rock and roll station seeking experienced air host. Must be hard working, dedicated, and mature. Excellent references andstable record. Send resume, tape and copy to Dick Hudak, WEAM, Box 589, Arlington, Virginia.

Announcer—For full time top rated AM Negro program station. Must be experienced top flight personality—appealing to the adult Negro audience. Top salary. Some experienced or new should apply. Send audition tape and resume to WOFO-WENZ Radio, 111 N. 4th St., Richmond, Va. 23219.

Announcers continued

If you're experienced, if you have a first class li-
cense, if you would like living in a small town in the television market, you can stick with a MOR and country format, we can probably get together. Send your qualifications and 7"x5" audion tape to WVSQ, Somers, Pa. 15501.

1st phone . . . heavy weight network . . . MOR station resort Florida . . . afternoon drive-time . . . great chief. No announcer for stable family, write Frank Gonn, Box #486, 67201, 316-383-3331.

Announcer with first class ticket. Small market Spanish format. Must be bilingual. Some sales. Send tape and resume to R.O. Box 99, Delano, California 93215.

Technical

Wanted: first phone engineer for AM and FM stereo. Must have complete understanding of basic broadcast electronics. Willing to learn all phases of broadcast maintenance. Box H-369, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No announc-

ing required. Send all details to Box H-422, BROADCASTING.

Chief engineer—Low pressure job in adult oriented station. Best suited to an older man who knows how to keep a small radio station going and who wants a congenial adult atmosphere. Box J-2, BROADCASTING.

Chicagio stereo station seeks capable chief engineer. Reply in confidence. Box J-41, BROADCASTING.

Chief engineer for KBWB (AM) KGTY (FM), Wichita, Kansas. KBWB in 5 kw daytime, 1 kw night, both directional. KGTY in stereo with automation. New management willing to pay for top quality experience. Chief. No announcements. Box H-382, 67201, 316-383-3331.

Chief engineer. Automation, announcing experience. Multi city station for California property. Send resume to 4916 Crooks Road, Apt. 1-5, Royal Oak, BROADCASTING.

Chief engineer—announcer needed immediately. AM/ FM. Box 304-363-3800.

News

Experienced newsman, at least 4 years of radio/television background. Midwest operation doesn't need mir-
acle workers. Good, solid, experienced individual who can direct news people and will get results by example. Send resume, tape, and picture. BROADCASTING, Box J-30.

News director wanted. Big station in small town with major opportunities. Must be an all around individual who wants to cover and produce his own stories. Hours are long and the work is hard. Good reward for those that can prove they have it. Group owner. Network affiliation. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Phoenix all news radio station seeking young, ag-

gressive newsman. Send resume and audition tape to WOCB—Monday Through Saturday. Box 55, Phoenix, Arizona 85010. All information kept in strict confidence.

Programing, Production, Others

Program director—Florida, excellent for young pro

need an opening. Sound citizen, some col-
lege, creative music ability for up-MOR. Must be well read, interested in community and show it on air. Tape, resume to Box H-356, BROADCASTING.

Cembalram air host/news oriented writer. WCOA Pennsilpa is seeking a replacement for hosting WCOA-Monitor, and writing editorials for blind and visually impaired. Send four hours monthly. Format similar to NBC Monitor, short radio air shift, info, en-

thusiastic and ready to join one of the top broad-
cast staffs in the south. Mail tape, resume to Dave Pavlik, WOCF—Radio, P.O. Box 1669, Penopsilpa, Florida 33202.

60

BROADCASTING, Sept. 7, 1970
Progranming, Production, Others continued


Modern Gulf Coast Country and Western station needs a high energy program director. Send resume and inquiries to Thayer/Bruce Together, Inc., 100 North Main, Suite 207, Memphis, Tennessee 38103.

Hot new syndication company needs professional salesman with fantastic growth potential for the future. Mail resume and inquiries to Y analyze/Brush Together, Inc., 205 North Main, Suite 207, Memphis, Tennessee 38103.

Situations Wanted
Management

Television/radio general manager in small market wants to move up. Have ability and financial figures to prove it. Box H-399, BROADCASTING.

Take charge manager—ready to build your station. Thorough experience in all phases of radio—last phone—currently managing major market FM'er. All sizes considered. Write Box H-399, BROADCASTING.

Money making, sales manager, seeking management. Successful top market personality, PD, chief engineer experience. Would consider management, ownership experience. Will relocate. Get it all together. Write Box H-415, BROADCASTING.

If you want a better profit picture, my background in station operation and programing assures results. Experience with new time travels are readily available. Will work, will relocate. Box H-415, BROADCASTING.

General manager. Take charge manager for absentee ownership or executive assistant for successful management in major oporation. Knowledgeable programing, news, sales special events. Florida preferred; will consider all offers. 20 years experience. Excellent management-ownership experience. (305) 238-7620. Box J-19, BROADCASTING.

Seeking challenge, as general mgr, P.D., or any mgmt. position where can be creative for you. Nationally respected programer w/21 clipped track record looking for organization ready to make money. Northwest or Southwest. All size markets considered. Box J-13, BROADCASTING.


North or South Carolina small-medium market. Fourteen years experience in all aspects. Now manager of extensive station network. Interested in key hole for the Carolinas. For personal interview only. Box J-27, BROADCASTING.

