How networks will cope with that prime-time cutback

Why advertising needs to catch up with the times

Burch apologizes for a ‘grandstanding’ Nick Johnson

Special report on those key congressional campaigns

EXODUS

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OFFERS YOU EXODUS:
ONE OF 30 OUTSTANDING FILMS FROM United Artists Television
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Families who can view PGW represented TV stations will spend $6.9 million on vitamins this month.

Do you sell vitamins?

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PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
WE'RE INVOLVED!

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(THEIR HOPES IN THE NATIONAL LEAGUE)

SPECIAL 'AND MAN CREATED GARBAGE'
(A STUDY OF THE GARBAGE DISPOSAL PROBLEM)

SPECIAL 'NATIONAL CHAMPS SEEK A REPLAY'
(A LOOK AT SOUTHWEST CONFERENCE FOOTBALL)

SPECIAL 'CELIA: A SPECIAL REPORT'
(THE AFTERMATH OF A DEVASTATING HURRICANE)

SPECIAL 'PROBE: PORNOGRAPHY'
(AN INVESTIGATIVE STUDY)

SPECIAL 'POLICE BRUTALITY'
(DOES IT EXIST? AN EXAMINATION OF THE CHARGE)

SPECIAL 'OILERS 70: SEE HOW THEY RUN'
(THEIR CHANCES IN THE NFL)

SPECIAL 'A LEGACY OF LIFE... WE BREATHE'
(AN AIR POLLUTION INVESTIGATION THAT DREW 150,000 VIEWER RESPONSES)

... Just to Name a Few ...

KTRK-TV 13
HOUSTON
(WE'RE INVOLVED!)

Capital Cities Broadcasting Corporation
Represented by Blair
Both have helped make Pennsylvania famous

Near Lancaster, at Cornwall, Pa., site of the greatest open-pit mines east of Lake Superior, stands one of America's earliest furnaces which produced iron for cannon and shot from 1742 to 1883. During the Revolutionary war, Hessian prisoners were used as laborers. In 1932, it was acquired by the Pennsylvania Historical Commission.

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

WGAL-TV
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New York • Chicago • Los Angeles • San Francisco
Once and for all
Massive study aimed at determining relationship, if any, between TV violence and real violence has been undertaken by Dr. William A. Belson, director of Survey Research Centre of London School of Economics. He is working—but with free hand—under grant by CBS as part of its effort to determine effects of viewing violence on TV.
"Brotherly Love' is that combination of the silly-dirty movie."

And Davey Marlin-Jones says it's not worth seeing. But, good or bad, theater and movie reviews in Washington by man-of-the-stage Marlin-Jones are incisive and expert. He knows art from artifice and he illuminates it regularly on WTOP TV's Big News. Davey Marlin-Jones is unique... so is WTOP News.

WTOP News is a different approach to TV news coverage. Our staff of reporters and commentators—the largest in Washington—compiles a daily news magazine. It's a unique mix of hard news, commentary, opinion, cultural coverage, investigative reporting, analysis and light-hearted insight. That's what makes WTOP News "the best news you'll get all day." There's comment that probes. Weather forecasts that never hedge. Sports reports filled with hisses and hoorays. And a wide range of opinion from liberal and conservative analysts.

If you're in the Washington area, get some great news—The Big News at 1:00, 6:00 and 11:00 p.m. on WTOP TV.

WTOP TV
WASHINGTON, D.C.
A Post-Newsweek Station
Represented by Triad

THE BEST NEWS YOU'LL GET ALL DAY
U.S. appeals court upholds FCC's effective date for cutback of network programing making reduction next fall virtually certain. CBS, NBC lose four hours of prime-time programing per week; ABC to lose three and a half. See . . .

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FCC takes heat off Digisonics . . . 52
Music decision coming

Decision on interim fees to be paid by CBS-TV to Broadcast Music Inc. pending outcome of their tangled litigation over music licenses was reported Friday (Oct. 23) to be in preparation by Judge Morris E. Lasker of U.S. Southern District Court in New York.

Report came as both sides filed welters of new papers parrying, and expanding on positions taken earlier in complicated case in which CBS-TV is suing for new form of per-use license, under which it would pay for only those BMI works it actually uses (BROADCASTING, Jan. 5, et seq.), and BMI is suing CBS-TV for copyright infringement and for interim fees equal to 70% of what CBS-TV pays BMI's competitor, American Society of Composers, Authors and Publishers (BROADCASTING, June 8, et seq.).

New papers were filed with Judge Lasker after months of negotiation between BMI and CBS broke down. At one point they reportedly were near agreement under which CBS-TV would have paid interim fees amounting to about $2 million annually.

In one of new papers on file Friday, CBS estimated that under modified per-use plan it had offered, it would have paid BMI less than $1,458 this year. In another, BMI claimed it was entitled to at least $2,677,968, and up to $3.02 million. In still another, BMI counsel said that in 1969 BMI received $1,607,114 from CBS-TV, $1,329,307 from NBC-TV, $1,006,404 from ABC-TV.

Seeks time to protest

Three Chicago citizens groups on Friday (Oct. 23) asked FCC to extend until Nov. 30 deadline for filing petitions to deny against virtually all Chicago radio and television stations. Present deadline is Nov. 2.

Groups said they need time to complete discussions with stations concerning "improved service to the minority and general communities" without necessity of filing petitions to deny on Nov. 2.

Groups—Task Force for Community Broadcasting, Illinois Citizens Committee for Broadcasting, and Better Broadcasting Council—last week presented local stations with legal agreement to assure their involvement in program planning, employment and practices and station performance (see page 44). WCTF(AM) is excluded from "groups" request for extension of time—but only because it has refused to meet with groups, telegram said. Groups plan to file by Nov. 2 petition to deny its license-renewal application.

Besides all other stations in Chicago, request for extension of filing deadline applies to three Chicago suburban stations—WAS(AM) Evanston, WVN(AM) Cicer and WTAQ(AM) LaGrange.

Task Force's spokesman, James Nixon, Friday reported no Chicago broadcaster showed up for either Wednesday or Thursday night's meeting at Malcolm X City College as they had been asked to do so their program policy positions might be explored.

Timex for Emmy awards

U.S. Time Corp. (Timex watches), through Warwick and Legler, both New York, will sponsor 90-minute Emmy awards telecast on NBC-TV next spring (Sunday, Nov. 30 p.m. N.Y.T.).

This is first time in three years that show will have one advertiser, as opposed to several, picking up tab. National Academy of Television Arts and Sciences decided month ago to cut show to 90 minutes, limit on-air presentations to performers and programs only and to originate entire program from West Coast (BROADCASTING, Sept. 28).

CATV chief is dubious

FCC's proposed cable-TV "public-dividend plan" may not be acceptable to industry, problem, nor indeed, ever adopted. It could possibly even "kill" live broadcasting, FCC's Sol Schildhause said during forum on subject last Thursday night (Oct. 22).

At forum, sponsored by New York chapter, National Academy of Television Arts and Sciences, Mr. Schildhause, acting chief of FCC's Cable Television Bureau, said: "I am not sure the public-dividend plan is the complete answer or that it even will be adopted." He admitted agency was groping for CATV solution, and critics "might be right that cable will kill live broadcast television.

Another panelist, Sidney Dean, communications consultant, director of communications committee, City Club of New York, called plan unfortunate effort. He said it would stifle growth in broadcast industry and preserve status quo.

Irving Kahn, president, Teleprompter Corp., New York, however, said CATV had created more public interest in public utility than other broadcasting stations. "What station has tried to do any real creative programming?" he asked. Program diversity comes, he contended, from distant signals, he told forum. It can be done on local level and be "put together with nickels and dimes," he said.

Gerald Meyer, attorney, Phillips, Nizer, Benjamin, Krin & Ballon, was moderator of panel which also included William L. Putnam, WWP(TV) Spring-

**Johnson answers Cook**

FCC Commissioner Nicholas Johnson took nothing back Friday (Oct. 23) in a letter to Senator Marlow Cook (R-Ky.), who had criticized both his use of street language in program taped for NBC's WRC-TV Washington and nature of his protest at its deletion (BROADCASTING, Oct. 19). Commissioner had complained of censorship.

Mr. Johnson opened letter with detailed reconstruction of burlesque-type sketch broadcast on NBC's Dean Martin Show Thursday (Oct. 22), then said he would not want to impose censorship on this kind of programming. "But it does point up the absurdity of the same network's taking offense at my quite mild—and quite serious—discussion," he added.

He also resumed attack on commercials—which had been under discussion in WRC-TV talk show when he used phrase.

The commissioner had only mild criticism on Chairman Dean Burch's letter to Senator Cook criticizing Mr. Johnson for his attack on WRC-TV (see page 24): "I am disappointed, although not surprised, that Chairman Burch has today joined the unhinging industry apologists who refuse to address the issues of commercialization of our society, and in the bargain has joined Vice President Agnew in making personal attacks on me."

Vice President speech last month, said commissioner was exponent of "puddle-minded philosophy of the radical-liberal run rampant" (BROADCASTING, Sept. 28). This was in response to Johnson charge that Mr. Agnew and administration were doing nothing to eliminate forces in society that, commissioner said, were driving young people to use of drugs.

**Consumer extremism cited**

Dangers of extremism in consumer protection legislative movement were cited Friday by Edward W. Haggerty, senior vice president, North-Grey Advertising, Chicago, at closing session of second regional fall conference of National Association of Broadcasters there. He warned stations to become involved in grass roots congressional contacts well before bills are introduced if there is to be effective voice raised for broadcasting, advertising and marketing, same posture urged by others earlier in NAB sessions (see page 40).

Charles Cavagnaro, President's Committee on Consumer Interests, suggested simple steps such as refusing question-able local furniture store spots or bait-switch pitches would help give stations better consumer-oriented posture.

**Justice hits at solution**

Justice Department Friday (Oct. 23) opposed plan advanced to FCC by Frontier Broadcasting Co. to eliminate crossownership of media holdings in Cheyenne, Wyo.

Justice said only effective way to eliminate Frontier's media monopoly in Cheyenne, is by requiring Frontier to divest itself of all interest in KBCF-TV or Frontier's newspaper in Cheyenne.

Frontier, seeking to eliminate need for license-renewal hearing for KBCF-TV on crossownership question, had sought FCC permission to eliminate common control of holdings in variety of ways (BROADCASTING, Oct. 12).

**WHTN-TV wins renewal**

Reeves Telecom Corp. has overcome local opposition to renewal of its license for WHTN-TV Huntington, W. Va. But in process of winning FCC renewal, Reeves is said to have responded to expressed interest in market for substantial local-news and public-affairs programing, areas in which local resident opposing renewal said station had been deficient.

Paul Crabtree, one-time executive assistant to former West Virginia Governor Hulett Smith, filed opposition to renewal of station's license 13 months ago (BROADCASTING, Sept. 8, 1969). Besides his complaint about news and public affairs programing, he said station's signal was poor, claimed programing was filled with violence and said license was diverting broadcast revenues to other corporate activities.

Commission, in announcing on Friday (Oct. 23) grant of renewal, said it has long been FCC policy to leave programing to judgment of licensee. It also said no evidence had been offered to support allegations concerning technical problems or siphoning of broadcast revenues.

But it also said WHTN-TV had recently conducted survey of community representatives to determine community problems and that station apparently is responding to survey's indication of substantial interest in local news and public affairs programing.

Commission noted that WHTN-TV has proposed to double amount of newswarning broadcast to 7% of its total programing and stressed that station is expected to live up to these representations. It also said full report of implementation of these proposals will be due next time station license comes up for renewal.

**NBC-TV nudges into lead**

NBC-TV led by four-tenths of point in Nielsen 70-market MultiNetwork Area (MNA) average ratings 7:30-11 p.m. for week ended Oct. 18. Averages in report out Friday (Oct. 23) were NBC 18.6, CBS and ABC tied at 18.2.

Weeks of night won by networks were again nearly divided in MNA's: NBC won Thursday and CBS Monday and Wednesday. ABC's Monday-night football scored in its best MNA performance yet—it was ranked in 14th position. Game played Oct. 12 featured Green Bay Packers-San Diego Chargers.

ABC had five, CBS three and NBC two of top-10 shows: six, nine and five respectively in top-20 list; nine, 11 and 10 in top-30, and 12, 15 and 13 in top-40.

Two new shows, NBC's Flip Wilson (seventh) and ABC's NFL Football, were in top-20 list. Other new shows in top-40 but in bottom-20 rankings: NBC's Four in One and its Nancy, tied in 26th position: ABC's Make Room for Grannadaddy, in 29th spot, and NBC's Men From Shiloh (38th). No new CBS shows made top-40 in MNA's that week.

Top 40 in MNA's: (1) Marcus Welby (ABC); (2) FBI (ABC); (3) Medical Center (CBS); (4) Saturday movie (NBC); (5) Movie of the week and Sunday movie (both ABC); (7) Flip Wilson (NBC); (8) Hawaii Five-O (CBS); (9) Thursday movie (CBS); (10) Mod Squad (ABC); (11) Ironside (NBC); (12) Lucy (CBS) and Adam-12 (NBC); (14) NFL Football (ABC); (15) Laugh-In (NBC); (16) Hoo Haw (CBS); (17) Gunsmoke (CBS); (18) Carol Burnett (CBS); (19) Doris Day (CBS); (20) Mayberry RFD (CBS).

And (21) Room 222 (ABC); (22) Jim Nabors and Maile (both CBS) and Dean Martin and Bonanza (both NBC); (26) Four in One and Nancy (both NBC); (28) Kraft Music Hall (NBC); (29) Make Room for Grannadaddy (ABC); (30) Courtship of Eddie's Father (ABC); (31) To Rome With Love (CBS) and Bewitched (ABC); (33) Name of the Game (NBC) and Love, American Style (ABC); (35) Glen Campbell Show (CBS); (36) My Three Sons (CBS) and Monday movie (NBC); (38) Family Affair (CBS) and Men From Shiloh (NBC) and That Girl (ABC).
How radio helped a ‘folly’ become a sports spectacular

The first California 500 at the Ontario Motor Speedway is now history. Some 180,000 race fans made this racing event the biggest sports attraction ever held in California. In fact, it is second only to the Indianapolis 500 as the biggest sporting event in the United States. However, not more than a year ago, the California 500 was being dismissed by many as folly.

We started working on the account about a year and a half before the first race was scheduled. Erwin Wasey was selected as the agency for the event because Ontario Motor Speedway wanted strong, professional advertising direction. Since many of the major budgets in advertising are in the packaged-goods area, they felt a packaged-goods advertising agency could best fill their needs.

First, we studied the client—a young, aggressive team, well organized, and with strong decision-making leadership. We found that client willing to take direction from the agency as well as give it.

Secondly, we studied the product. Here we found the product broke down into two parts: the race track itself, which is the most modern, most comfortable, most beautiful facility of its kind; and the second part, the California 500, which was to be patterned after the famous Indianapolis Memorial Day classic. We knew we were dealing with winners that would generate true consumer interest.

But we had to know some other things before we could begin, so we initiated and conducted an extensive research program on racing and racing fans in southern California. We found about 50% of the people made up the true potential California 500 target audience.

From this background, we made several key decisions affecting the advertising that was to be run. We decided to promote the event rather than the track. We felt the fan wanted to see the race first, and when he did he would be sincerely impressed by the facilities at which it was held.

The second decision, supported by research, was to promote the stars, the skill necessary to drive the machines and the history that would be created by the inaugural California 500.

The third decision we made was that there were plenty of potential fans right here in southern California, so we would not have to spread our advertising dol-

Mike Minchin started in the merchandising department of Erwin Wasey Inc., Los Angeles, in 1955, working his way through the ranks to his present post of executive vice president. He is also chairman of the policy committee and sits on the agency's board of directors. His area of expertise is in new-product development and he has been involved in the introduction of over 50 new items. In the above article Mr. Minchin discusses Erwin Wasey's handling of the Ontario Motor Speedway account.
Madison Square Garden wanted a topdrawer television show and a big national audience for the 1970 Miss Black America Beauty Pageant. So they asked Transmedia to co-produce this exciting Garden event. Transmedia provided all television facilities and production personnel. Transmedia participated in pre-production planning, videotaped the pageant, edited and duplicated the tapes, sold the program for broadcast in major markets coast to coast. All on a tight deadline schedule. All without the help of any outside organization.

Looking for a one-stop teleproduction outfit to carry a major event all the way from pre-production through syndication? Try Transmedia magic. Madison Square Garden Productions can tell you how it works.

*Stephanie Clarke, Washington, D.C.
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Perils of market averages

EDITOR: I read with interest your "Television status" report in the Oct. 6 issue. Most certainly this report heads in the right direction. I agree that the television audience should be measured by market instead of by city.

You have carefully pointed out that metro and DMA ratings vary by market and day-part. However, you miss a very important factor—the difference among the individual television stations in a market.

Averages may be fine for conversation, but they do not give the full picture to the media planner.

The shift from metro to market-area spot planning will be a boon to the advertiser who relates his television campaign to his marketing objectives. But this should be done station by station—Kenneth T. MacDonald, president, Television Advertising Representatives, New York.

(Mr. MacDonald's point that different stations in the same market have different audience and coverage patterns is, of course, undisputed. But spot planners say they must work with averages. When the planning is being done, the planner has no firm idea of which stations in the market will be bought. When the buying is being done, the better outer-area performance of a station will be reflected in the area ratings that the buyer uses.)

WTOP(AM) and cigarettes

EDITOR: In your Oct. 19 issue you reported the FCC's issuance of a notice of inquiry on antismoking presentations. The commission cited two complaints, one from Action on Smoking and Health and the second from Michael E. Handley.

Mr. Handley has incorrectly alleged to the FCC that WTOP(AM) Washington ceased broadcasting antismoking spots rather than grant his request for air time to present a spot with a prosmoking point of view.

Your report quoted Mr. Handley's allegation.

As you know, since June 1, 1969, WTOP, along with all other Post-Newsweek Stations, has not accepted cigarette advertisements. When Mr. Handley first requested that WTOP carry prosmoking spots, in May 1970, WTOP had already ceased broadcasting cigarette and anticigarette announcements.—Daniel E. Gold, vice president, business affairs, Post-Newsweek Stations, Washington.
USE OUR NEW $4 BILLION PEANUT—FOR JUST "PEANUTS" GREATER COVERAGE—SAME LOW COST

New Power: 4,160,000 watts maximum ERP.
New Tower: 1,090 feet above average terrain.
New ABC Network Service for lower Michigan.

New "Peanut Pattern" covers prosperous southwestern Michigan and northern Indiana — estimated effective buying income of $4,077,264,000*.
Target Date: October 31, 1970.


Put your message where the money is — call Blair today!

The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne; WTRC and WPIM (FM), Elkhart; and The Elkhart Truth (Daily)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
All but done: shorter network nights

As stay is denied on three-hour limit in prime time, hard decisions loom on commitments, schedules

A cutback next fall to three hours of prime-time TV network programming a night became a virtual certainty last week as the U.S. Second Circuit Court of Appeals in New York refused to stay the Oct. 1, 1971, effective date of FCC's prime-time access rule.

The prospect promised to plunge networks—and their affiliates—into planning in earnest for the reduction, which CBS-TV and NBC-TV said would cost them millions of dollars—and on a three-network basis reduce Hollywood's TV-film production revenues by $60 million to $70 million a year—but which ABC-TV said may be essential to its own survival as a fully competitive network and in the current economy likely to benefit the other networks as well.

The cutback adds up to four hours a week each for CBS and NBC—an hour on Sunday and a half-hour on each of the other nights—and three and a half hours for ABC, which already programs a half-hour a week less than its competitors, ending its Saturday night prime-time schedule at 10:30.

Although it denied the bid for a stay, the three-judge court did move to expedite action on pending appeals seeking to overturn the rule itself, setting a hearing on the merits for the first week in January. Thus the court could reverse the rule—or affirm it—by late winter or early spring.

But even if it overturned the rule, lawyers appeared certain that the FCC would appeal to the Supreme Court and tended to feel that, in view of the appellate court's refusal to grant a stay last week, the prospect for getting one later on would be negligible if not nil.

Thus all three appeared set to go on the assumption that the rule would be in effect for the 1971-72 season at the latest—and in some quarters there was private talk that some of backers of the appeal itself might withdraw. The appellants include CBS, NBC, MCA, NBC-TV affiliates and WCAX-TV Burlington, Vt., a CBS affiliate.

While denying a stay of the prime-time access rule, the appeals court did stay at least until January—when the hearing on the merits is scheduled—the effective date of a companion rule prohibiting networks from acquiring financial or other interests in programs produced for them by others. That rule had gone into effect Oct. 1 this year.

Although the networks were clearly mapping plans to conform to the prime-time access rule next season, none would acknowledge that it had made firm plans and all indicated that, once made, their basic plans would be guarded as long as possible for competitive reasons.

One of the first questions each must decide is which half-hour to give up, and the consensus was that on weeknights the one to go would be either 7:30-8 p.m. (New York time) or 10:30-11 p.m.

There was also considerable speculation that all three might not elect to give up the same half-hour. A relatively weak program, according to this reasoning, would obviously stand to do better against one competing network program than against two.

If 10:30-11 were the period returned to stations, other changes would seem logical, with the late-night network programs moved ahead from their present 11:30 p.m. start to 11 p.m.—and perhaps expanded to two hours from the present 90 minutes to enlarge the network's chances of recouping some of the revenues lost in the prime-time cutback.

In that case, local news now presented at 11-11:30 would have to be moved up to 10:30-11 p.m. for those affiliates clearing the late network program.

If the prime-time loss should prove as costly as NBC and CBS contended it will, other questions would have to be faced: For instance, would there be a reduction in the number of prime-time specials, normally less profitable than regular series? Would there be a curtailment of news and public-affairs programming in prime time?

Another question facing all three, in any event, is whether to cut back on program development. There was no clear indication last week that any network planned to do so immediately, although one source confirmed that he personally felt it "would be foolish to go ahead full tilt on program development in the present circumstances."

Still another question, but beyond the power of anyone to answer with assurance, was whether the cutback would affect average-program viewing levels—a question with far-reaching implications for TV rates.

There has been speculation that ABC and perhaps CBS and NBC might begin to phase in the cutback in January by simply not replacing programs that don't make it into the so-called second season. This speculation was fed at least partially by the relative softness in the current TV economy and the imminent Jan. 2 loss of all cigarette billings, which will add approximately 50 commercial minutes a week to the three-network inventory.

The prime-time access rule, on the other hand, will take away a three-network total of 72 minutes. Thus putting the rule into effect in January would serve to tighten inventory at a time when otherwise it will be substantially loosened.

However, ABC sources denied last week that they had reached any decision to cut back programming in January, and CBS and NBC authorities indicated they were not even consider-
MOR dominates, but FM formats vary: NAFMB

The wide range of FM formats and a substantial increase in the number of FM stations reporting modified contemporary and country-and-western musical formats are highlighted in a study released last week by the National Association of FM Broadcasters.

The Association said 1,365 stations (64% of all licensed FM outlets) had responded to its questionnaires, distributed last July. Fred Allen, director of development for NAFMB, said the survey results exploded "the myths" that FM programming is made up of background music or classical formats and that there is little diversification in programming.

The results of the survey show that middle-of-the-road formats dominate FM stations (23.9% of respondents), and "beautiful music" (mainly orchestral) and modified contemporary share second position (slightly more than 13 1/2% for each). In third position is country-and-western programming (slightly more than 10 1/2%). Other formats included diversified; religious; underground; classical and semi-classical; rhythm and blues; ethnic; jazz; all news, and sports.

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Robbing such a move.

In seeking a one-year stay on the access rule by the courts, CBS and NBC put major stress on their claim that networks need approximately 18 months' lead time to prepare programing and that, without a stay, they stand to lose millions even if the court should reverse the rule after the appeals are heard in January. And by then, they contended, it would be too late to prepare programing of assured quality to fill the eight weekly half-hours by next fall.

They were supported in arguments before the court by MCA, which argued that it, too, would suffer "irreparable injury" under the rule, and by WCAX-TV, which said its losses would reduce earnings by $27,000 to $52,000.

They were opposed by ABC, which argued that the rule would ease "a severe profit squeeze" on all networks and that, even if the court overrules the rule, the networks could prepare additional programing on relatively short notice; by Westinghouse Broadcasting, which said it had stepped up its own program-production activities in anticipation of the rule's effectiveness and that it would itself be "irreparably injured" by a delay; by Metromedia, which argued that no adequate ground had been presented for a stay, and by the FCC, which contended that a stay would be outrageous and that the best way to protect all conflicting interests— including those of producers like Westinghouse which are relying on the rule—would be to get a fast decision on the merits of the appeals that are seeking to invalidate the rule.

In an affidavit filed in support of a stay, Robert D. Wood, president of CBS-TV, said that based on 1969 average prime-time margins, the loss of four weekly hours under the rule would cut CBS's pre-tax profits by $5 million to $15 million.

"Until the legality and effective date of the prime-time access rule are finally resolved," Mr. Wood's affidavit said, CBS-TV "will not have a rational basis for making program-development decisions."

In a similar vein, NBC argued that it would "be exposed to enormous losses" if it proceeded with normal program-development activities and then found itself with four fewer hours a week to program next fall.

The four hours, NBC said, are roughly equivalent to the four to six hours of replacement programing that NBC introduces each season at an annual production cost of $24 million to $38 million, not counting "the several millions" spent on developing the programing.

Typical development costs, NBC said, include $15,000 to $20,000 for a script for a half-hour pilot and $200,000 to $300,000 for production of the half-hour pilot. Usually, NBC reported, it reviews well over a hundred ideas for a new series each year, orders and reviews 30 to 50 scripts for pilots and from 10 to 20 completed pilot programs.

NBC estimated it would have to write off as a loss more than $3 million already spent or committed to 1971-72 program development, if it cut back to three hours of programing a night. If it continued to program its full schedule despite the rule—permissible, since the rule prohibits only affiliates in the top-50 markets from taking more than three hours a night—NBC estimated its direct losses would be $18 million a year "even assuming that NBC obtained clearances on its fair share of the available non-affiliated stations in the top-50 markets."

And the FCC's rule against networks acquiring financial interests in programs prohibited by other rules which the court stayed until January—could in time cost CBS $2 million to $3 million a year in money advanced to producers, Mr. Wood asserted. Even now, he said, CBS gets back from such arrangements less than it spends for program development and financing—and if it should curtail risk financing of this sort it would have trouble getting enough satisfactory program series.

To stress the need for some 18 months' lead time in preparing and selling programs, Mr. Wood cited the history of the "Eye on the Air" series, which had stepped up in 1969, he said, CBS authorities first viewed a feature film of the same name. In January and February 1969, he said, CBS negotiated with Screen Gems, the producer: in March CBS-TV committed $30,000 to finance a script, which was delivered in July; in September CBS committed $45,000 for casting, sets and art work for a pilot film and the next month committed $424,500 in additional pilot costs. CBS received the pilot in January 1970, worked the program into the 1970-71 schedule, which was screened for advertisers in February, made the first sale on the program in March and committed $2,920,000 for production of series episodes.

NBC also argued that the principal objective of the rule—to encourage production of quality nonnetwork programs—could not be achieved while the legality of the rule is awaiting court decisions because producers are "unlikely to commence such costly and risky production" while the rule's fate is uncertain.

To the contrary, Westinghouse Broadcasting—a prime force in shaping the rule—reported that it has sharply stepped up its own program-development activities, expects to have "seven or eight" program proposals under option by Nov. 1 and plans to have five half-hour shows available for syndication by early March 1971.

Its brief said WBC plans to have these programs originate, where possible in cities other than New York and Los Angeles, to give them greater variety in flavor and appeal and to achieve production-cost savings that will permit pricing within range of stations in the smaller markets.

If the rule were stayed now, Westinghouse argued, these development efforts would be "rendered useless" and, more
Pulse and President praise Lowell Thomas

Newscaster Lowell Thomas was honored as Man of the Year at Pulse Inc.'s 29th annual awards luncheon in New York last Wednesday (Oct. 21) and chose the day to celebrate his 40th anniversary on the air, an endurance record without parallel in broadcasting.

The newsman, author and explorer, now 78, made his first newscast more than 40 years ago—on Sept. 29, 1930—but associates said he elected to wait and make the 40th anniversary celebration coincide with the awards ceremony, at which Mr. Sydney Roslow, director of Pulse, hailed him as "a responsible voice reporting the news for 40 years."

President Nixon sent a message praising his "journalistic integrity." Congratulatory messages from Herbert G. Klein, White House director of communications, and from Freeman Gosden and Charles Correll—"Amos 'n' Andy"—whose program at the height of its popularity immediately followed the Lowell Thomas newscasts—also were read to the luncheon audience of 425 broadcasting and advertising executives by Mr. Roslow.

Mr. Thomas (l) and Dr. Roslow

important, the public “will be deprived of new and diverse program sources” even though “neither CBS nor the other moving parties” have shown that a delay would not be against the public interest.

ABC argued that it, too, would be hurt by a delay. In an affidavit by James E. Duffy, president of the ABC-TV network, ABC maintained that the rule would benefit ABC-TV “in the short run” and also help the other networks in a current “period of transition and adjustment” compounded of a buyers’ market aggravated by the imminence of losses of $165 million in cigarette billings plus continually rising production and other costs.

Affiliates as well as networks, Mr. Duffy said, “will be better off” if the rule enables the networks “to continue to program three top-flight hours per night, with as near to full sponsorship as possible, and it will undoubtedly result in greater clearance for network programs by the affiliated stations.”

Mr. Duffy, asserting that in the present economic conditions “the rule may be essential to the preservation of ABC’s position as a fully competitive television network,” reported that ABC-TV has operated at a loss since 1963 while CBS and NBC “have enjoyed substantial profits.”

“Our losses from 1963 through 1969,” Mr. Duffy continued “exceeded $75 million, whereas their combined profits exceeded $500 million. In 1969 alone, the CBS and NBC television networks had combined profits in excess of $92 million.”

ABC therefore “is the network least able to accept heavy losses over even a short period of time,” he asserted.

Mr. Duffy said it “can only be a matter of conjecture” whether CBS was seeking a stay of the rule “to worsen ABC’s competitive disadvantage and perhaps damage its television network for many years to come” and therefore “I make no such charge.”

“But,” he said, “that a stay of this rule may severely damage ABC is a fact, and such damage would not be measured simply by the failure to earn a particular profit, which might or might not be realized, but would be measured by compromising ABC’s ability to continue to provide a fully competitive national television network service.”

He said ABC-TV has not curtailed its own program development for 1971-72 and denied that networks would not be able to prepare and sell adequate programming for the hours involved even if the rule were invalidated as late as June 1971, although he acknowledged that some departures from usual ways of doing business would be necessary.

Of CBS’s claim that loss of four prime-time hours a week could cut profitability by $5 million to $15 million, Mr. Duffy said the estimates were based on figures for 1969—when sales were at peak levels—and made “no provision for changed economic conditions including lost cigarette business” or for increased revenues through better sales at higher rates when the supply of network commercial availabilities is reduced.

Of WCAU-TV’s claim of revenue losses resulting from the rule, Mr. Duffy said these projections, too, “take no account of the problems which the television network economy faces.”

MCA and other program producers opposing the access rule, he said, “need not curtail production” but need only to seek new markets through first-run syndication. “They will not be denied opportunity,” he said, “even if they have to assume risks now carried by the networks, modify their ways of doing business and perhaps work a little harder.”

From Mobil to CPB: more than $1 million

The Corp. for Public Broadcasting last week announced a commitment to educational broadcasting in excess of $1 million from the Mobil Oil Corp. The contribution is the largest CPB has ever received from the business community, according to its president, John W. Macz Jr.

Mobil’s money will finance a 39-week series of original, one-hour dramas produced by the British Broadcasting Corp., and will pay for five million copies of a new Sesame Street Magazine to be distributed free to disadvantaged preschool children.