A good experienced manager is available. Small and medium market experience, only. If you’re interested in having your business handled like a business then let us consider the offer. Box J-33, BROADCASTING.

Broadcast/P.R. executive. Experienced in production, sales, news, and management. Additional background in motion picture production and consumer public relations. A big plus in the youthful aggressive attitude that is brought to any new position. For more information, kindly write for references and resume, to Box J-66, BROADCASTING.

Tired of searching for good management? See Aaron Johnson display ad.

Profit is the name of the game. Have managed top-40 and MOR stations since 1958, most recently in top ten market. Well known in trade with record of getting stations to talk by integrity. Call 415-341-4233 or Box J-74, BROADCASTING.

No penis radio! If you want an adult approach to FM or AM management with more than 25 years experience and a/ or program manager position. Work with C&W, MOR, and other formats. Will get you ringings if you get me. Contact: Michael Christian, 231 Warren Ave., Trivis, Ohio 44035 (216) 366-8244.

Why fight it? See Aaron Johnson display ad.

Black female/dj announcer, newcomer. Experienced, first phone. Box J-48, BROADCASTING.

Girl Friday—12 years secretarial experience plus professional experience. Has been trained, experienced and is very anxious to be your man’s director. Box J-54, BROADCASTING.


Black announcer who wants mid-Atlantic area. Graduate endorsed, and who’s looking for a chance. Box J-59, BROADCASTING.

Part-time/full-time strong voiced announcer, dj and newscaster. Minimum exp. professionally trained. Will adjust to any format, if will travel. Box J-60, BROADCASTING.

New Now. One medium market morning personality with award winning production. To perform other function for station willing to pay for quality. Serious inquiries only. Box J-61, BROADCASTING.

Young experienced announcer has heavy, Top 40, Great Ideas. Good production—but no ticket. N.Y.C. School grad. 16 yrs., picture, available. Box J-69, BROADCASTING.

Beginner, 3rd, 23 professionally trained, will relocate, military exempt. "I can do it for you!" write; call: Howard Lake, 13 Catherine Street, Portland, Maine, 207-772-7839.

Eras Avis: Subly funny, low speed, extremely low key, intimate, personal jock with latent, hysterical play-plot potential. Areas of competence: air (lock, news, interview, sports); sales (local, agency, reps); management (station, sales, program); copy (radio, TV): demographics (audience survey); psychology—personality, social (moral, ethical, social, avant-garde). Seeking solid organization with un-odyssey ideas about broadcast- ing. Interested in stock trading and start your own. Feasible. Dulce Haydik, 9140 Los Gatos Highway, San Jose, CA 95050, or call collect (408) 353-204.

1st phone dj, engineer, salesmen. Progressive rock or progressive contemporary. Within 300 miles only. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 96705.

Aggressive, hard working, determined—so was General Custer. But that wasn’t enough. If you want a rock to reach beyond the cliche—call Gary, 312-879-3321.


1st phone beginner will relocate for permanent positions. Herman Kopper, 15 Maryville Road, Granite City, Illinois 62018/517-5742.

Mature broadcaster. West only, 15 years experience. Autobiographical news, third endorsed. References, start immediately. 602-252-3956.

Technical

First phone, maintenance or transmitter. 24 years experience. Box H-369, BROADCASTING.

Engineer manager. 21 years experience all phases. Heavy construction and operation experience. Planning and FCC applications. Can build, operate, improve your operation. Box H-421, BROADCASTING.

Automation specialist. Seeks managerial or group chief challenge. Box J-51, BROADCASTING.

Experienced engineer seeking chief engineer position at small-medium market in Ohio, Indiana, or Penn- sylvania. Hard working and reliable. Will relocate immediately. Box J-52, BROADCASTING.

1st phone engineer. Black, 2 years experience. Professional all phases audio tape recording, editing, tight board. Syllable—spelling my specialty. relocate anywhere. Callmailbox number. Box J-75, WKB, Box J-71, BROADCASTING.

1st phone technician available immediately. Excellent references. Married, draft exempt, car, Dele Minnesota, Lucky Drive, Houghton, N.Y. 716-367- 2601.

1st phone engineer, dj, salesmen, within 300 miles only. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 96705.

Broadcast school grad with first ticket, seeks top 40 with net. 31 yrs. 1st endorsement, excellent news, IQ, college degree, youth, brains. Know a station that will relocate. Box H-342, BROADCASTING.
Looking for a news and/or program director to help your station beat the competition? Needs experience in all phases. Midwest only. Box J-14, BROADCASTING.

TV's, women news writer-reporter, number-one radio personality in major market station, inside, outside, all beats. Smooth delivery, master's degree. Seek on-air position. Contact Box J-65, BROADCASTING. Completely confidential.

Colleges grant, deaf and dumb newsmen ... intensive investigative reporting wants News Director position in major market suburb ... east only. I'm a digger and a ballarer in radio news. Interested? Box J-49, BROADCASTING.

University Wisconsin-R TV degree, desire news position in commercial educational TV, seeks challenging position. Excellent organizational skills, innovation, creativity. Strong in documentaries. Box H-351, BROADCASTING.

Colleges, grad 3 years experience, announcing, news. Military connected. Seeks reporting, administra- tion, announcing position with management future. Midwest, Mountain, Western, available. Box H-375, BROADCASTING.

I can give your southeastern station college and professional football play-by-play that sells. Let me do your tape. Available. Box H-602, BROADCASTING.

First phone newsmen, will travel. Seven months experience in 3rd largest New England market. Joe Shklovsky, 49 Galilee Ave., Providence, R. 1. 401-272-2554.

Newsmen, 1st phone, available immediately. 25, married, 4 kids, relocate, willing to work, call Lee 414-430-6547.

Programing, Production, Others

Production manager, producer-director, 12 years experience in commercial and educational TV, seeks challenging position. Excellent organizational skills, innovation, creativity. Strong in documentaries. Box H-351, BROADCASTING.

Colleges, grad 3 years experience, announcing, news. Military connected. Seeks reporting, administration, announcing position with management future. Midwest, Mountain, Western, available. Box H-375, BROADCASTING.

I can give your southeastern station college and professional football play-by-play that sells. Let me do your tape. Available. Box H-602, BROADCASTING.

Jims to relocate. Jock with two years experience—production, news, copy. Dependable, sober, young, Box J-3, BROADCASTING.

Midwest medium and small market stations: One safety gets you program director, copywriter, comm. engineering. Midwestern TV newsman wants broadcasting career. Box J-63, BROADCASTING.

Experienced program director, announcer salesmen and news director. Employed in Philadelphia, Los Angeles, relocate anywhere. Nine years radio, Married ... draft exempt. Box J-43, BROADCASTING.

M.B.A.—marketing, radio announcing and some produce. Currently working with your station as program director. Southeast coast only. Have been in the industry for 13 years. If your ratings are low, what have you to lose? For further information, write Jack Abreu, 6280 E. 4th Avenue, Miami, Florida 33101.

Teenagers experience radio-tee continuity, copy, production, news, semi-satellite management. Short coast. Box J-56, BROADCASTING. Lead, of profession, desire return to broadcasting, Age 36, will relocate anywhere.

Bob Hancock, 1223 Taylor, Norwalk, Nebraska. Phone 402-371-5563.

Products heavy masculine voice call Fred Fisher (747) 6220 Toledo, Ohio.

Situations Wanted

Management continued

Director of marketing for broadcast service business seeking to expand list of television clients. Chicago base. No salary. Great salary, opportunities. Contact Box J-65, BROADCASTING. Completely confidential.

KODTV in Phoenix, Arizona now accepting applications for assistant sales promotion manager. Write, giving complete work background and salary experience along with an clipping that describes your experience in newspaper. Direct letters to Bob Martin, KODTV, 511 West Adams St., Phoenix, Arizona 85003.

Two years experience MOR, easy listening, light rock. Presently news director, Emcee work. Currently east coast. Have initiative, ambition. Seeking permanent. Box J-38, BROADCASTING.

Professionally trained announcer, political science B.A., Master of Arts-Teaching (math). Will relocate. Box J-72, BROADCASTING.

Announcer

Announcer for top 25 market. Major group owned station seeks a person with maturity, appearance and minimum of five years on-camera experience. Applicants must have Midwest or national network affiliate. Position available in thirty days. Send resume and videotape to: Box J-36, BROADCASTING.

Direct-announcer with dependability and originality who can handle board with accuracy and judg-ment. South Texas VHF, Box H-605, BROADCASTING.

Personable, dependable announcer for South Texas station. Box H-614, BROADCASTING.

Major TV station in the top 40 markets currently accepting videotaped screen shots from experienced TV announcer for voice and personality. Excellent community. Send resume, including salary requirements, to Box J-36, BROADCASTING.

TV announcer—personality. Do weather, live ad shows, commercials. Group station, Midwest, 3rd largest market. Equal opportunity employer. Send resume, audio tape. Box J-47, BROADCASTING.

Illinois CBS affiliation needs strong, mature commercial artist. You've got to be a pro in all phases of announc- ing and have more than a passive knowledge of sports. We want to see your video tape and resume. Box J-8, BROADCASTING.

Wanted by top 20 market CSS affiliate, experienced announcer for booth and on-air commercial work. Major group station. Please send recent photo and VTR or audio tape to Ben Hevel, Operations Manager, WCPO-TV, 500 Central Avenue, Cincinnati, Ohio 45207. An equal opportunity em- ployer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the oppor-tunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, and to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Technical

Sunny California beekson engineer capable of operating smaller TV station, small VHF operation, soon to put on big league busts. Modest salary until ability proven. Box H-325, BROADCASTING.

Opportunity for qualified assistant chief engineer. Southwest VHF, Box H-388, BROADCASTING.

Qualified, reliable transmitter engineers for VHF, Texas resort city. Box H-600, BROADCASTING.

Wanted. TV studio technicians ... experience preferred. Union shop ... fringe benefits ... equal opportunity employer. Send complete resume with picture to Box H-4, BROADCASTING.

General Building, Government Center ... Boston Mass.

Senior television engineer. Must have strong main- tenance background with the latest solid state broadcast color television equipment. Send resume to: Ronald L. Schumacher, General Building, Government Center ... Boston Mass.

General Building, Government Center ... Boston Mass.

News

Major market VHF network affiliated station in midwest needs 3 experienced newswomen; a reporter, a news photographer and an editor. Applicant must have background that emphasizes complete coverage, ability to handle deadline. Must be fully conversant with the latest technology and new technology. Send complete resume to Box H-327, BROADCASTING.