The drama series, called Masterpiece Theater, will be relayed by the Public Broadcasting Service—CPB’s television networking arm—to over 200 ETV stations for airing on Sundays at 9 p.m. EST, beginning Jan. 10, 1971. Each program will be repeated on another day in the same week. The BBC dramas were made available through Time-Life Films.

Joan Ganz Cooney, creator of Sesame Street and president of the Children’s Television Workshop, described the new Sesame Street Magazine as a key element in a nationwide “off-screen” program directed toward the learning needs of inner-city children.

Rulleigh Warner Jr., chairman of Mobil, said: “We consider our participation in these two television projects more than simply a matter of providing funds. Both Sesame Street and Masterpiece Theater hold considerable social value. Both aim to enrich their audiences, and to the extent they succeed, they enrich all of society. We are proud to be associated with them.”
**FCC rejects ‘future’ fairness ruling**

Antiwar group is rebuffed in attempt to get conditions set for messages not yet on air

The FCC has rejected an anti-Vietnam-war group's bid for a declaratory fairness-doctrine ruling aimed at blunting what the group sees as an upcoming pre-election television blitz aimed at the defeat of dovish senators seeking reelection.

The commission staff in turning down the request said the commission believes it should deal with specific cases rather than issue declaratory rulings "on suppositional future events."

The concern expressed by the Task Force for Peace, an antiwar businessmen's group, may be unfounded anyway. The organization it cited in its request for a ruling, the American Security Council, does not, according to its president, plan any kind of television campaign prior to the elections.

The TFP, in a letter to William Ray, chief of the commission's complaints and compliance division, referred to a mailing issued by the American Security Council, which describes itself as being concerned with national security matters.

The letter refers to the impending elections, and expresses concern about the possible re-election of senators and congressmen ASC feels have voted to weaken the American military establishment. It also refers to a National Security Index it has issued which rates members of both houses on how they voted on national security issues. A number of members of both houses seeking reelection are assigned low ratings.

The letter, which is a solicitation for funds, says ASC plans 200 full-page newspaper ads, "prime-time TV spots," and the distribution of millions of copies of ASC's Operation Alert folders, which contain the index, "to alert all Americans." It says the effort will cost $238,000 above ASC's present budget.

The TFP, in its letter to Mr. Ray, asked for a ruling that "any station accepting spot ads during the last two weeks of an election campaign, which employ inflammatory, fraudulent or libelous claims (or in any way attack a candidate's integrity, character or patriotism) against a particular candidate" must provide the attacked candidate advance notice of the spot and afford an appropriate spokesman time for reply "under the personal-attack provisions of the fairness doctrine."

Mr. Ray, in a letter rejecting the request on Wednesday (a day after it was received at the commission), and stressing commission intention to apply its policies "to specific situations as they arise," said the commission "acts with all possible speed in resolving" the hundreds of equal-time and fairness complaints it receives during each political campaign. But he warned against issuing rulings before an event.

"We also note," Mr. Ray concluded, that, except where the equal-time provision of the Communications Act is involved, "licensees are not required to accept any matter offered for broadcast."

John M. Fisher, ASC president, said the organization does not have the money for a television campaign, and does not anticipate that it will obtain the necessary funds before the election.

The ASC newspaper ads, which have begun to appear, warn of "a powerful coalition" in Congress "trying to reduce our defenses." It does not mention names, but asks readers to write for additional information and to contribute funds to the campaign.

Besides writing to the commission, the TFP has sent form letters over the signature of its chairman, Harold Williams, to all television stations and major newspapers in 13 states concerning the ASC campaign. It expresses the view that stations carrying ASC material incur a fairness-doctrine obligation to present a contrasting view and that, "at a minimum, in all media, the audience is entitled to know the self-interest of the sponsor of the ratings and the methods used in arriving at them." TFP says the index is misleading.

**Illinois activists get no FCC help**

Commission rejects their broad interpretation of 'fairness' obligations

A Chicago group called the Illinois Citizens' Committee for Broadcasting received no support from the FCC last week for a proposed extension of the fairness doctrine. The group maintained that the doctrine obligates broadcasters to make time available to citizens groups interested in soliciting comments on whether the stations' renewal applications should be granted (Broadcasting, Sept. 21). The commission said it does not.

ICCB advanced its theory in fairness-doctrine complaints filed against 32 of Chicago's radio and television stations after they refused it free time to inform the public about license-renewal procedures and to request comment on the stations' performance. Illinois broadcast licenses are due for renewal by Dec. 1.

The committee had argued that the "whole tone and tenor of any station's programming expresses one side of the controversial issue of whether the station's license should be renewed" and that it is "inevitable that the station will project the positive side of the contro-
Reflecting the Metrolina Market Megalopolis

Growth is the story of Charlotte. Center of the Carolinas and distribution-transportation hub of the Piedmont. Encompassing nearly 2.3 million people within a 75 mile radius. A selling market. First in the south and third in the nation in rate of wholesale sales growth. A young market. Four out of five persons are under 50 years of age. A market to sell. The sales potential of this expanding Metrolina market is mirrored by the growth of WSOC-TV. A young station. Delivering proportionately more viewers under 50 than any other station in the market. A selling station. First choice in Charlotte. First choice of the Carolinas.

* Source material available on request.

A reflection of Charlotte
WSOC Television

A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WSOC AM-FM-TV Charlotte, WSB AM-FM-TV Atlanta, WDDO AM-FM-TV Dayton, WIOD AM-FM Miami, WYIC-TV Pittsburgh, KTVU San Francisco-Oakland
WHEN STARS FALL ON ALABAMA, THE WAPI-TV COMMUNICATION CENTER HAS THE STORY IN AN INSTANT.

Everyone talks about community relations, but WAPI-TV has really done something about it—custom designed its 24-hour Communication Center to include direct hook-ups with area fire departments, police, sheriffs and State Troopers. So that whenever there’s an event of community interest, from falling stars to four alarm fires, WAPI-TV has the details in next to no time.

In addition to continuous multi-media reports from national and international sources, the station makes maximum use of such flexible devices as beeper phones, six news cruisers and mobile transmitters to provide on-the-spot, in-depth coverage of Birmingham and North Alabama news.

This fast-moving interplay of men and equipment has made WAPI-TV’s newscasts a “must” with well-informed listeners. It’s the reason the WAPI-TV Communication Center has become the News Capital of Alabama.
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With One Shot
Hit Single Volume!
Directories
Broadcasting
In Every Day
1971
In TV Broadcasting Group Ownership
Newspaper Ownership
Allocations
Canadian Channels
Canadian Call Letters
TV Television
A television. The directories you'll find in the giant 1971 Broadcasting Yearbook—the one-book library of television and radio information. No wonder Broadcasting Yearbook is the most respected 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 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: ARS 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, ADI household, and 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) 688-1022
New York
444 Madison Ave. 10022,
(212) 755-0610
Chicago
360 N. Michigan Ave. 60601,
(312) 236-4115
Hollywood
1880 N. Vine St. 90028,
(213) 463-3148

The 36th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 550 pages, index-labeled for instant reference.
So wide is its range of information that the 1971 Broadcasting Yearbook will actually combine 54 different and distinct 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.

Reserve the best position in the directory section of your choice.
versal issue in question."

It added that the notice stations are required by commission rules to broadcast—that their renewal applications have been filed and that members of the public may contact the commission about stations' performance—is not adequate. It does not "offset the continuing implication, in the station's programming, that its license should be renewed. . . ."

The commission, however, felt otherwise. In a letter to the committee, it said that in adopting the rule requiring notice of the filing of renewal applications and in requiring broadcasters to ascertain and meet community needs and interests, it has established procedures designed to inform the public of its rights in connection with license-renewal applications.

The commission added that it is considering whether its requirements for ascertaining community needs are adequate. But, it said, "does not agree with your contention that ascertainment of the community's opinion of a station's service must be delegated by a licensee to outside organizations which demand to broadcast announcements of their own devising."

And before the fairness doctrine can be said to apply to a station's programming, the commission said, the broadcasts must present one side of a controversial issue of public importance. The committee's complaints, the commission said, not only fail to put forth such programming but also "fail to demonstrate the existence of a controversial issue. . . ."

The commission action was adopted by a 5-to-1 vote, with Commissioners Robert T. Bartley and H. Rex Lee concurring in the result and Commissioner Nicholas Johnson dissenting.

**Hughes slates fourth of its Alcoa specials**

The Hughes Television Network will present the last in a series of four Alcoa Hour TV specials this year, "Rescue. . . . The Search for Billy." On Tuesday, Dec. 1, it was announced last week. The one-hour programs, carried by approximately 185 stations, marked Hughes Sports Network's first venture into entertainment programming and first presentation under their new organization's name (Broadcasting, Oct. 20, 1969). All of the specials were produced by Life Films (now Time-Life Films) and sponsored by the Aluminum Co. of America, through Fuller & Smith & Ross.

The final program spotlights the operations of the Sierr Madre search-and-rescue team. Other programs in the series included "Thirty Days to Survival" and "Cowboy!" aired April 8.

**Agnew: Let newsmen face nation**

**Commentators nix suggestion that TV panel of government bigwigs probe 'prejudices'**

Spiro Agnew, Ronald Reagan, Rogers Morton and maybe John Pastore probing the prejudices of CBS's Eric Sevareid on Face the Nation.

The turn-about is not a figment of fiction. The concept is the latest mass-media venture of the Vice President. It is designed to disclose to the public how top network-news figures allegedly color their presentations with personal views. The reverse confrontations would be "voluntary."

Other candidates named by Mr. Agnew for examination by TV panels of government leaders: ABC's Howard K. Smith and Frank Reynolds.

The suggestion was offered by the Vice President during an appearance on Kup's Show, a local talk show carried by NBC-owned wmaq-TV Chicago.

The suggestion was immediately ridiculed by some of the commentators earmarked by Mr. Agnew for interrogation.

Charles Roberts, a Newsweek contributing editor who joined the program's host, the Chicago Sun-Times's Irv Kupcinet, in quizzing Mr. Agnew, prompted the suggestion with a question about his Des Moines speech last year attacking instant analysis of President Nixon's Vietnam report.

"I think the analysis is all right as long as it is balanced," Mr. Agnew said. "Now what happened in that case," he recalled, "was that there was nothing but hostile criticism revealed to the public after that speech. I really ask for more analysis, not less. I would like to see more conservative commentators, more people who would reflect an opposite point of view. And that brings me to an interesting question I would like to ask you both."

"I had a letter the other day suggesting it would be a great benefit to the public if some of the premiere news commentators, for example some of those who have had extremely wide exposure such as yourself or the network commentators, were examined by a group of people in government to explore in depth your opinions, your prejudices, if you will, if you have some, so that in the future the people who watch you, would have a chance to know what underlying philosophy you have."

He suggested that it would be "beneficial" for the viewing audience to know what men like Messrs. Sevareid, Smith and Reynolds believe "so that when they characterize certain things . . . there will be some understanding of what their underlying philosophy is."

Mr. Agnew stressed that he did not have a command performance in mind. "I would expect nobody could demand that you would go on the kind of show I am talking about," he said. "But I would think that if it would serve a useful public service you would be willing to appear on such a show. Privately, not a government-sponsored show. Where the interrogation would be reversed. That's all I'm asking."

Mr. Sevareid, in his regular commentary on The CBS Evening News with Walter Cronkite on Wednesday, expressed mock concern over the implication in the Vice President's remarks that nobody has been listening to him.

"If, after some 30 years and thousands of broadcasts, hundreds of articles and lectures and a few books, one's general cast of mind, warts and all, remains a mystery, then we're lapped and we fail to see how a few more minutes of examination by government-types would solve the supposed riddle."

But he expressed his concern in his conclusion: "Nobody in this business expects for a moment that the full truth of anything will be contained in any one account or commentary, but that through free reporting and discussion, as Mr. Walter Lippmann put it, the truth will emerge."

"The central point about the free press," he added, "is not that it be accurate, though it must try to be; not that it even be fair, though it must try to be that; but that it be free. And that means, in the first instance, freedom from any and all attempts by the power of government to coerce or intimidate it or police it in any way."

Mr. Roberts asked whether the Vice President thought a quiz of commentators would "turn up anyone with any subversive connections." Mr. Agnew shot back: "Boy, you fellows really can jump over 18 hurdles when you get on this subject. I'm not talking about subversion at all. All I am talking about is that the people who are watching that tube have a right to know what your opinions are if you happen to be a man who is telling the news every night, because you can select what parts of the news you want to emphasize and by your language you can convey a point of view that is not an editorial and yet is colored with your own viewpoints. Now I think the people ought to know what those viewpoints are."

Mr. Agnew volunteered to be one of
Ailes: Good TV is vital to campaign
Others share same view on CBS show dealing with TV's role in elections

“I don’t believe anyone will ever be elected to a major public office again, including mayors of big cities, without the skillful use of television.”

That statement by Roger Ailes, producer and TV adviser for President Nixon’s 1968 campaign, was in tune with opinions expressed repeatedly by politicians and TV-campaign producers on Television and Politics, a special CBS News-produced program on CBS-TV last week (Oct. 20, 10-11 p.m. EDT).

Mr. Ailes was responding to a question by Mike Wallace, CBS News correspondent, if he thought TV to be “the single most important factor in winning political campaign.”

In acknowledging the “skillful use of television” is in both the “illumination of the issues” and “an emotional sell of the man,” Mr. Ailes said that he did not think it was possible to “isolate one or the other.”

But in his opinion, “the problem is now that we are reeling and perhaps too much on television. And particularly too much perhaps on spot announcements.” He said it was

Burch calls Johnson grandstander
That ‘offensive’ phrase edited from tape was used to get attention, says chairman

FCC Chairman Dean Burch has sharply criticized Commissioner Nicholas Johnson for the latter’s attack on NBC-TV’s Washington station which deleted from a taped program a Johnson remark that the station thought in bad taste. The chairman, in a letter to a senator who earlier had criticized Mr. Johnson’s actions, felt obliged to “apologize” for the commissioner’s “grandstanding tactics” and to disassociate the rest of the commission from them.

The letter last week to Senator Marlow Cook (R-Ky.) contained Chairman Burch’s first public comment on the controversy that was precipitated by WRC-TV’s editing out of a Georgetown University Forum program Commissioner Johnson’s use of the term “get laid” (Broadcasting, Oct. 19). The program was broadcast on Oct. 10.

Commissioner Johnson issued a statement accusing the station of censorship and denouncing the action as “the height of arrogant irony.” He said he had used the term in a serious discussion of what he regards as the overt sexuality of hair-spray commercials. (He had said the commercials tell a woman that if she “looks sexy” as a result of using the product, “she’s gonna get laid.”)

Senator Cook, a member of the Senate Commerce Committee, which oversees the activities of the FCC, characterized the commissioner’s remarks as “arrogant.” And in a letter to Chairman Burch, he added that similar conduct by Commissioner Johnson in the future could lead to a demand for his resignation.

Chairman Burch, in his reply, said the station had acted reasonably. “Commissioner Johnson in raising these non-sequiturs is guilty of the gross exaggeration that he complains about in the commercials,” wrote the chairman.

Chairman Burch, who has been leading the commission into a tougher stand on issues dealing with alleged obscenity or indecency in broadcast material, also rapped Mr. Johnson for the use of the term—which Mr. Burch did not repeat.

He accused his colleague of using “this unnecessarily offensive or ‘grandstanding’ phrase in order to get attention.

Having that opportunity taken away,” he added, “Commissioner Johnson resorted to the issuance of a written statement which holds all of television up to ridicule.

“I apologize for these ‘grandstanding’ tactics,” the chairman told Senator Cook. “I too find them disturbing on the part of a member of an independent regulatory commission but assure you they represent no more than one commissioner’s public utterances.”

The chairman also endorsed the senator’s comment that Commissioner Johnson “is not this country’s arbiter of what is or is not good taste.” Neither the commission as a whole nor any of its members can serve that function, he said. “We do grievous wrong when we try.”

24 (Programming)
last decade, most spectacularly in the
last four years.

Commercial-producer Robert Good-
man, who handled TV for Republican
Robert Taft in the Ohio senatorial pri-
mary, said that "people selling" is a
"new idea" and unlike the selling of a
product such as a soap or a mouthwash.
In promoting a product, he said, there
is invention of "little slogans" and "little
formulas that are very deceptive." But
with politicians, Mr. Goodman ob-
erved, "it's a little more honest,"
though he acknowledged "we are trying
to show what's good, we are trying to
conceal what is not so good, we are
trying to dramatize the things we think
will sell."

Among other comments, David Garth
(worked on the senatorial campaigns of
Richard Ottinger in New York, for
Adlai Stevenson III in Illinois and John
Tunney in California) said he favored
the supply of TV time on an equal
basis to all candidates in an election
race and "I don't think you should
have to buy television time."

Joseph Napolitam—-he ran Hubert
Humphrey's media campaign in the
1968 presidential campaign—said his
business was "electing candidates," and
that in a sense it was his business to
sell the candidate, not to judge whether
a candidate will deliver as promised
after election. At one point, Mr. Napol-
tan said that he guessed that it was
"probably true" that "in a sense" he
was "a gun for hire." He said: "I was
called that once in England."

The Democratic Party's Mr. O'Brien
suggested that the length of a camp-
aign be limited; that TV spots—"the
packaging of candidates"—be elimi-
nated, and that no less than 15 minutes
of TV time be afforded in any segment
in a campaign to permit live and direct
exposure to a candidate and the issues.
The Republican party's Morton
warned that by limiting TV spending
"we begin to make some very specific
invasions into the proposition of free
speech," and discriminating against TV
as against other news media, such as
newspapers or other types of communi-
cation that are available." He said "this
seems to be a Band-Aid on a very
serious thing and not really the cure
for the problem."

Commissioner Johnson reiterated
his proposal that one-third of prime time
on all three TV networks be given over
to programming "other than the lowest-
common-denominator commercially ladd-
en fare that we get now" and that
this time be made available during elec-
tion periods for "political purposes."

In non-election periods, the time
would be devoted to "educational, public af-
fairs, cultural purposes." He also rec-
ommended at least 50% of the time
consumed by a political figure be re-
quired to place the candidate in a situa-
tion over which he has no control, such
as in an interview or a political debate.

Chairman Burch said that he hap-
pened "not to subscribe to the theory"
that the need for a discussion of ideas
means that "you ought to destroy com-
cercial TV so that you can have noth-
ing but discussion of great ideas all day."
The FCC chairman said he believed
"our system is quite a good one." He
said television and politics "is not just
a slick commercial [but] includes the
news interview, the on-the-spot coverage
of the speech, the documentary, and the
other things that actually do penetrate."
The citizenry, he said, "is better in-
formed about elections today."

Mr. Burch appeared doubtful as to
the outcome of debate over "television
and politics and money." He noted that
in the span of U.S. history there had
been concern as to heavily financed
political advertising in newspapers and
even "about handbills." He said: "It is
a very, very difficult problem because
for every gain you make in this field
you may have an offsetting loss."

'Custom Monitor' created by NBC Radio

Weekend service is tailored for affiliates not now
clearing 'Monitor,' San Francisco convention told

A call by the network president to resist
pressure and criticism to protect the in-
tegrity and independence of broadcast
news, announcement of Custom Moni-
tor as a weekend programing supple-
ment, and election of new officers (see
page 57) highlighted the annual NBC
Radio Affiliates convention last week in
San Francisco.

NBC President Julian Goodman, key-
note speaker, noted that the news me-
da, "especially radio and television, are
under pressures—official and unofficial
— that are perhaps greater than any
time in our history. It should be appar-
et that the push will very quickly be-
come a shove if we show signs of
knuckling under" (BROADCASTING, Oct.
19).

The addition of Custom Monitor to the
weekend programing of the NBC
Radio Network was announced by
Arthur A. Watson, president of the
radio division. Offered in addition to the
regular Monitor broadcasts, the serv-
vice came about at the suggestion of the
affiliates board as a possible solution to
existing problems with present music
formats or sports pre-emptions. It is de-
signed to provide expanded and more

Second day's sessions of San Francisco
convention of NBC affiliates were
limited to panel discussion of "Today's
Youth—Tomorrow's Society," moder-
ated by NBC newsmen David Brinkley.
The panel (l-r): Jamie Sutton, Hastings
College law student and Peace Corps
veteran; Quincy Jones, composer, con-
ductor and arranger; Dr. S. I. Hayak-
wara, president of San Francisco State
College; and Robert Delinger, vice
president of Robert Petersen Produc-
tions, Hollywood, which is involved in
youth research.

timely exposure of Monitor for stations
not now clearing the program.
The new weekend programing serv-
ice, scheduled to begin Dec. 5-6, will
contain four segments and be pre-fed
to affiliate stations on Wednesday and
Thursday. The segments are a basic
commercial service, including commer-
cial segments as well as commercials;
timely sustaining features; live coverage

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and breaking news stories; and nondated material.

The basic commercial service includes all the regular Monitor commercials, designated commercial segments which average four to five minutes, and commercials where clearance will be requested for the complete Monitor personality or news segment, not just the commercial. Commercial material will be sent to stations in the correct broadcast order and must be broadcast by the affiliate within one hour of the live network broadcast. Robert Wogan, NBC vice president, programs, acknowledged that enforcement of this scheduling will be difficult.

Regional reports, news and features that may be outdated within five days, and other timely sustaining features, comprise the second portion of Custom Monitor. Nondated material, the fourth part of the network feed, will consist primarily of personality interviews.

Live coverage of breaking news and sports events will be offered affiliates at 15 and/or 45 minutes after the hour. Stations who wish to accept these reports will be given the normal 10-second network hotline cue. These reports also may be taped by the station for later use.

Network officials said costs for Custom Monitor would be absorbed by NBC. Although no dollar figure was given, a network executive termed them "substantial."

First of the network pre-feeds of the Custom Monitor service will be Dec. 2 and 3 between 7:30 and 9 p.m. NYT. The nondated material will be made available to affiliates, Tuesday, Dec. 8, during the same hours.

Other changes in network programs included what Mr. Watson termed a "streamlining" of NBC News on the Hour. Opening and closing billboards have been eliminated, reducing to two the number of commercial breaks and, according to Mr. Watson, increasing the news content "by more than 10%." Also increased was the number of newscasts from 17 to 20 with three being left for local sale. NBC hourly newscasts are now available from 6 a.m. to 1 a.m. (NYT). Hotline service, the news connection between the network and the affiliate, now is open 24 hours a day.

Program notes:

Welles rides again ■ The original broad-
cast of the science-fiction classic War of the Worlds by the Mercury Theater will be aired Friday and Saturday nights (Oct. 30 and 31) on KEQ(A.M.) Los An-
geles. The Saturday broadcast will have an added mood creator. Personality Chuck Cecil will play music from 1938 on his Swingin' Tears show before and after the Orson Welles-conceived radio show that panicked thousands that Hallowen 32 years ago.

Football's best ■ Kodak's All-America Football Team, a 30-minute special featuring some of the best collegiate football action of the 1970 season, will be aired in color on ABC-TV, Saturday, Nov. 28 (7:30-8:00 p.m. EST). The 22-
man "All-America Team" is chosen by the American Football Coaches Association in a poll of members from all sections of the country, on the basis of films of games made available to the coaches by Eastman Kodak.

Pollution and the future ■ CCM Films Inc., New York, is distributing 1983, a ficitional news account of the day pollut-
don destroying America, to schools, li-
braries and other interested groups. The color film, produced by Metro-
media TV Network, presents newscast-
ers, including Bill Jurgensen and Ken Gilmore, reporting on the projected day when the environment becomes too pol-
luted to sustain life.

Toni goes national ■ Avco Embassy Pictures/Television, New York, has an-
ounced an agreement with Hollywood reporter Toni Holt, to syndicate her daily five-minute feature Hollywood Headlines nationally. The program is now in morning on KHJ-TV Holly-
wood. Miss Holt also writes for Photo-
play Magazine and has daily columns in the Chicago Tribune, New York Daily News and in newspapers in 24 other major cities.

Milk run ■ The National Milk Pro-
ducers Federation, Washington, is of-
fering a free weekly radio program to interested stations concerning farm de-
velopments in the Nation's Capital. Information can be obtained from: Na-
tional Milk Producers Federation, 30 F Street NW, Washington 20001.

Lescoulie signs ■ Jack Lescoulie, vet-
eran TV host formerly with NBC-TV's Today Show, has signed a long-term contract with the Avco Broadcasting Cor-
p., Cincinnati. Mr. Lescoulie has previously worked with Avco as a fill-in host and recently was host for Avco series of nightly wrap-ups of the Ohio State Fair which were broadcast throughout that state.

Warner signs two more ■ Warner Bros. Television has signed development con-
tracts with writer Herman Miller and writer-producer Ed Adamson. Mr. Miller created McCloud, which is on NBC-TV this season, and has written numerous motion picture screen-plays. Mr. Adamson has produced such series as Wanted: Dead or Alive and Richard Diamond, among others.

Stanley likes children ■ Comedian Stan-
ley Myron Handelman will begin video taping a number of children's shows for use on cassettes. As the story-telling host, Uncle Stanley will inject his own brand of humor into the tales while keeping them on an easily understand-
able level. A coproduction of Handel-
man's Scott Carter Productions and Creative Cassette Folks, both Holly-
wood, the as yet undetermined number of episodes will be aimed at institutional use with possible application to cable TV.

Changing Formats

The following modifications in program schedules and formats were reported last week.

■ WEVD-FM New York—Forward As-
sociation Inc., effective Oct. 12, switch-
ed from nostalgic music and Jewish and Italian language programing to Spanish language programing, which will be presented under the management of Spanish Broadcasting System Inc., Har-
ford, Conn. WEVD-FM operates from 3 a.m. to 5 p.m. on 97.9 mhz with 20 kw. Station has just installed an antenna 1,225 feet above average terrain atop the Empire State Building.

■ WEGO(AM) Concord, N.C.—Con-
cord-Kannapolis Broadcasting Co., ef-
fective Oct. 12 switched from a Bill-
board easy-listening format to country-
and-western music. Ray Cook, program director, termed the new format "pop-
corn," meaning contemporary, country-
oriented music. Mr. Cook said the sta-
tion's audience showed a preference for country music. Wego is a daytimer on 1410 khz with 1 kw.

■ WFMC(AM) Winston-Salem, N.C.—
Forsty County Broadcasting Co., ef-
fective Oct. 5, substituted soul music for its previous country-and-western format. A station spokesman added, however, that the daytimer still pro-
grams country music from 8 to 10 a.m. every day. Increased advertising rev-
enue was cited as the incentive for the format change. WFMC operates on 1550 khz with 1 kw.

■ KFMQ(FM) Lincoln, Neb.—KFMQ Inc., effective Sept. 21, dropped con-
temporary middle-of-the-road music for extension of its rock format. Station previously programed rock from 8 p.m. to 1 a.m. from Sunday through Thursday and from 7 p.m. to 4 a.m. on Friday and Saturday. Roger Agnew, program director, said the station's MOR play list featured artists including Frank Sinatra and the Beatles. Mr. Ag-
new said station's revenue was increas-
ing for nighttime rock programming and was showing no or little change for MOR daytime programing. Station now receives more revenue by programing
rock from 6 a.m. to sign-off, he added. KFMO (FM) operates in stereo on 95.3 mhz with 1 kw and an antenna 125 feet above average terrain.

- WBOC-FM Salisbury, Md. — WBOC Inc., effective Oct. 1, ceased duplication of middle-of-the-road programing of affiliate WBOC (AM) there from 10 p.m. to sign-off to extend stereo, instrumental-background music from 7:15 a.m. to 12 midnight Monday through Sunday. Sam Carey, vice president, said with addition of separate stereo programing, management expects WBOC-FM “to pull into firm second place in the next (Mediastat) research study.” WBOC (AM) operates full time on 960 khz with 5 kw day and 1 kw night. WBOC-FM is on 104.7 mhz with 30 kw and an antenna 610 feet above average terrain.

- WWON-FM Woonsocket, R.I. — Woonsocket Broadcasting Co., effective Oct. 19, began nonduplicated programing from 8:15 to 11 p.m. Previously simul-casting an audience-participation game and variety show from affiliate WWON-(AM) there, FM now programs band music of the late 1940's and early 1950's. Roger Bouchard, program director, said station’s listeners, mostly French-Canadians, “are not sophisticated.” “We have a down-to-earth operation here,” he said, adding that by “taking a step backwards,” station has become successful. WWON-(AM) operates full time on 1240 khz with 1 kw day and 250 w night. WWON-FM is on 106.3 mhz with 390 w and an antenna 215 feet above average terrain.

Peace group asks reversal

Business Executives Move for Vietnam Peace, Los Angeles chapter, has filed a petition in the United States Court of Appeals for the District of Columbia Circuit to overturn an FCC fairness ruling concerning complaints against the ABC-TV, CBS-TV and NBC-TV networks and their Los Angeles affiliates. BEC was one group among many who had asked the commission for a ruling that anti-war spokesman should be given equal-time to respond when the President addresses the nation on the war in Southeast Asia. The commission denied this aspect of the complaint against the networks, contending that such equal-time requirements in the fairness area would be wholly inappropriate (Broadcasting, Aug. 17). The commission held that the major networks must make prime time—not equal time—available to spokesmen.

Oscars slated on NBC-TV

The Oscar awards have been scheduled on Thursday, April 15, 1971, starting at 10 p.m. (EST) on NBC-TV.

An opposite viewpoint irks NBC affiliates

A commentary by NBC newsman John Chancellor criticizing President Nixon’s veto of the political-broadcasting bill (Broadcasting, Oct. 19) sparked lively discussion during last week’s NBC affiliates convention in San Francisco. Several affiliates said NBC embarrassed them by using the network to express its views—when not all the affiliates agreed on the position.

Many affiliates felt the network should have advised stations of the commentary. Some, it was noted, had editorialized earlier against the bill, and then were forced to carry the opposite view from their network.

The danger of a spectre of censorship caused the affiliates to scrap the idea of the network consulting affiliates on planned commentary.

Cavett renewed through ’71

ABC-TV announced last week that its late-night entertainment series, The Dick Cavett Show, has been renewed through 1971. The program is now carried Tuesday through Friday, 11:30 p.m. to 1 a.m., preempted on Monday because of NFL Monday Night Football. It returns to a five-nights-a-week schedule on Dec. 21.

BUT...in the 36th TV market you’ll get a luxury ride with more mileage for your dollars on WKZO-TV.

With a 43% prime-time share in the 3-station 36th TV market, WKZO-TV gives you the horse-power you need to reach a top 50 market at lowest-cost-per-thousand.

Ask Avery-Knodel how you can accelerate your sales in this giant 2 1/2 billion dollar retail sales market, through WKZO-TV.

Source SRDS and ARB, Feb/March 1969.

*The Darin-Dia DIA 150 exhibited in 1962 took 7 years to build, at a cost reputed to be $150,000.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studies in South Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING, Oct. 26, 1970
How key congressional races shape up

Though some face close calls and even defeat
most Commerce Committee members look safe

On Nov. 3, broadcasters will be reporting to the U.S. public the election results for all 435 House seats and one-third of the Senate's. But broadcasters will be following with special interest of their own the results of races for 41 specific seats in the Senate and House-those that are up for grabs on Commerce Committees, where broadcast legislation lives or dies.

On the Senate Committee, six of the 11 Democratic seats and three of the eight Republican seats are at stake in the election. On the Communications Subcommittee five of the six Democrats and two of the four Republicans are up for re-election. Who will win, who will lose?

The most influential subcommittee members, Chairman John O. Pastore (D-R.I.) and Minority Leader Hugh Scott (R-Pa.), are counted as easy winners by experienced newsmen on the scene. One subcommittee member from each party appears to be in trouble. Senator Vance Hartke (D-Ind.) is battling Representative Richard Roudebush (R-Ind.) and what is seen as a rising tide of conservative feeling within his state. Senator Charles Goodell (R-N.Y.), who opposes Representative Richard Ottinger (D-N.Y.) and Conservative James Buckley for the Senate seat, is trailing in the pre-election polls.