Sports

Sporstcaster, Young, good-looking sports type with some TV experience and lots of drive. Daily sportscaster, no pay. Major Ohio VHF. Send resume and picture to Box H-334, BROADCASTING. All equal opportunity employer.

Capable experienced newsmen wanted for permanent position handling news, sports and weather on radio and TV. Must gather, write, edit and broadcast news reports. Excellent opportunity. Box H-380, BROADCASTING.

Promotion/publicity manager—WCPQ-TV, Cincinnati, Ohio. Top 20 market, CBS Net. "V". Major group- owned. Please send resume, work history to Robert D. Gordon, Vice President and General Manager, WCPQ-TV, 7900 Vine Avenue, Cincin-nati, Ohio 45202. An equal opportunity employer.

Television

Management continued

TV station seeks experienced consumer re-porter who can relate marketing trends to the public in layman's language. Help analyze economy impact upon viewers, and detail resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Writer-producer, Radio-TV film for National Head- quarters of large non-profit organization. Familiar with both motion picture and TV. Must relocate. Box J-38, BROADCASTING.

Progrnming, Production, Others

Television station needs experienced consumer re-porter who can relate marketing trends to the public in layman's language. Help analyze economy impact upon viewers, and detail resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Program, production, others

Station, manager/operations/project director. Young executive presently with U in top 10 markets. Can cut cost and improve quality. Experience key to sales, efficient operations, saleable programming and creative production. Box H-324, BROADCASTING.

Sales

Aggressive Ohio broadcast executive seeks sales man- age or sales. Married with family. Background will stand rigorous investigation. Box H-393, BROADCASTING.

Technical

First phone triesthen-two years experience—studio operations-refined, full character references fur-nished. Relocate anywhere. Box H-419, BROADCASTING.

Engineers: 15 years experience: 2 years EE. Looking for advancement; installation, maintenance, micro- processing, Ohio, Michigan preferred. Box J-23, BROADCASTING.

TV camera lady or video switcher, first phone. Box J-67, BROADCASTING.

News

Professional meteorologist doing TV/Radio weather broadcast who seeks position with network or A.M.S. Box H-350, BROADCASTING.

Hardworking, dedicated, young, newsmen-sports reporter can shoot, produces, edit, deliver. BA; 3 years experience. Can you use any of these skills? California, Arizona, Oregon. Box H-386, BROADCASTING.

Sports director. Real go-getter sports producer. Contact top programs and ratings, top 40 market, 51, excellent recommendations. Box J-44, BROADCASTING.

Qualified newsmans, major market, seeks re-positioning either position on national or local TV or radio. Everyone preference. Will relocate, call or write: G. Perkin, KOMO-9 TV, 525 4th St., San Francisco, Ca. 94107 Pnh: (415) 391-1020 X 17.

TV news anchorman—now with NBC affiliate in 100,000 market. Tom Schuscker, KTVU-TV, Silicon Valley, Ca. 94080. Phone (415) 262-2214.

Progrmming, Production, Others

Camera man very handy with tools and set construction, with an interest in lighting, sound, and lighting and studio functions. College graduate, portfolio available. Box H-342, BROADCASTING.

Radio-TV traffic mgr.: Presently traffic manager for top independent TV station. Location southern California. Knowledge of pho- tography helpful ... Send complete resume with references and resume on VTR or audio tape with photo. Box J-33, BROADCASTING.

62
Wanted to Buy

Equipment

Wanted: used turntables, consoles, tape decks, cart systems, amplifiers, mikes, and general broadcast equipment. We're setting up radio instruction with money only for shipping cost. All gifts tax deductible. Help Dordt College, Sioux Center, Iowa 51250.

For SALE Equipment

Rigid Transmission Line—6 1/2"—50 ohm, 20 ft. Lengths, length, Andrew's 573, unused. 500 ft. available. 100 clocks, 250 ft. 800 clocks, 2000 ft. Oak-land, Calif. 94615. Tel: (415) 832-3527.

H.J.50 Andrews Hallfax 116" air-cooled transmission cable (acknowledged 10,000 feet available 5,000" reps perfect success test reports available 20% of fac- tor price, can be cut to order at tremendous sav- ings, Brokers get half. Send for broadcast communica- tions microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois 60639, 312-235-2303.

1-GE 9 channel mixer with 9 transformers and power pack, 1-8 hour Ampex recorder with a channel mixer, very little use (portable model). 1-A, B, D, E, K, L. Ordered in Conn. Best offer. Box H-323, BROADCASTING.

For Sale: One (1) Ampex 350 7/8"-15" tape re- corder in console cabinet $870.00 . . . good condi- tion, 5000 clock, 10 Ampex recorder with a channel mixer, very little use (portable model). 1-A, B, D, E, K, L. Ordered in Conn. Best offer. Box H-323, BROADCASTING.

Stereo Spotmatic record-playback unit model 490 RP and Spotmatic stereo playback model 600P like new, $950 for both, CB Films, 8625 Santa Monica Blvd., Los Angeles, California 90069, phone 263-6590.


Anamp designed Model 450 background music tape reproduces both new andfactory reconditioned models available from VIF International, Box 1555, Minneapolis, Minnesota 55410. Phone 392-7300.