Barring political upheavals of unforeseen dimensions, most faces on both the Commerce Committee and the Communications Subcommittee are expected to remain the same when the next Congress begins its work in January, though whatever happens in the election, the Senate Commerce Committee will be reduced in number from 19 to 17. Two seats were eliminated by the legislative reorganization bill that passed through both houses several weeks ago.

Only with a Republican takeover of the Senate, an objective actively sought by the Nixon administration, would the balance of power on the Commerce Committee-and all other committees-shift. Such a change would touch off a scramble by Republican senators for more advantageous committee positions and put Republicans in control of committee chairmanships.

Most House Commerce Committee members are given good chances of winning next week, but some are on shaky ground and a few are said to be in trouble. Those in the last category are Representatives Hastings Keith (R-Mass.), David E. Satterfield (D-Va.) and John M. Murphy (D-N.Y.).

As in the Senate, the two House figures of special interest to broadcasters-Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee Chairman Torbert Macdonald (D-Mass.)—are, according to all reports, sure bets for re-election.

No matter how the elections turn out, there will be at least five new faces on the House Commerce Committee. One seat remains empty after the death of Daniel J. Ronan (D-Ill.). Two incumbents lost in primaries. Two others are running for other offices.

One of those who lost a primary is Samuel N. Friedel (D-Md.). Mr. Friedel is second only to Chairman Staggers in seniority among Democrats on the committee and is chairman of the Transportation and Aeronautics Subcommittee, considered the choicest among the four subcommittees.

A question of interest to broadcasters is whether Mr. Macdonald, who is next in seniority to Mr. Friedel among Democrats on the parent committee, will want to move from Communications into Mr. Friedel's chairmanship. A Macdonald move could leave the Communications chairmanship vulnerable to such other senior members as John Moss (D-Calif.), whose ascension would give nightmares to broadcasters.

The second primary casualty was Representative Glenn Cunningham (R-Neb.). In addition, two members of the Commerce Committee have decided to try for other things: Representative Ottinger, a member of the Communications Subcommittee, who is running for the Senate, and Representative Albert W. Watrous (R-S.C.), a member of the Transportation and Aeronautics Subcommittee, is running for the governorship of South Carolina.

The following are the prospects of all those members of Senate and House Committees who are seeking re-election. These are distillations of reports from knowledgeable newsmen in the candidates' home districts and states. The newsmen were polled by Broadcasting.

In the Senate

Here are the incumbents on the Senate Commerce Committee who are seeking re-election:

Howard W. Cannon (D-Nev.): Although both sides appear confident, Mr. Cannon "looks like a sure winner" to Vince Anselmo, managing editor of the Las Vegas Sun. Polls have shown Mr. Cannon to have a 3-to-1 edge in Las Vegas over William Raggio, district attorney for Washoe county. Bob Stewart, (Tex.), Robert O. Tiernan (R.I.), Richard Preyer (N.C.).

Republicans: William L. Springer (Ill.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), Glenn Cunningham (Neb.), James T. Broyhill (N.C.), James Harvey (Mich.), Albert W. Watrous (S.C.), Tim Lee Carter (Ky.), Donald G. Brotzman (Colo.), Clarence J. Brown (Ohio), Daniel H. Kuykendall (Tenn.), Joe Skubitz (Kan.), Fletcher Thompson (Ga.), James F. Hastings (N.Y.), John G. Schmitz (Calif.).

1 Defeated in 1970 primaries.
2 Are seeking offices outside House in November elections.

One seat has been vacant since the death of Daniel J. Roman (D-Ill.).

The 32 House races broadcasters will eye

Here's how the House Commerce Committee now shapes up, with members listed in order of party seniority:


Republicans: William L. Springer (Ill.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), Glenn Cunningham (Neb.), James T. Broyhill (N.C.), James Harvey (Mich.), Albert W. Watrous (S.C.), Tim Lee Carter (Ky.), Donald G. Brotzman (Colo.), Clarence J. Brown (Ohio), Daniel H. Kuykendall (Tenn.), Joe Skubitz (Kan.), Fletcher Thompson (Ga.), James F. Hastings (N.Y.), John G. Schmitz (Calif.).

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political writer for the Reno State Journal, commented that some predict a close race because Mr. Cannon barely defeated Governor Paul Laxalt in the last senatorial contest. This analogy, Mr. Stewart said, is like comparing "apples and oranges"—that Mr. Laxalt's popularity need not transfer to Mr. Raggio.

A factor that cannot be weighed at this time is the number of new voters who have been moving steadily into the state. Mr. Cannon, seeking his third term, is on the Communications Subcommittee.

Charles Goodell (R-N.Y.): "If you are a betting man, you should keep your money in your pocket," according to Tony DeHaro, news director at WNEW (AM) New York. It is a three-way contest including Republican Senator Goodell, Representative Richard L. Ottinger (D-N.Y.) and Conservative Candidate James Buckley. Although Mr. Goodell is the Republican, he has been harshly criticized by Vice President Agnew and has not received the administration's backing.

Polls show Mr. Goodell trailing. A WHEW-TV Syracuse survey at the New York state fair showed Mr. Ottinger first, Mr. Buckley second and Mr. Goodell a weak third with 18% of the votes. But Mr. Goodell should not be written off as a sure loser. A reporter at WNEW-TV New York feels that the race is between Mr. Goodell and Mr. Ottinger and closer now than it was several months ago. He observed that Mr. Ottinger's TV spots were "wearing a little thin" and that Mr. Ottinger "has the look of a winded man," after the arduous primary.

All three men have plus factors going for them, according to Mr. DeHaro: Mr. Goodell is the incumbent, Mr. Ottinger has the Democratic voter registration edge of approximately one million, Mr. Buckley has the favor of the administration and cannot be discounted as a wasted third-party vote.

Mr. Goodell, appointed to the Senate, is seeking his first full term. He is on the Communications Subcommittee.

Philip A. Hart (D-Mich.): He appears to be a big winner. The latest statewide polls, conducted by the Detroit News, give him 67% of the decided voters to 24% for his opponent, Mrs. Lenore Romney, wife of Housing and Urban Development Secretary George Romney (former governor of Michigan). Senator Hart has been moving ahead in popularity over the course of the campaign. A Detroit newscaster commented that "Hart has it in the bag" and is so sure of it that he has been cutting back on his broadcast budget over the last weeks of the campaign. The senator is running for his third term and is on the Communications Subcommittee.

Vance Hartke (D-Ind.): Senator Hartke, by some accounts, is in the tightest race of any incumbent on the Senate Commerce Committee. "It's too close to call, but Senator Hartke is in a race for his life," said Jim Hetherington, the editor for WFBM(AM) Indianapolis. Mr. Hetherington detects a "backlash against the young, the black and the poor" which may spell defeat for the liberal Mr. Hartke.

Opposing Mr. Hartke is Republican Representative Richard Roudebush, who has run on the law-and-order issue, alleging that the senator is too permissive and too dovish. Senator Hartke's reputation as an experienced and capable campaigner, however, should not be discounted, according to a WANE-TV Fort Wayne reporter. "Senator Hartke has been campaigning longer, harder and more aggressively than ever," he said. President Nixon and his cabinet members have been campaigning in the state for Mr. Roudebush, but their impact cannot be accurately weighed.

Senator Hartke is after a third term. He is on the Communications Subcommittee.

Frank E. Moss (D-Utah): A down-to-the-wire battle is forecast in his race against Representative Laurence Burton (R-Utah). A recent poll conducted by KUVV-TV Salt Lake City shows Representative Burton ahead for the first time, 40% to 39.9%. Most other polls have put Senator Moss ahead by about 10%.

The race is so close that Steve Lawson, news director of KALL(AM) Salt Lake City, said: "I wouldn't put my pay check on either one of them." A KUTV newsmen said that at worst Representative Burton is "in striking distance and closing."

Senator Moss, however, has won a large following through his active involvement in consumer affairs and his well-publicized stand against cigarette advertising, the latter a record that presumably will well with the nonsmoking Mormons of the state.

A decisive factor may be the influence that the Nixon administration is able to exert. There have been clear signs that the Republicans want this seat badly—as indicated by the appearances in Utah of President Nixon, Vice President Agnew, and several visits by Housing and Urban Development Secretary George Romney (a Mormon in this
heavily Mormon area) among others. The President's endorsement of Republican Candidate Burton could carry considerable clout. Utah, one broadcast newsmen said, is "good Nixon country."

Senator Moss, seeking his third term, is on the Communications Subcommittee.

John O. Pastore (D-R.I.): He is up against a priest in this election, but it will take divine intercession for the priest to win, according to all observers.

The popular Senator Pastore, a former Rhode Island governor, faces the Rev. John A. McLaughlin who has been hindered by what newsmen refer to as the "clerical issue," sparked after the priest drew criticism from church officials for failure to receive permission from the diocesan bishop to run for office—or permission that Father McLaughlin denies is necessary.

Older members of the church (the state is 65% Catholic) reportedly were upset by the priest's emergence into worldly politics.

A poll taken by wtev(tv) Providence-New Bedford, Mass., found 62% of the voters for Senator Pastore, 19% for Father McLaughlin and the rest undecided.

Senator Pastore is running for his fourth full term. He is the chairman of the Communications Subcommittee.

Winston L. Prouty (R-Vt.): "It's a real horse race, too close to call," said Richard Gallagher, news director of wcax tv Burlington, Vt. The race matches Mr. Prouty against Philip H. Hoff, popular three-term governor of Vermont. Mr. Prouty has never before faced any significant opposition, according to Tyler Resch, managing editor of the Bennington (Vt.) Banner. "This is his first major test," he added.

By many accounts the senator is in trouble. Mr. Prouty, who was described by one Vermont newsmen as a "non-personality," has been vigorously attacked by Mr. Hoff for an allegedly poor attendance record at Senate committee sessions. Several newsmen also commented that the senator is out of touch with the people in Vermont.

The senator is after his third senatorial term.

Hugh Scott (R-Pa.): Mr. Scott is said to have the race in the bag. He is opposed by a state senator, William Sesler, who is poorly financed and hobbled by political infighting within Pennsylvania's Democratic party.

A reporter for wtai tv Pittsburgh commented that through his position as Republican minority leader in the Senate, Mr. Scott has received extensive publicity and has been highly visible; Mr. Sesler is not nearly so well known.

Senator Scott is seeking his third term and is a member of the Communications Subcommittee.

Joseph Tydings (D-Md.): He will win, but the margin is expected to be close, in the prevailing opinions of Washington newsmen. His opponent is Representative J. Glenn Beall Jr. (R-Md.). To win, Mr. Beall would have to capture a chunk of Maryland's Democratic vote—Democratic registration exceeds Republican by approximately 2.5 to 1—and most observers feel that he will not be able to swing those numbers. Senator Tydings's firm stand supporting gun control, which has been a strong undercurrent throughout the campaign, has undoubtedly lost him votes in conservative areas of the state.

Mr. Tydings seeks a second term.

In the House

Here are the incumbent members of the House Commerce Committee who are seeking re-election:

Brock Adams (D-Wash.): Mr. Adams is said to have a clear edge in his bid for election to his fourth term. His opponent, Brian Lewis, a former consulting engineer and member of the state legislature, is campaigning hard—and some think that he has a shot at unseating Mr. Adams. Bill Baker, xing tv Seattle newsmen, doesn't feel that Mr. Adams is in any particular trouble. "Unless his opponent walks on water, Brock will win," said Mr. Baker, adding that Mr. Lewis faces an uphill battle in a heavily Democratic area.

John Klein, a reporter at komo tv Seattle, felt also that Mr. Adams would probably win, but he was not sure of the margin. An issue that underlies this election, and may influence the outcome, is defense appropriations. Mr. Lewis charges that Mr. Adams has a dove's voting record on defense appropriations—which mean much to a Seattle area that has been hard hit by layoffs at the Boeing plant. Representative Adams holds a seat on the Transportation and Aeronautics Subcommittee.

Ray Blanton (D-Tenn.): Commented Dave O'Brien, news director of wbbj tv Jackson, "I don't believe that anybody doubts that Mr. Blanton will win." There is faint opposition in Bill Doss, former American party member, who is running as a Republican without party support and largely without party funds. Reportedly, he received no part of the revenues from Vice President Agnew's appearance in Memphis last month.

Mr. Doss has done little political ad-
Newsman is mercer and servinervative enough for advertising.

Another Denver TV newscaster commented that Mr. Brozman will have "some opposition but it will not be too tough." Mr. Brozman was characterized by one newsmen as "a hell of a campaigner who shakes every hand in the second district."

The opposition is Richard Gebhardt, a Democrat who ran Robert Kennedy's campaign in Colorado. Mr. Gebhardt, a liberal, draws some of his strongest support from Boulder, Colo., the site of the University of Colorado, but other parts of the second district are reportedly conservative. Mr. Brozman has a seat on the Communications Subcommittee.

Clarence (Bud) Brown (R-Ohio): "Clarence Brown has too good a start and too good a name to worry about re-election," said Don Walters, station manager of WBYL (AM) Springfield. Mr. Brown has visited his district often and, when in Washington, has kept in touch with his constituents through broadcast reports and newsletters. His name itself is an asset. Clarence J. Brown Sr., the representative's father, held the seat for 27 years before his death.

Representative Brown is the former owner of WCOM-FM Urbana, Ohio, and is also the owner of the Brown Publishing Co., which includes the Ada (Ohio) Herald, the Miamisburg News, the Lebanon evening Star and the Urbana Daily Citizen, all Ohio papers.

Mr. Brown is "very, very popular" according to a reporter at the Fairborn (Ohio) Herald, who added: "This is the heart of Nixon country and Brown is a Nixon man."

Mr. Brown's opponent is Joseph D. Lewis, a black liberal Democrat and college professor, who, by all reports, has been conducting an inactive campaign and is not well known in the district. Mr. Brown, who is seeking his third full term, is a member of both the Communications and the Investigations Subcommittees.

James T. Broyhill (R-N.C.): The race between Mr. Broyhill and Basil White- ner, a former representative whom Mr. Broyhill defeated two years ago, is judged as close with Mr. Broyhill given the edge. A newsmen for the Gastonia (N.C.) Gazette said that both candidates are highly regarded. "It's a shame they have ended up in the same district, running against each other," he said. Mr. Whitener and Representative Broyhill were thrown into contention as a result of a 1967 redistricting.

A whky-tv Hickory, N.C., reporter commented that Representative Broyhill has mounted a substantial campaign complete with a fairly aggressive advertising effort which Mr. Whitener, with lesser resources, has been unable to match. Mr. Broyhill holds seats on both the Communications and the Investigations Subcommittees and is seeking his fifth term.

Tim Lee Carter (R-Ky.): Reporters at both the Corbin (Ky.) Tribune and the Harlan (Ky.) Enterprise see no real opposition to the election of Mr. Carter to a fourth term. In this area, which one newsmen termed "a Republican stronghold," Mr. Carter's constituents are said to approve his generally conservative voting record, and he has gained a loyal following from his support of the Appalachian program of relief and rehabilitation.

His opponent is Democrat Lyle L. Willis, a retired merchant, who was termed by one source as "token opposition."

Samuel L. Devine (R-Ohio): Mr. Devine (R-Ohio) is facing one of his stiffest challenges to date, but a Columbus (Ohio) Citizen-Journal editor feels that the odds are still about 7 to 3 in favor of his re-election. His opponent is James Goodrich, a department store community affairs specialist, who, according to a wbsn-tv Columbus newsmen, is proving to be a hot campaigner and is getting his name into public view.

Another Columbus broadcaster said, however, that he doubts that the representative will be beaten. Mr. Devine, who is seeking his seventh term, is a member of the Transportation and Aeronautics and the Investigations Subcommittees.

John Dingell (D-Mich.): "If anything is sure, Representative Dingell will be back," commented a Detroit Free Press newsmen. Nobody disagreed. Mr. Dingell's Republican opponent, William E. Rostron, is an attorney who is said to be relatively unknown. The district includes Dearborn, which is heavily populated with blue-collar workers, a group that has endorsed Mr. Dingell in the past. In 1968 the congressman overwhelmed his Republican opponent 105,000 to 38,000. He is after his seventh term, and is a member of both the Transportation and Aeronautics and Investigations Subcommittees.