Any type tower can finance, erect Bill Angle, 915-752-3040, Box 55, Greenville, N.C. 27834.

Turbojet electric cars—new-exciting Christmas pro- motion! $70.50 each. For every one you get one free! Exclusive market protection. S.O.S. 700 North Crest Rd., Chattanooga, Tennessee. Phone 404-866-3855.

MISCELLANEOUS

Deejay! 11,000 classified gag lines. $10.00. Un- conditionally guaranteed. Comody catalog free. Edmundson Cable, Inc., 5958 Telegraph Ave., Oakland, Calif. 94605.


D.J. Lines! Write for "free" samples, and also receive details on California Airtape Checks, Voice drop-in, Ski-Cast, Source Guide, and much Prolou- mond Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only $3.00! Shad’s House of Humor, 3744 Aspatrie Ave., Cincinnati, Ohio 45226.

Prized Prizes! Prized National brands for promo- tions, contests, programing. No barter, or barter . . . better ask our write or phone: Avon Products, Inc., 166 E. Superior St., Chicago, Illinois 60611, call 312-944-3700.

BROADCASTING, Sept. 7, 1970

MISCELLANEOUS

Current Comedy — 65-70 original, topical one- liners each laugh, complete with all CARLs, des- plays, broadcasters. Send for free samples Cur- rent Comedy, 300 New Haven Ave., S.E., Wash- ington, D.C. 20002.

One thousand contemporary oldies on tape, labeled with title, artist, year, length, into time. Sent postpaid. Mail order only. For $5.00 to VPG Productions, Box 1266, Durham, N.C.

Film background music—If you think your next "Special" should be better than last pictures and talking ... contact us . . . we compose, arrange, edit and record. For ready-to-air music and soundtracks write, stating length and budget. Jingles & Background Music, 4833 Wellington Dr., Chevy Chase, Md. 20015.

New image with a new logo. Creative graphic logo's available 50%, below agency costs. Any calli-letter combination, format, description, logo's unlimited. 720 Greene Road 2301, Ypsilanti, Michigan 48197.

DeeJay Manual—A collection of one-liner comedy pieces for sparkling DJ's. $3.00. Write for free "Broadsheet" service. (Dept. B) 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspond- ence study), complete full course in the fundamentals of the National Home Study Council. Be a real engi- neer with high income, prestige, and security. Free catalog with information. American Institute of Technology, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory train- ing in six weeks. Be prepared, for the market in the nation's largest network of first class FCC licensing schools now open. Approved for veterans and accredited member National Association of Trade and Technical Schools.* Write or phone the location nearest you. ELKINS INSTITU- TION** in Texas, 2630 Inwood Road, Dallas, Texas 75235. Phone (214) 537-4001.


ELKINS in Connecticut, 800 Silver Lane, East Har- ford, Connecticut 06118. Phone 203-528-9345.

ELKINS in Colorado, 450 South Broadway, Denver, Colorado 80209. Phone 303-746-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Fl. 33139. Phone 305-326-0412. Comedy Service (Dept. B) 1735 East 26 Street, Brooklyn, N.Y. 11229.

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-821-8844.

ELKINS*** in Illinois, 4343 N. Central Avenue, Chicago, Illinois 60618. Phone 312-447-2800.

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4762.

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55417. Phone 612-722-1687.

ELKINS*** in Tennessee, 66 Monroe, Memphis, Ten- nessee 38103. Phone 901-274-7120.

ELKINS*** in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8594.

ELKINS in Texas, 1705 West 7th Streets, Fort Worth, Texas 76101. Phone 817-335-5569.

ELKINS*** in Texas, 2308 Travis, Houston, Texas 77002. Phone 713-526-7676.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.


ELKINS in Wisconsin, 611 N. Mayfair Road, Mil- waukee, Wisconsin 53226. Phone 414-461-5945.

下令: 1st class FCC license pre-course — first class, four weeks, complete FCC insurance and FCC exams, nominal lodging, attractive setting. Send for brochure to attend Broadcast Engineering School of Technology, 304 N. State St., Chicago, Ill. 60610. Phone 312-846-3577. Next class begins Oct. 5.


George Griffin or George Griffin or George Grady, Call Bob Baker (813) 955-6922.

See our display ad under instruction on page 65. Don Martin School of Radio & TV, 1653 N. Cher- okees, Hollywood, California, CA 90028.

Help Wanted

NEW 5 KWOLIATT AM

On Jersey shore—America’s fastest growing radio area, get on this 15th. Looking for: Experienced air personalities—newsmen—salesmen! Send resumes, pictures, tapes and salary ranges to: WHLW—560 Clavon Road

Lakewood, N.J. 08701

For Best Results

You Can’t Top A CLASSIFIED AD

In Broadcasting
SALES OPPORTUNITY

Media sales representatives with substantial broadcast-client sales background required for the following markets: New England, Mid-Atlantic, Southeast, Southwest. Candidates must be domiciled in each market. Media experience and client sales background required. We are public company offering unusual benefits. Send resume to:

BOX J-18, BROADCASTING

Help Wanted

Announcers

TEEN APPEAL DJ

No. 1 rated metro market group station has excellent opportunity for swinging DJ that's right on with teens. Send tape and resume.

BOX H-359, BROADCASTING

MORNING MAN

Immediate opening with contemporary MOR station. Minimum five years experience. Excellent working conditions and salary. Contact:

Laura Scott/Tony Lupo
WELA

Elizabeth, N.J. 201-965-1530

SALES TRAINEE

TECHNICAL/ BROADCASTING BACKGROUND

We are a leading producer of commercial broadcast equipment offering this exceptional opportunity which will lead directly to either field sales or a sales administration assignment. You need not have a sales background but we do prefer about 2 years experience in business administration with some technical/electronic/broadcasting familiarity. If you've worked for a radio station—excellent! We will provide thorough on-the-job training in our Quincy home office (any relocation expenses paid). We will also provide a good starting salary, and a generous benefit plan, and a fresh new outlook on your career. Send confidential resume (including salary history) to Robert T. Fuenini, Assistant Personnel Manager of

CALL COLLECT: (217) 222-8200
GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
123 Hampshire Street • Quincy, Illinois 62301
An Equal Opportunity Employer (m/f)

Help Wanted

Announcers continued

MID-WEST

Experienced morning man—P.D. Bright soft contemporary format, professional over-all area station. 1st phone de- sired—good salary. Phone 1-815-223-3100, 8 a.m.-5 p.m.

Situations Wanted

DON'T SELL NOW

A few months of our guaranteed management can increase the price 25% to 50%. Every station & success for 15 years. Pay us only from our results.

Aaron Johnson Associates
318 N. Pearl, Dallas, Texas 75201
(214) 742-1688

Management

AVAILABLE

Radio executive with reputation for building and maintaining total market dominance over all competition. Expert in reducing overhead while improving ratings, demographics, gross and profits. Will consider major market management or corporate-level executive position.

BOX J-40, BROADCASTING
(All replies will remain confidential)

TELEVISION

Help Wanted

CATV MANAGEMENT

If you are a manager of a small radio station or an assistant in a larger station, this is your opportunity to become manager of one of our CATV systems located in Virginia. You would supervise sales, personnel, technical and installation. Personally, we anticipate that within two to three years that this system will be originating its own programing. We offer liberal benefits commensurate with experience. Please send a resume of your experience along with your present salary to

William Searfoose
American Finance Corp.
1320 Fenwick Lane
Silver Spring, Maryland 20910

Wanted: First Class Technicians

KUAM-TV, Guam

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam, Salary $9,500 annually, round trip travel expenses paid, minimum 3 year contract.

Box D-114, Broadcasting

Programing, Production, Others

ART DIRECTOR
FOR NEW YORK
FLAGSHIP STATION

Must be young and aggressive with a burning desire to make it in the big apple. Good grounding in print advertising, sales promotion and on-air. Working knowledge of film animation with chance to broaden your horizons in this area. Report to Advertising director, but you're the boss. $14,000. Send resume to:

BOX H-399, BROADCASTING

FOR SALE Equipment

YOU CAN GET
100% FINANCING ON
EQUIPMENT
USE YOUR FUNDS TO
BUY ANOTHER STATION!

Broadcast Equipment Leasing Co.,
Division of Anchor Leasing Corp.
1216 Plaza Blvd., Pittsburgh, Pa. 15219
Area Code 412—Phone 251-3768

BROADCASTING, Sept. 7, 1970
New FCC exams are coming. Don't get caught taking a quick Q&A course. It won't work on the new exams! REI has spent $500,000 developing its FCC license course. REI can teach you basic electronics to pass FCC exams in 5 weeks, over 97% of REI graduates over the past 7 years have passed FCC exams. Don't be hood-winked! Good things are not easy or cheap. REI has a school near you.

Call toll free: 1-800-237-2251
Fla. residents call: 813-955-6922

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F.C.C. 1st PHONE in six weeks
- Education
- Comprehension
- Knowledge

Best Instructors
- Years of practical experience

Intensive Methods
- Animated Electronic Films

Reasonable Costs
- Only one charge to completion

Selected Accommodations
- Student rates at Hollywood-Plaza Hotel

Top Results
- Our students obtain their firsts

Bank financing available for tuition and housing

Learn at the Nation's oldest and most respected School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV
(established 1927)

Next Accelerated Class Starts
Oct. 12, 1970

for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
NO 2-3281

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FOR SALE Stations

LaBlue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
245-3430

FOR LEASE

To responsible party, small station in major market suburb, south.

BOX H-417, BROADCASTING

FOR Sale Stations

1. PACIFIC NORTHWEST. Absentee owned exclusive. Owner anxious to deal with qualified buyer. Low down, long term payoff.
2. MIDWEST. Very profitable exclusive serving growing market. $200,000. Terms.
3. WEST SOUTH CENTRAL. Full time. $50,000. Excellent terms.
4. CALIFORNIA. Major market. $50,000 down.

Jack L. Stoll
and ASSOCIATES
6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1801 Ave. of the Stars
Century City, Suite 501
310/377-1507

1 KW West Texas daytimer serving tri-city market of 12,000. Owner sells $50,000 cash.

Media IV Sales
3301 N.W. 4th Avenue
Mineral Wells, Texas 76067
(817) 323-8596

Major market fulltime AM radio station. Market population in excess of 3,000,000. Terms can be arranged.

BOX J-26, BROADCASTING

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INSTRUCTIONS
change in primary station of VHF translator to KCOY-TV, via KOMD, in Fillmore, Red Mesa rural area, both Colorado. Action Aug. 25.