Bob Eckhardt (D-Tex.): He is unopposed for his third term. He is a member of the Commerce and Finance Subcommittee.

John Jarman (D-Okla.): He is opposed by a 28-year-old Vietnam vet-
to be so far ahead that it is "no race at all," as Fred Nutter, state-house reporter for the Maine Broadcasting System, put it. Mr. Nutter added that some think Mr. Kyros will run ahead of the entire slate—including Senator Muskie—in the first district. Other newsmen were more conservative with their estimates, but all said Mr. Kyros was clearly the favorite to win a race that Ron Palquist, newscaster at WGAN-TV Portland, Me., described as "a very lackluster campaign" in which no real issues have been uncovered.

The opponent is Ronald Speers, former fish and game commissioner from Maine, who is running on a conservation platform. Mr. Kyros is on the Public Health and Welfare Subcommittee.

James Harvey (R-Mich.): Mr. Harvey is a sure winner according to Dick Carson, of the Huron Daily Tribune. "I cannot imagine any race at all—he is highly regarded throughout the district," he commented. This sentiment was echoed by all other newsmen polled. A reporter for the Port Huron Times-Herald termed the district "a highly Republican area." "The race simply has no real importance," he concluded. He is seeking election to his sixth term and is a member of the Commerce and Finance, Communications and Investigations Subcommittees.

Torbert Macdonald (D-Mass.): The chairman of the House Communications Subcommittee, which has jurisdiction over broadcast legislation, is said to be a strong favorite for re-election. Representative Macdonald is a Democrat with widely-based support in a heavily Democratic district. Mr. Macdonald has met his opponent, a real-estate executive, Gordon Hughes, in previous elections and has soundly defeated him. One Massachusetts broadcaster recollected that Representative Macdonald overwhelmed Mr. Hughes in 1966 by 119,000 to 40,000 votes.

Mr. Hughes was described by a Medford, Mass., newspaper reporter as "a candidate who pops up when no other Republican wants to oppose Mr. Macdonald." The incumbent is seeking his ninth term.

John E. Moss (D-Calif.): He is expected to win handily in his bid for a 10th term in the House. One KCKA-TV Sacramento, Calif., newsmen said: "It would be an upset of stunning proportions if Representative Moss were to be defeated." Another Sacramento broadcast newsmen expressed even stronger feelings: "It will be an upset if Moss's opponent polls half as many votes as Moss polls." E. J. Duffy, a businessman whom Mr. Moss defeated in the race for the seat two years ago, is again the opposition.

This year's race was described by one newsmen as a "nasty little campaign." A main topic of conversation has been a libel suit originated several years ago by Representative Moss as a result of Mr. Duffy's accusations that the representative had threatened to beat up a 70-year-old man. Mr. Moss is chairman of the Commerce and Finance Subcommittee and member of the Investigations Subcommittee.

John M. Murphy (D-N.Y.): This is a "tough, close and unpredictable contest," according to Emanuel Perlmutter of the New York Post. Mr. Murphy is opposed by former city councilman David D. Smith, the Republican-Conservative candidate, and The Reverend George D. McClain of the Liberal party—who is given little chance in this basically conservative district. The race between Mr. Murphy and Mr. Smith is tight, said Mr. Perlmutter. Both Democratic and Republican parties appear to be fragmented by local inter-party disagreements and reorganization of the district has deleted some normally Democratic areas and replaced them with more conservative ones, making the race even harder to call. Mr. Murphy is seeking his fifth term and is a member of the Commerce and Finance Subcommittee.

Ancher Nelsen (R-Minn.): The race is "very much in Mr. Nelsen's favor" according to a New Ulm (Minn.) Journal editor. He said that Mr. Nelsen is extremely popular in his largely rural district as a legislator, "still finds time to farm," and is considered a solid rural candidate. Mr. Nelsen by all accounts is a sure winner over his Democratic opponent Clifton Adams, mayor of Mankato, Minn., who is not widely known in the district. Mr. Nelsen is seeking his seventh term and is a member of the Public Health and Welfare and Investigations Subcommittees.

J. J. (Jake) Pickle (D-Tex.): He is unopposed in his bid for a fourth term. He is a member of the Transportation and Aeronautics and the Investigations Subcommittees.

Richardson Preyer (D-N.C.): He is well in front throughout his entire district, according to Bill Diffee of WBAG (AM) Burlington-Graham, N.C. His opponents are Republican Pete Barham, making his first try for political office, and Lynnwood Bullock of the American party. A newsmen in Burlington, N.C., sees no organized opposition to the Democrats in the district. Mr. Barham, he commented, is running harder than other Republicans have in the past but not even the Republicans feel there will be much of a contest. He is seeking his second term and is a member of the Public Health and Welfare Subcommittee.

Paul G. Rogers (D-Fla.): He will "take it with ease," according to Jack Zemeta, political reporter for WEXT (AM) West Palm Beach, Fla. Mr. Rogers, he said, is a "hard worker who maintains fluid communications with his constituents via newsletters and questionnaires received almost every other week." A newsmen at the West Palm Beach Post said: "Rogers doesn't have any competition." The congressman's opponent is Republican Amil Danciu, mayor of Boca Raton, Fla.

One factor yet to be determined is President Nixon's visit to West Palm Beach. Even if Mr. Danciu's favor, the newsmen interviewed agreed that it would not swing enough votes to defeat Mr. Rogers, who is seeking his eighth term and is a member of both the Public Health and Welfare and the Investigations Subcommittees.

Fred B. Rooney (D-Pa.): He can go to bed early on election night, according to local observers. Carl Caldwell, of WSPA (AM) Bethlehem, said that the congressman will win "hands down" over his Republican opponent, Charles Roberts. Representative Rooney, Mr. Caldwell added, bills himself as "a man for all people" and pulls a lot of Republican as well as Democratic votes.

A reporter for the Allentown Call predicts that Representative Rooney will probably run ahead of his past majorities, which have been large. The incumbent is seeking his fourth term and is a member of the Communications Subcommittee.

David E. Satterfield (D-Va.): He is said to have the edge here but is being pressed by J. Harvey Wilkinson III, young and politically inexperienced but proving to be an aggressive campaigner with an active advertising campaign and solid financial backing. A Richmond broadcast newsmen who called the race "damn close" reported Mr. Wilkinson's principal charge to be that Representative Satterfield is a "do nothing" congressman who ranks at the bottom in efficiency among Virginia's U.S. representatives. That charge, the newsmen said, was having some impact. Mr. Wilkinson has received some public attention as the author of a book, "Harry F. Byrd—The Changing Face of Virginia," a work about the Byrd machine. He is seeking his fourth term and is a member of the Public Health and Welfare Subcommittee.

John G. Schmitz (R-Calif.): Appointed to the House last July and to the Commerce Committee only last month, he is running for his first full term. A conservative in a heavily conservative Orange county district, he is believed a certain winner.

William L. Springer (R-III.): The ranking minority member on the House Commerce Committee and ex-officio
member of all of its subcommittees, should experience little difficulty in being re-elected to his 11th term. He is opposed by Democrat Robert Miller, former radio and TV newsman, who defeated the Democratic organization man in the primary and is supported by various splinter groups such as "The Hard Hats for Miller." A Decatur, Ill., newsman reported that, due to financial difficulties, Mr. Miller has been forced to curtail much of his active campaigning, and it appears that he will pose no problem for Representative Springer who is popular and well entrenched.

Joe Skubitz (R-Kan.): It is a foregone conclusion among Kansas news people that Mr. Skubitz will be back in Washington for another two years. One Kansas newsman commented: "Only Jesus Christ could beat Joe Skubitz and I question even that." His opponent is Ted Saar, a businessman from Pittsburg, Kan., who, according to a Pittsburg Headlight-Sun reporter, is unknown outside his home county. The reporter predicted that Mr. Skubitz would poll 85% of the votes. "He has done everything right and represents his constituents' rock-ribbed conservative viewpoint extremely well," the newsman added. Mr. Skubitz is seeking his fifth term and is on the Public Health and Welfare Subcommittee.

Harley Staggers (D-W. Va.): By all accounts, Mr. Staggers is a sure bet for re-election from West Virginia's large but sparsely populated second district. His opponent is an attorney, Richard Reddcliff, a first-time candidate.

Mr. Staggers was described by one West Virginia newspaper executive as "the state's top vote getter next to Senator Robert C. Byrd (D-W. Va.)." I cannot remember a time," he added, "that Staggers has not led his ticket." One Morgantown broadcast newsman commented, "Reddcliff is a sacrificial lamb" and would have "done well to stay home" rather than to oppose Mr. Staggers. One broadcaster summed it up: "Mr. Staggers gives his West Virginia people a hand in Washington when they need it and has done absolutely nothing to make his constituents angry with him." He is seeking his twelfth term.

W. S. (Bill) Stuckey (D-Ga.): He is running unopposed for a third term. He is on the Commerce and Finance Subcommittee.

S. Fletcher Thompson (R-Ga.): He is involved in a hot contest with the Rev. Andrew Young, a black leader in the Southern Christian Leadership Conference who is extremely well known in the Atlanta area. A WSB-TV Atlanta newsman said that, while Mr. Thompson has the edge, "the race is very close." One poll showed Mr. Young the projected winner by 50.1%. The wsa-tv newsman said that, ironically, one of the "best things going for Reverend Young is that he is a Democratic nominee on the same ticket as Lester Maddox," even though Mr. Maddox, who is running for lieutenant governor, has "strongly disavowed" any support of Mr. Young. Whites predominate in the district; the critical factor will be how many white votes Mr. Young can swing.

Representative Thompson has circulated a film clip of an appearance by Mr. Young on an ABC-TV news special, The Panthers, in which Mr. Young spoke of the Black Panther belief that western civilization may have to be destroyed to save the rest of the world. Mr. Young contends that the clip was taken out of context.

Mr. Thompson is seeking his third term and is a member of the Commerce and Finance Subcommittee.

Robert O. Tiernan (D-R.I.): He is a Democrat and Rhode Island is a heavily Democratic state. He is opposed by William Dimitri of the state attorney general's office. One plus factor for Representative Tiernan: This is an election year for Senator Pastore (see above), who, according to one Providence, R.I., reporter, "pulls Democrats out of the woodwork" on election day. Mr. Tiernan, seeking his second term, is on the Communications Subcommittee and has been a highly active member of that unit despite his junior status. He has been particularly conspicuous in seeking a permanent financing plan for the Corp. for Public Broadcasting.

Lionel Van Deerlin (D-Calif.): He is judged to be ahead of his Republican opponent, an accountant, James Kuhn, from El Cajon, Calif. The race has been subdued, according to Harry Keen, political analyst of KFMB-TV San Diego, and Mr. Kuhn has not created many ripples. Mr. Van Deerlin, a former broadcaster, who built up a following while on the air, has pleased his Democratic constituents and has gained support from some Republicans.

In voter registrations Representative Van Deerlin has an edge—105,000 Democrats to 67,000 Republicans.

Mr. Kuhn's greatest liability is lack of identity. A newsman on the Daily Californian summed it up when he said "Nobody knows Jim Kuhn." Mr. Van Deerlin is seeking his fifth term. He is a member of the Communications Subcommittee.

(The foregoing special report was researched and written by Robert F. Sellers, staff writer, Washington.)
Admen assay their social sensitivity

Speakers urge fellow agency men to change with times in face of consumerism, regulatory threats

The insistent demands for changes in all strata of U.S. society, including advertising, prevailed at the Eastern annual conference of the American Association of Advertising Agencies in New York last week and produced, among other proposals, a call for an advertising-communications "czar" with "ironclad powers."

The agenda of the meeting at the Biltmore hotel from Tuesday through Thursday (Oct. 20-22) pointed up that the AAAA had realized the relevance of national cross-currents by scheduling discussions titled "Is Today's Youth Disenchanted with the Agency Business?" and "Advertising and the Public, "A View of Washington from the AAAA" and "The Right to Advertise."

But in this era of "sociological sensitivity," speakers at sessions structured to explore such industry-sltanted questions as "Is the Full Service Agency a Living Fossil?" and "Does Network Commercial Scheduling Destroy Impact and Effectiveness?" used the platform also to present their views on government actions on advertising; the growth of consumerism and the threats to the survival of a free-enterprise system in America.

Speakers were plainly concerned that many of the broader movements and issues that are emerging in America can have a damaging effect on advertising. And while some panelists advocated an accommodation in the advertising-communications stance, others pressed for a unified stand to cope with what they regarded as governmental and organizational encroachment on advertising.

In a speech that was moderate in tone compared to some others, John H. Crichton, president of the association, said advertising is going to become more informative and is going to respond to demands for deeper concern for the environmental and sociological issues of society.

Advertising will be more carefully created and scanned for its "fit" into public policy, Mr. Crichton stated, and the industry is going to become more conscious of such issues as pollution and litter, for example. He insisted that advertising which shows antisocial behavior is going to draw adverse public reaction.

Subsequent talks by William J. Colihan Jr., senior vice president of the AAAA, and Archibald McG. Foster, president and chief executive officer of Ted Bates & Co. and chairman of the AAAA board of directors, painted a somber picture of the cross-currents that are at work to weaken the advertising industry.

An insight into the prevailing mood of Washington was provided by Mr. Colihan, who has spent six months there on behalf of the association. He said that four key words or ideas permeate the nation's capital: consumerism, environmentalism, antimonialism and individualism (including excessive advertising) and individualism, a belief that many of the existing institutions in society have failed.

Mr. Foster warned that the right to advertise is under serious attack today and placed the blame largely on federal regulatory agencies. He claimed there is a movement to "destroy advertising" by restricting its function solely to information.

Richard N. Confer, vice president and general director of advertising of the Reynolds Metal Co., Richmond, Va., suggested at the outset that the topic of the panel he served on—"clutter"—was not so relevant and significant today as others. He devoted the bulk of his talk to challenges facing television and advertising: criticism of quality of programing; deceptive advertising and sales practices; the threat of governmental regulations, the rising wave of consumerism.

"If we are to avoid socialistic controls and regulations and if we are to protect the public interest, then the advertising and communications industry must allow its policies and activities to be governed by an agreed-upon communications commission headed up by a 'czar' or 'commissioner' with ironclad powers to control and regulate and act as an industry representative and as the industry clearing-house with the FCC, FTC [Federal Trade Commission], FDA [Food and Drug Administration] and other pertinent governmental agencies," Mr. Confer said.

Herbert Maneloveg, president of SFM Media Service Corp., said that TV messages today are losing impact and effectiveness but added that it is not network scheduling alone that is causing it. He blamed agencies and advertisers for contributing to this condition, pointing out they were responsible for
the creation of the piggy-back.

Mr. Manloveq said that commercials continue to be purchased mostly on a rating-point goal and cost-per-thousand, with scant consideration for the programming in which they are placed. He pointed out that there has been no definitive research on commercial effectiveness.

William H. Tankersley, vice president-program practices, CBS-TV, voiced the view that network scheduling has protected the effectiveness of television advertising by managing to accommodate the advertisers' requirements "without annoyance to the ultimate judge of all television—the viewer."

He said that viewers prefer fewer interruptions of programming, even if it means clustering of commercials amounting to two minutes in length.

Peter M. Bardach, vice president and director of broadcast, Foote, Cone & Belding, told the group that "we don't know" if commercial scheduling and related clutter destroys impact and effectiveness. He added that "it's about time we found out" and revealed that General Foods Corp. is spearheading an effort to enlist advertiser-agency support of such a project (see story this page).

During the question-and-answer period, Mr. Bardach said that he believed the 30-second announcement was "the irreducible limit" and that a 15-second spot would not be a productive one.

The concluding session of the conference, titled "Is the Full-Service Agency a Living Fossil?" set to rest, in the view of the panelists, the theory that such specialized organizations as the creative "boutiques" and the independent media services would hasten the demise of traditional agencies.

There was not full agreement by panelists. Jerry Della Femina, president of Della Femina, Trivisano & Partners, believed that full-service agencies would not become fossils but would be hurt by specialized firms that will be given assignments. Maxwell Dane, secretary and chairman of the executive committee of Doyle Dane Bernbach Inc., replied: "Nonsense. There is no evidence that the good full-line agency will suffer."