• WQTX-AM, Forks Translator System, Raymond, Idaho—Broadcast Bureau granted CP for new VHF translator station at Raymond and Genoa, both Idaho, on ch. 7, to rebroadcast KUAT-TV (Salt Lake City). Action Aug. 25.

• KCOY-TV, Klamath Falls, Ore.—Broadcast Bureau granted licenses covering new VHF translator, Action Aug. 25.

• WQFX (FM) Wolf Point, Mont.—Broadcast Bureau granted CP for new VHF translator station at Wolf Point, Montana, to be located on Montana-North Dakota boundary. Action Aug. 24.

• WQVGA, Newport, Ore.—Broadcast Bureau granted license to change type of translator station to new translator station to be located in Newport, Oregon. Action Aug. 24.

• KCTV (AM-FM) Klamath Falls, Ore.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Klamath Falls, Oregon. Action Aug. 24.

• KZBG (AM-FM) Bridgewater, Va.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Bridgewater, Virginia. Action Aug. 24.

• KQOY (AM-FM) Eldorado, Ill.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Eldorado, Illinois. Action Aug. 24.

• KLOQ (AM-FM) Malhuer, Ore.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Malhuer, Oregon. Action Aug. 24.

• KQOK (AM-FM) Fairfield, IA.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Fairfield, Iowa. Action Aug. 24.

• KQTV (AM-FM) Fort Smith, Ark.—Broadcast Bureau granted licenses to change type of translator station to new translator station to be located in Fort Smith, Arkansas. Action Aug. 24.

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His abilities are curiously diverse. He speaks with equal authority on rose gardening and the standardization of spot buying. Yet Archibald McGhee Foster, president and chief executive officer, Ted Bates & Co., and chairman of the American Association of Advertising Agencies, figured from the start that he wanted to be a writer: "The only skill I thought that I had—the only thing that I thought I did better than other people when I got out of college—was to write." Time proved him wrong; his career has included everything from sales (water heaters at one time, classified ad space at another) to promotion to account management.

Mr. Foster has absorbed these and other unconventional elements of his life, and emerged a most hard-headed businessman. Born 55 years ago in East Hampton, Long Island, where his mother was "temporarily sojourning," Archibald McG. Foster is one of twins. His nonidentical twin brother—whom he describes as "six foot three and very thin and I'm five foot eleven and very fat"—is 15 minutes older.

Mr. Foster, who is anything but "very fat," grew up in the fashionable Chicago suburb of Lake Forest. His father was an industrial inventor, in business for himself, and invented, among other things, a way of producing uniform sand for glass-making and sand-blasting.

"My father fell on difficult times and the three boys and an Irish nurse went abroad for three years," he recalls. By instilling themselves on the French Riviera, the family actually was able to save quite a bit of money. The 8-year-old twins, their younger brother and nurse lived in a pension in the old village in Cannes, where for $100 a month, Mr. Foster recollects, they had "a suite of rooms and three of the most delicious meals a day you ever heard of."

There were a few years spent in Aiken, S.C., also "infinitely cheaper" than Lake Forest during those Depression years. He later lived in Southboro, Mass., where he attended St. Mark's School; in 1938 he graduated, with a degree in English literature, from Harvard.

During his years in school, Mr. Foster was required by his father to work every other summer and allowed to loaf alternate summers. One summer he picked up a little sales experience, which may or may not have been helpful later on, selling water heaters and gas ranges door to door in Gainesville, Tex. It was so hot in Gainesville, he recalls, that you could have fried an egg in the street, and he did, bringing on not a little criticism from his employer.

In 1938, after college, Mr. Foster joined Conde-Nast, first as a messenger and, soon after, as a classified space salesman. He hit upon the idea of writing letters rather than "beating my feet" making calls. "Direct mail enabled me to make many more sales," and within a year's time he was promotion director of Conde-Nast.

Mr. Foster quit Conde-Nast in 1940 to open his own office as a promotion consultant. At about the same time, a friend, who owned the Philadelphia Eagles, asked him to run that professional football team. For two years he was committed to an arduous commuting schedule: three days a week in Philadelphia and four days a week home in New York.

During the war, Mr. Foster spent four years in the U.S. Marines, first on Parris Island, of course, later on the officers' training staff at Quantico, Va., and finally "I had my own command with a sea-going detachment on a ship for a couple of years."

Once out of the Marine Corps, Archibald McG. Foster knew what he wanted.

"What I did was look in the red book and pick out a small agency that wasn't specialized," he says. "I wanted to go some place where what I did myself was significant." He chose six possible agencies, and the one that offered him a job was A. W. Lewin.

After five years at Lewin and two years at the Cecil & Presbey agency, Mr. Foster joined Bates in 1954 and was elevated to vice president within a few months. It should surprise no one that the chairman of the agency billed as one of the largest spot agencies should take a special interest in the simplification of spot buying.

About five years ago, Mr. Foster first became involved with AAAA, when he was asked to join the eastern regional board. Since that time, he has led the AAAA in its efforts to devise "a system which we think will ease our paper-processing burden and greatly speed up the exchange between us and the stations by reconciling the discrepancies between the order and what was broadcast."

Mr. Foster and his wife, Joan, have made their home in New York City since 1938, but he prefers his "stamping grounds" in the Bahamas.

When city-bound, his favorite activities include reading historical biography ("kings and queens and ancient Greece and Crete") and watching TV for three solid weeks at the beginning of every season.

At his retreat in the Bahamas, he says, "I play a lot of golf and my particular source of peace finds me floating face down over one of those reefs looking at those gorgeous fish with a snorkel."

He also grows roses, no easy task in the sandy, salty soil of New Providence. "The world's most extraordinary rose bed" is a four-and-a-half foot trench filled with compost and other delights—the only way to grow roses in the Bahamas.

An unconventional rise to eminence in advertising

Week'sProfile

Editorials

Butchered

In another of those fairness-doctrine cases that will never be appealed, the FCC has extended its editorial control over all broadcasters while dismissing a complaint against one. This time the FCC has ruled that however negative or unconstructive a licensee considers a program to be he cannot refuse to air it if it is offered for broadcast under the fairness obligations imposed by the government.

The ruling came as gratuitous dicta in a decision exonerating WCNH(AM) Quincy, Fla., of violating the fairness doctrine by refusing to broadcast paid announcements from the Amalgamated Meat Cutters and Butcher Workmen of North America. The union wanted to promote a boycott against a packing plant that it was striking. One defense offered by the station was that the strike was of insufficient interest to the public to justify more than the news coverage the station had given it. That defense was accepted.

The station also argued, however, that the union's announcements, if broadcast, would have had only a derogatory effect, if any, and, as W. S. Dodson, station president, explained: "We're here as a radio station to try to build up the community and its economy, not to tear it down." It was in response to this that the FCC drew the noose a little tighter.

If, said the agency, the station had decided that the labor dispute merited discussion as an issue, it could not refuse to present a program "because you did not deem it to be constructive, or because you did not believe that it would "build up the community or its economy." That kind of editorial discretion, said the FCC, is prohibited by the Red Lion decision of the Supreme Court which held broadcasters to be mere proxies for the presentation of the views of others.

Commissioner Robert T. Bartley dissented with a criticism of his colleagues for adding confusion to "a doctrine which we have attempted to refine." Mr. Bartley could have been harsher. Conflicting fairness rulings are begetting a thickening tangle of fairness complaints. If the process is not arrested, regulators and regulated together will be crushed by the mere weight of fairness regulation.

The commission itself may be incapable of refining a doctrine that has become so intricate, though it should be encouraged to try. A full solution can come only with repeal of Section 315, equal time, "fair" time and all.

Barbed plugs

The build-up for commercial sponsorship of noncommercial television is in full tilt. If that sounds like a contradiction, it is merely the latest example of the mixed-up rhetoric being used to foster the development of ETV and to give regular broadcasting a bad name.

Noncommercial broadcasters, for example, label themselves "public" broadcasters. What can be more public than the system which was established 50 years ago under our free-enterprise concepts and which serves Americans better than any other system anywhere? There's more public-service and public-oriented programing on the "commercial" air these days than the public seems to want.

This is not to disparage ETV. Vigilance is essential to keep the subsidized medium from slipping into the forbidden area of sponsorship. ETV stations did not compete for their facilities; virtually all of their channels were reserved by federal mandate. Their wherewithal has come from government subsidy, from tax-exempt foundations, from contributions of equipment and expertise of commercial stations and networks, particularly in the developmental years.

The New York Times, hardly a proponent of commercial TV, last week reported that "public, or noncommercial" TV may have to go to private corporations for greater financial assistance. This would be in the form of more "institutional" advertising with the underwriting corporations getting more comprehensive credits on the air. Hence, ETV's campaign for liberalization of FCC rules limiting air credits.

The Times, a great newspaper that covets fairness, has strayed from its own credo. It quoted Secretary of Commerce Herbert Hoover as having warned in 1922, "it is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education and for vital commercial purposes to be drowned in advertising chatter."

What the Times reporter neglected to report and probably would have found if he had consulted the elaborate Times morgue, was that 37 years later (March 10, 1960), the former President publicly changed his mind. A message to the Radio-Television Executives Society in New York, in which he referred to his prior foreboding, concluded:

"However, even in the pain of singling commercials, I justify even these by the realization that from the support of advertisers you have kept the wavelengths and channels in the safer hands of private enterprise rather than those in government."

Perhaps this Republican President's comments explain why his Democratic successor, Franklin D. Roosevelt, referred to radio as a means of "overtaking the half-truths and innuendoes" of the printed-page press.

One for all

NBC-TV last week began carrying one-minute promos for specials scheduled on it and the other two networks this month. The other two networks? What heresy.

This just may be the most refreshing innovation of the season. Television needs all the affirmative promotion it can get, and what better medium to use than television? It is to the individual and collective benefit of all stations and networks that this kind of cross-promotion be expanded and refined. Never mind which network started it. Let all of them join in.

"We were doing a hang-up job on that shaving cream account...I wonder why they switched?"

Drawn for Broadcasting by Sid Hix

"We were doing a hang-up job on that shaving cream account...I wonder why they switched?"
Texans have a reputation for doing things in a big way. Well — starting September 13, WBAP-TV offers a super big one, even for Texas:

**52-WEEK RATE PROTECTION**

For the really big things Texans are famous for, look to WBAP-TV, Dallas-Fort Worth.
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