Mr. Dane buttressed his stand that the full-service agency would continue to flourish by referring to the growth and stability of the large agencies over the past 13 years. He pointed out that seven of the agencies that were in the top 10 in billing in 1956 were in that same grouping in 1969. He added that the billing of the top 10 1969 agencies was more than double the figure of 1956. He predicts that similar stability would prevail in the future.

Creative arts panel on tap at ANA meet

The Association of National Advertisers is exploring such topics as creative communications, changes in society, consumerism and media evaluation during its annual meeting at The Homestead, Hot Springs, Va., that started Sunday (Oct. 25) and continued through Oct. 28.

Discussing the creative arts will be a panel consisting of Saul Bass, design consultant; Hillard Elkis, producer of "Oh! Calcutta!"; Kevin Eggers, president of Poppy Records; and Clay Felker, editor of New York magazine.

Speakers who will examine the developments in the U.S. that are likely to affect business are Herman Kahn, president of the Hudson Institute; Willard F. Rockwell Jr., board chairman of North American Rockwell Corp. and John R. Everett, president of The New School for Social Research. The subject of consumerism will be explored by Elisha Gray II, board chairman of the Whirlpool Corp.; Herbert Klein, director of communications for the White House; Gerald Piel, president and publisher of Scientific American; and William Bernbach, board chairman, Doyle Dane Bernbach.

Panelists who will consider the topic of media evaluation are Jay Eliasberg, director, research, CBS-TV; Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather Inc.; Norton Garfinke, president of Brand Rating Research Corp.; Joseph Ostrow, senior vice president, director of media and planning, Young & Rubicam; and Peter Spengler, director of advertising services, Bristol-Myers Corp.

CBS Enterprises will sell time for Yankees

In a radical departure from the past pattern, time of the television and radio broadcasts of the New York Yankee baseball games will be sold by the licensing and development departments of CBS Enterprises Inc. Both the ball club and CBS Enterprises are part of CBS Inc.

In the past, the ball club itself has sold the time within the games which have been carried on WPIX(TV) New York and, starting next season, on WMCA(AM) New York. A spokesman for the Yankees last week said the change was made because it was felt the resources of CBS Enterprises could be tapped for a more effective sales effort. He said the Yankees had been relying on a single sales executive.

In the change-over, he noted, Jack White, a long-time sales executive with H-R Television who joined the Yankees early this year as vice president in charge of broadcast sales, has left the organization. William Gish, formerly a space salesman for Newsweek has been appointed to handle the New York Yankee assignment.

CBS Enterprises, which also encompasses CBS program syndication and CATV activities, is scheduled to be spun off from CBS Inc. into a new company, Viacom International.

GF pushes for answers

General Foods Corp., White Plains, N.Y., has taken the initiative in proposing an industry-financed research study to determine the effect of commercial scheduling practices and related material on the impact and effectiveness of TV announcements.

General Foods has brought the proposal to the attention of the Association of National Advertisers, and the idea is expected to be discussed informally at ANA's annual meeting in Hot Springs, Va., this week (see story this page), although it is not believed that ANA as an organization will participate in the project. General Foods hopes to attract the interest and financial support of individual advertisers and agencies in the planned research study.

Four sponsors back CBS election coverage

Four advertisers will equally sponsor CBS News's Election Night '70 coverage on CBS-TV, Tuesday (Nov. 3), starting at 7 p.m. EST.


CBS also announced that author Theodore H. White, who has worked on three previous election campaigns for CBS News, will be associated with CBS News correspondent Eric Severeid in analyzing the results of major congressional and gubernatorial races.

Game maker beginning major TV campaign

Selchow and Righter Co., Bay Shore, N.Y., game manufacturers through Warwick and Legler Inc., New York, is launching a heavy TV advertising campaign consisting of 30-second spots in 25 major markets promoting Parcheesi, Nimble and RSVP.

The spot schedule will run in fringe and prime-time on adult-oriented pro-
How TV-network billings stand in BAR's ranking

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<tr>
<td>11 p.m.-Sign off</td>
<td>$1,140.24</td>
<td>$1,147.60</td>
<td>$1,127.83</td>
<td>$1,140.00</td>
<td>$4,762.10</td>
</tr>
<tr>
<td>Total</td>
<td>$4,560.96</td>
<td>$4,586.40</td>
<td>$4,551.43</td>
<td>$4,550.00</td>
<td>$18,268.10</td>
</tr>
</tbody>
</table>

grams, such as Johnny Carson, Dick Cavett, Merv Griffin and David Frost, plus local and network news programs.

Lee W. Tiffany, advertising director for Selchow and Righter in announcing the campaign, said, "the TV medium is particularly successful in promoting games because it allows us to demonstrate the fun and excitement of the products." Selchow and Righter spent $138,400 in spot TV last year and for the first six months of 1970, has spent $84,100, according to Tele
vision Bureau of Advertising estimates. Expenditures for the pre-Christmas campaign were not disclosed by the company.

FTC issues advice on disclosure in TV ads

The Federal Trade Commission last week advised that if a TV advertiser is required to disclose some adverse fact about its products it must be done clearly and distinctly without attempts to camouflage either the audio or the video portions. In a policy statement, the FTC said that, in order for such a disclosure to be "clear and conspicuous" it must be made simultaneously in both the audio and video portions of the commercial, and stay on the screen long enough to be completely read by the viewer.

"The letters of the message, commented the FTC, must be large enough so that they can be easily read on any size screen and the letters must readily contrast with the background.

During the audio portions of the disclosure, no other sounds, including music, should be presented.

Disclosures, said the FTC, should also be aimed at the level of the expected viewing audience. If it is to be run with children's shows, the disclosure should be understood by them.

Federal ad ban rile and worry Bell

Advertisers must discipline themselves to survive, AAF chief says in Dallas

Advertising is being buffeted from all quarters, and it must organize for self-regulation in order to survive free from government regulation, Howard H. Bell, president of the American Advertising Federation, was scheduled to tell his tenth district members meeting in Dallas Saturday (Oct. 24).

Mr. Bell also urged advertisers to help revitalize the Better Business Bureau.

He warned that there are movements under way to ban certain types of advertising—already evident, he said, in the prohibition on cigarette advertising on TV and radio that becomes effective Jan. 1, 1971, and the talk of banning so-called mood-inducing, over-the-counter drug advertising. He also noted that there are proposals from consumer groups that would require affirmative disclosures in advertising.

This has caused him to wonder, he said:

"... what will happen to the free competitive process in this country when advertising copy is written based on government specifications, rather than what the manufacturer thinks about his product and knows about public needs and tastes..."

He also called attention to bills pending in Congress that would establish a consumer-protection agency, as well as a stronger White House Office of Consumer Affairs, and legislative edict permitting class-action lawsuits.

"Today," he said, "we are witnessing a wholesale intervention on the part of persons allegedly representing the consumer, asking administrative agencies for all kinds of redress against business practice."

Mr. Bell was particularly bitter at proposals by the Federal Trade Commission that would require an advertiser, found guilty of misleading or false advertising, to disclose this fact in all its advertising for the product for one year. The FTC has proposed this in its complaints against Standard Oil Co. of California (Chevron gasoline) and against Coca-Cola Co. (Hi-C drink) (Broadcasting, Oct. 5).

"I find this concept not only dangerous but shocking," Mr. Bell said. "For even an honest error in judgment or inadvertent violation of the law..."
GE ad campaign will focus on 'Phonoviewer'

'Tis the season for big toy campaigns and General Electric, through Grey Advertising, is starting its Christmas campaign with a 60-second commercial, to be used in network and spot TV, for its "Show 'N Tell Phonoviewer," a product of the GE Youth Electronics Division. "We expect to reach youngsters right at the time they're deciding what they want for Christmas, and we've filmed the commercial with this in mind," a GE spokesman said.

Spots will run for four weeks beginning Nov. 16 with the heaviest concentration on CBS-TV's Captain Kangaroo series. It also will be seen on The Heckle and Jeckle Show, The Tom Foolery Show, Jerry Lewis, H. R. Pufnstuf and Lancelot Link.

The toy, with a price tag of $29.98, $39.98 or $49.98, combines the facilities of a record player synchronized to a picture screen, and a radio.

Two firms represent CKLW-TV

RKO Television Representatives Inc., New York, represents CKLW-TV Windsor, Ont.-Detroit, in Chicago, Atlanta and Los Angeles (includes West Coast) and Bolton/Burnside Reps Inc., New York, represents the station in New York and along the entire Eastern Seaboard. In a report on additions to RKO Television Representatives' client roster (Broadcasting, Oct. 12) the areas of the U. S. handled by CKLW-TV's reps were not clearly defined.

Business briefly:

- General Electric Co., through Clyne-Maxon Inc., and Ideal Toy Co., through Helfgott and Partners Inc., all New York, will co-sponsor Rudolph the Red-Nosed Reindeer on NBC-TV Friday, Dec. 4 (7:30-8:30 p.m. EST, pre-empting The High Chaparral). This will be the program's seventh annual presentation.

Hanes Corp., through Dancer-Fitzgerald-Sample Inc., both New York, will advertise its men's underwear on ABC Radio's American Contemporary, Information, Entertainment and FM networks. Spots will run November and December on news and sports programs and in features.

Harolds Club, gambling and entertainment hotel, through Great Western Advertising Agency Inc., both Reno, launched a 52-week radio and television campaign promoting tour packages for Reno vacations. Television markets include San Francisco; Seattle; Sacramento; Honolulu; Oakland, Fresno and Chico, all California; Portland, Ore., and Vancouver, B.C. Radio spots are scheduled in all these cities, plus Monterey, Stockton, Santa Rosa and San Jose, all California.

What FM transmitter power do you need?

Gates has the most complete line of FM transmitters in the industry. From 10 to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and DAFC (digital automatic frequency control).

The TE-3 exciter is the heart of all H3 series transmitters—one tube (1kW), two tube (2, 3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment.

Tell us the power you need and ask for data on our FM antennas. Write Gates, 123 Hampshire St., Quincy, Illinois 62301, or phone (217) 222-6200 today.

GE ad campaign will focus on 'Phonoviewer'

Mr. Bell said he found disturbing that businessmen are not identified with the consumer movement. This makes most of the organized consumer groups anti-business in orientation, he said, adding: "The result is that many of the proposals emanating under that label are based more on emotion than reason, judgment and fact."

But, he continued, the reorganization of the Better Business Bureaus into a Council of Better Business Bureaus could be a significant breakthrough. The AAF, Mr. Bell said, applauds this development and hopes to strengthen traditional ties, including increased funding.

Mr. Bell also said careful study and consideration must be given the suggestions of Victor Elting of the Quaker Oats Co. and chairman of the AAF board, and Fred Baker of N. W. Ayer- F. E. Baker Inc. and chairman of the AAF Ethics Committee, for establishment of a national advertising code along the lines of the British approach. Both suggested a national code for advertisers that would impose sanctions for those violating its provisions (Broadcasting, Sept. 21).

Ohio lawyer joins the FTC

David S. Dennison Jr., a 52-year-old Warren, Ohio, attorney, was sworn in last week as a Federal Trade Commissioner to replace Philip Elman, whose term expired Sept. 25. Mr. Dennison, former U.S. Representative and later senior partner in the law firm of Dennison, Wern & Turner, was nominated by the President for the FTC position on Sept. 22 and was confirmed by the Senate following protests by some consumer groups. He was sworn in by FTC Chairman Miles W. Kirkpatrick.
A lull in government-relations storm

NAB's concern over growing Washington problems generates little response at Atlanta conference

Broadcasters who attended the first 1970 regional conference of the National Association of Broadcasters in Atlanta last week got an earful of information, warnings, and pep talks about the need for better government relations. They were told once again of the major issues facing broadcasters in Washington; they were told to see their congressmen and senators more often; and they were urged to come up with more money, not only for increased congressional liaison, but also for a number of other projects—such as music-licensing negotiations, research by the Media Structure Committee, and even the training of minority-group members for jobs in broadcasting. Yet the two days of talks and meetings apparently produced little new fervor among the broadcasters, whose reactions ranged from mild interest to outright apathy.

This lack of dialogue, particularly during the first morning of the day-and-a-half conference, impelled disappointed NAB officials to feed questions to attending board members, in order to produce more give and take. And, although little of earth-shattering import was said at the conference, some would have agreed with one small-market broadcaster who termed it all "a great success," and said: "I learned some very important things." The dominant tone, however, reflected considerably less involvement on the part of many broadcasters.

Total registration was 293, but this figure included 36 students from nearby universities, and 85 associate members (program and equipment salesmen).

The Atlanta meeting was followed last Thursday and Friday (Oct. 22-23) by the second NAB regional conference in Chicago (see page 40). This week the sessions will be held in Philadelphia, with Lee Loevinger, Washington lawyer and former FCC commissioner, as the principal speaker.

Industry leaders, who stressed time and again the major problems facing broadcasters, called particular attention to the political-broadcasting bill, the cable-television question, and FCC proposals to restructure the industry through the imposition of ownership limitations. One NAB executive termed the last threat the "Armageddon" for the industry.

The most active communication between NAB hierarchy and the approximately 175 members in attendance centered around the most conspicuous issue of the moment—the political-broadcasting bill vetoed by President Nixon two weeks ago (Broadcasting, Oct. 19). NAB President Vincent T. Wasielewski called for help from all broadcasters in keeping Congress from overriding the veto. However, Paul Comstock, vice president for government affairs, added that the industry must be prepared to support some sort of limitation on overall campaign spending.

Members were reminded several times of the organization of a new unit that is to be the industry's "legislative action committee." Begun several months ago by NAB's Future of Broadcasting Committee (the successor to the association's CATV negotiating committee), the organization now is almost complete. The "action group" consists of 10 regional directors, and a chairman for each state.

Its objective is to act as a fire brigade when significant broadcast matters arise that require liaison with congressmen and senators. Each state chairman, it was noted, is responsible for organizing a panel of broadcasters who are familiar with issues and with their local representatives in Washington.

NAB, Mr. Wasielewski told his audience, will feed information to these groups, providing not only information on issues, but also advice on timing and approach. The NAB, he noted, will also receive reports, apparently for the first time on an organized basis, from state and regional chairmen on the results of their contacts.

This special legislative team, Mr. Wasielewski said, will not be used indiscriminately because this would weaken its effectiveness. But, he added, "under-use would allow it to go rusty."

There were questions from the audience about Representative James T. Broyhill (R-N.C.) and the derogatory remarks he made about NAB's government-relations effectiveness (Broadcasting, Oct. 19). Mr. Comstock said that Mr. Broyhill is mistaken in his charge that he had not seen anyone from the NAB in his office during the last year. Mr. Broyhill had been seen twice by NAB staffers during the political-broadcasting bill's journey through the House of Representatives, and once by broadcasters.

But, Mr. Comstock added: "Obviously something is wrong or he would not have said what he did."

A possible explanation for Mr. Broyhill's remarks was offered by Carl V. Venters Jr., WMAG(AM) Farmville, N.C., who is president of the North Carolina Association of Broadcasters. Mr. Broyhill, like so many other representatives, said Mr. Venters, continuously uses "NAB" and "networks" interchangeably.

Several broadcasters noted that they had been placed in an awkward position in talking to their congressmen about upholding the President's veto after ABC-TV commentator Frank Reynolds suggested that broadcasters refuse paid political announcements.

"This was particularly bad for me," said an ABC affiliate, "because although I had sought his vote not to override the veto, my station carried the Reynolds broadcast."

Stockton Helffrich, director of the CATV and its effects on the other forms of broadcasting were discussed by William E. Walbridge (l), chairman of the National Association of Broadcasters, and Terry H. Lee, Storer Broadcasting Co. TV vice president and member of NAB's Future of Broadcasting Committee, in a joint interview by the Atlanta TV stations during the NAB regional conference. Stations were WAGA-TV, WQXI-TV and WSB-TV.
NAB's Code Authority, reported that the subject of dramatized political advertising was scheduled for consideration by the TV Code Review Board at its meeting in December. He offered that information in responding to a question from several of the students in the audience.

Aside from politics and legislative action, the coming reorganization of NAB was the most significant topic at the Atlanta meetings. Mr. Wasilewski told his members that the staff reorganization authorized early this month by the NAB board means that the association is gearing itself for a "win" policy. And, he is to win friends in Congress, Mr. Wasilewski said.

Speaking for the first time to his members on the board action, Mr. Wasilewski noted: "So much of our future is dependent on this relationship [between broadcasters and politicians]."

The reorganization, with its emphasis on public relations, he said, means that the NAB and broadcasters are going to increase their efforts to tell the industry's story to officials and to the public.

The new NAB structure calls for the appointment of three executive vice presidents - for government relations, public relations and industry relations (Broadcasting, Oct. 12).

The need for closer relations with Congress was cited by Mr. Wasilewski as more important this year than ever before. He also took special note of the FCC's fee system which, he said, lays the major burden of supporting the agency on the back of broadcasting. The new FCC rates went into effect Aug. 1. He noted what he called "the really insidious principle" of a grant fee which requires a VHF television applicant, for example, to pay $45,000 on issuance of his construction permit.

This, he said, "appears to support the contention of some that the government should sell or lease a broadcaster his frequencies for or on condition."

On the other hand, the NAB president warned that broadcasters must become more responsible in the operation of their stations. "Events of the past," he said, "dictate that the world of the future is one in which broadcaster participation will be demanded."

"The broadcaster who sees his station solely as a vehicle for making a living is taking not only a shortsighted but, in the long run, dangerous position," he said. "On matters affecting our children and their education, on matters of ethics and morality, on matters affecting government and business, on matters affecting police, the courts and the administration of justice, on matters affecting the deteriorating environment . . . on these and many others, the broadcaster must be involved. For the broadcaster, everything that is important to the people he serves is relevant to him."

Other highlights of the Atlanta meetings:

- Terry H. Lee, Storer Broadcasting Co. and a member of the Future of Broadcasting Committee, objected to the committee being identified as anti-CATV or as "hard-liners." Broadcasters, he said, are not opposed to CATV; they want to find a "common ground" between over-the-air broadcasting and CATV. "We don't want to put CATV out of business," he observed, "but neither do we want CATV to put us out of business."

- John B. Summers, NAB chief counsel, said that the FCC's proposed "Public Dividend Plan" that would permit CATV operators to import up to four outside TV stations into a market, probably will be revised. But, he added, what must be completely refuted is the underlying FCC study that concludes that broadcasters won't be hurt too badly by cable TV systems bringing in outside signals.

- Ralph Renick, WTVJ-TV Miami, jolted broadcasters when he advocated that stations institute their own national and international reporting. He noted that generally this category of news comes from only five sources, the two wire services and the three networks. He also suggested that broadcast newsmen do more in-depth stories publicizing and interpreting the "why" of the news.

Answering several comments from audience participants, who indicated that the public doesn't want more documentaries and asked whether this should be taken into account, was Eddie Barker, KDFW-TV Dallas and a former president of the Radio-Television News Directors Association, who commented tartly: "No, we don't give the public what it wants . . . . That decision must be made by newsmen. Otherwise, if we present only what people want, someone pretty soon is going to tell us what to put on."

- Richard Stakes, assistant general manager of the Evening Star Stations, Washington, defended management's responsibility in seeing that the news is reported "with perspective and balance." He also urged that news be based on the "essence" of the story, "not the angle."

- Mr. Summers said that it is possible that the FCC, following its study of license renewals (Broadcasting, Oct. 12), may impose percentage standards for news, public affairs and other categories of programs. And, he added, these standards may well be on a rolling basis, with different standards for profitable station licensees. Mr. Rowan observed: "As long as the broadcasters hang together, tough, unimimidated, answer back with courage and refuse to knuckle under, not many politicians are going to figure they can win in the long run. But when a few start knuckling under and running scared, the politicians get courage and get the smell of blood and go out after the broadcasters in a big way."

Rowan: Don't knuckle under to politicians

Broadcasters must stand together and refuse to be intimidated by political leaders if license challenges and protests are to be overcome, Carl T. Rowan, syndicated columnist, said Tuesday (Oct. 20) in Chicago. He spoke to a joint meeting of the Chicago Headline Club and the Inland Daily Press Association.

Raising alarm over the growing public apathy to loss of personal liberties as new laws are enacted to curb violence, Mr. Rowan noted that historically violence begets repression. He said a free press is vital to awakening readers and listeners or viewers to this danger and the first responsibility of the press is not to be intimidated."

Mr. Rowan, director of the U.S. Information Agency in the Johnson Administration, said he believes "Spiro Agnew's biggest goal was to frighten a few guys in the American press and in the television industry, and in my view a few of them have been intimidated. Thank God, not enough. It is our responsibility to see that the people get some facts in the areas where they are most likely to be hoodwinked."

Concerning increased pressures on
and unprofitable stations, network affiliates and independents, or large and small market stations.

- Robert H. Smith, WCYB-TV Bristol, Va., who is chairman of the All-Industry Music Licensing Committee, said the committee has started negotiations with Broadcast Music Inc. and hopes to reduce payments to that music licensing organization by 1.09%. He reported that under the 1969 agreement with the American Society of Authors, Composers and Publishers, broadcasters will have saved more than $50 million in the life of the contract. He said that in the first year of the new ASCAP agreement, broadcasters have reduced their outlay to ASCAP by 17%—and that some stations have reported savings as high as 26%. The contract was retroactive to Jan. 15, 1968.

**Wells notes the need to make money**

**Commissioner says that without it there’s no news, public-affairs**

Broadcasters must defend their right to move merchandise, even on children’s programs, if they are to have the money to do such things as local news and public service, FCC commissioner Robert Wells said in Chicago Thursday (Oct. 22) at the second regional meeting of the National Association of Broadcasters.

Aggressive news operation also topped his brief list of priorities for the broadcaster today despite mounting attacks. He noted no one has ever lost a license as a result of journalistic vigor.

The luncheon talk by the ex-broadcaster now commissioner prompted a standing ovation from the some 300 NAB delegates at the meeting. More than 100 local area college broadcasting students also attended the Chicago sessions.

Growing concern about news freedoms highlighted separate sessions on broadcast news (story page 39) as well as part of the talk by Commissioner Wells. Other separate sessions at the Chicago meeting also explored problems of cable television, music licensing, recordlings, religious broadcasting and similar topics as they did in Atlanta (see page 38).

"Did it ever occur to you that as long as we can talk about having a free press, we have it?" Mr. Wells said. Asking for proper perspective, he felt the doom merchants have exaggerated the threats, but saying there is no threat at all is wrong too. "Listen to your critics and learn from them," he suggested. The reason, he said, is that "criticism is recognition and flattery. And maybe you

TV stations, he said, are now paying about 3% of their adjusted gross billings (excluding network revenues) to ASCAP, BMI and SESAC for music rights "without consideration of the amount of music used, or how, or when or its value."

- Norman E. Cash, president of the Television Bureau of Advertising, reported that during first six months of this year, TV stations produced 1,500 programs on drug abuse; this totaled over 700 hours, he said, and the time was valued at more than $1 million. He also said that during the same period, TV stations broadcast 123,000 public service announcements, valued at $9 million.

- Mr. Comstock warned broadcasters that they will have to make sure that law makers and the Federal Trade Commission understand that they are not involved in manufacturing the products that are advertised over their stations, nor that they have anything to do with the conception of the advertising. Otherwise, he added, broadcasters will find themselves responsible for advertising that is found to be false or misleading.

- Peter G. Hammond, executive director of the National Coordinating Council on Drug Abuse Education and Information, Washington, in answer to questions stated flatly that neither the broadcasting of modern rock music nor the advertising of sedatives, sleeping pills or other so-called mood-inducing drugs creates the drug problem. The problem, he said, cannot be blamed on any one activity. "If we did away today with pharmacological drug advertising," he said, "we would still have a problem."

Many uses of radio and television available to a politician at no charge if he only is willing to get off his duff and expend a bit of effort to procure it."

"Please," Mr. Wells said with emphasis, "defend your right to sell merchandise: Continue to be the want creators that are essential to this country."

Unable to understand "some of the gutless performances or non-performance" by some who call themselves broadcast journalists, Mr. Wells said: "licensees can cry all they wish but the cold hard facts are there. There has never been a case to my knowledge where a station's license was revoked because it was running an aggressive and hard-hitting news program."

A one-time manager of the Harris stations, Mr. Wells urged: "As a commissioner, with both hats on, let me implore you to increase your efforts in news and public affairs programing. With the power at your disposal, there is no way you can shirk this responsibility."

NAB officials strongly urged broadcasters to become more aggressive in making their views known to legislators at all government levels. Paul Comstock, NAB government affairs vice president, urged broadcasters to go even further and individually back candidates and their choice, financially and otherwise.

The suggestion drew a protest from Stan Hubbard Jr., KSTP-AM-TV St. Paul-Minneapolis, who warned "your guy doesn't always win" and it may prove wiser to stay neutral.

Asked for a comment, Mr. Wells said he feels that "being on the losing
side isn't all bad, but being on the fence is wrong. If you don't take sides on anything, you are nothing."

Later in the session Mr. Wells was asked to comment on the implication for the FCC's authority to venture into specific minimum program percentages and similar policies.

"There is no doubt in my mind and I doubt that there is much doubt in any of yours," Mr. Wells replied, "that the climate today of the country, on the commission, in the Congress and on the Supreme Court which is where our decisions end up, that the FCC has the power to do anything." You probably don't like to hear that, but it's there, and I think the courts will back it up.

But, he added, he doesn't think "the makeup of the commission now is such we would go in that path. I don't believe we will really go into the censoring business."

However, he added: "You would be surprised at the number of people that want us to. And I'm not talking about government officials. I'm talking about well-meaning citizens."

**Lawyers stifled probe—WPIX VP**

*Tells hearing he was advised not to quiz newsmen on distortions*  

A *WPIX* New York investigation into charges of news misrepresentation did not include questioning of former newsmen, a *WPIX* vice president told the FCC hearing on the station's license renewal application last week.

Leavitt Pope, vice president in charge of operations for the *New York Daily News*-owned station, who headed the investigation, said, "My first inclination would have been to ask everybody anything that we could. But the lawyers felt that would not be the best course to follow."

Mr. Pope said he didn't want to be accused of harassing the newsmen who had left the station after alleged misrepresentations were reported in late 1968. His investigation, he said, began in early 1969.

Lee Nelson, then a *WPIX* newscaster, was asked by Mr. Pope to write down everything he knew about the charges. And, the vice president continued, he recorded a long interview with Ted Kamp, then producer-editor of *WPIX's* evening news show. Mr. Pope said he also interviewed and tape-recorded responses of six employees still working in the news department. But, he added, he did not talk to the news employees who had left the station.

During the sixth week of the hearing on the renewal application and the license challenge by Forum Communications Inc., Mr. Pope acknowledged that once his investigation began, the station received hundreds of reports that it had distorted news.

Some of these, he said, were in voluminous reports from *WPIX* lawyers who had begun their own investigation at the request of F. M. Flynn, chairman of the board of both *WPIX* and its parent *New York Daily News*.

Pat Valicenti, FCC Broadcast Bureau attorney, last Thursday (Oct. 22) read into the record a Pope memorandum sent to Mr. Flynn. In this memorandum, Mr. Pope said the FCC had held up renewal of the station's license pending a hearing.

The note to Mr. Flynn also stated "there was something peculiar about it," commenting that the FCC apparently had acted on a complaint *WPIX* was distorting news.

Mrs. Nancy McCarthy, whose letter to a friend subsequently alleged news distortion, was fired. Mr. Pope testified after she made the charges. He added, however, that Walter D. Engels, special assistant in the station's news department, told him he planned to dismiss her even before the allegations were made. Mr. Engels, former news manager, was shifted to the special assistant's post after a reported misrepresentation of news film by the station.

*WPIX* lawyers also dissuaded Mr. Pope, he told the hearing, from investigating Mrs. McCarthy's background.

After 14 days testifying before the hearing, Mr. Engels ended his session Wednesday (Oct. 21). On his last day on the witness stand, he denied he had once admitted the station mislabeled crowd scenes from Bucharest as the Soviet invasion of Czechoslovakia in August 1968.

**May 31 set as date for employment report**

The FCC with the necessary clearance from the Bureau of the Budget on its new annual employment report form and reporting requirements, last week announced that May 31, 1971, is the initial date for submission of the employment report from every licensee or permittee of broadcast facilities.

The effective date of the annual reporting requirements called for in new Section 1.612 of the rules and Section VI of FCC forms 301, 303, 309, 311, 314, 315, 340 and 342, was stayed pending Budget Bureau's clearance. The new employment reporting requirements were designed to give the commission an accurate perspective on equal opportunity practices of licensees.

The new requirements affect applicants for construction permits for new stations who tender applications after Jan. 4, 1971; license renewal applicants required to file applications after Jan. 4, 1971; and applicants for authorization to sell their existing facilities or CPs who file applications after Jan. 4, 1971.

**FBI spurns inquiry into KPFT bombing**

*FM*’s manager raps federal government for inaction, hits terrorist ‘sanction’

The FBI last week rejected the request of Pacifica-owned KPFT(FM) Houston for the agency to intervene in the investigation of the Oct. 6 bombing which caused an estimated $35,000 damage (*Broadcasting*, Oct. 12). The bombing was the second at the noncommercial, publicly supported station in five months.

KPFT had sought an FBI commitment to exercise in Houston "federal prosecution and indictment" powers. Among the many others supporting the station's request were Willard Walbridge, board chairman, National Association of Broadcasters, and William Kling, assistant director for radio projects, Corp. for Public Broadcasting.

An FBI spokesman said last week the agency would give only "cooperation and assistance," which means, he explained, availing local authorities of laboratory facilities and "running down out-of-state leads." As of late last week, however, KPFT had not been notified officially of the FBI decision.

The FCC also got into the act last week. In a letter to NAB President Vincent T. Wasilewski, Chairman Dean Burch, apparently unaware of the NAB stance on the bombing matter as explained by Mr. Walbridge to Anthony Ferris, U.S. attorney in Houston, on Oct. 16, wrote urging that the NAB "take all appropriate steps of assistance, to insure that no station in this country is silenced by dynamite."

Mr. Walbridge, in his presentation to Mr. Ferris (*Broadcasting*, Oct. 19), noted that the NAB had "interceded with the attorney general of the United States" on June 9 after the first bombing of KPFT and recalled that no positive action resulted.

Mr. Walbridge and KPFT officials had cited precedents for federal intervention in the bombing—among them, the bombing of the WLTW(TV) Bowling Green, Ky., transmitter in September 1969 (mentioned in Mr. Burch's letter)
and the bombing of KNX(AM) Los Angeles in 1965.

In their presentations to Mr. Ferris, the broadcasters had contended that radio and TV stations, as members of the Emergency Civil Defense Network, are entitled to such intervention and protection from terrorism. Rudy Hurwich, Pacifica president, also noted that the station's First Amendment rights have been abridged because it has been forced off the air. The broadcasters reportedly received a pledge from Mr. Ferris that he would intercede with the Justice Department for FBI help.

This is the intervention the FBI turned down last week.

In his letter, dated Oct. 20, FCC Chairman Burch reaffirmed the need to buffer "free speech" as the "foundation of this nation" and decried "the growing tendency of extremist groups . . . to disrupt and prevent speech with which they do not agree." And, he added, "on our part we shall continue to press as strongly as we can for investigative steps to eradicate this evil."

When pressed for an amplification of the "investigative steps," Burch aide said "the commission will make some kind of inquiry of Justice as to its interest in investigating these matters . . ."

The inaction of the federal government and what he considered the vague contribution of Mr. Burch, prompted KPFT Station Manager Larry Lee to observe: "It appears to me to be very much official federal sanction of terrorist repression. The federal government's stance is a chilling echo of Attorney General Mitchell's curiously ambiguous remarks in Indianapolis last week on the possibility of renewed vigilantism in the U.S. . . ."

Continued Mr. Lee: "The same administration which appointed Dean Burch has within its power the ability to arrest, indict, prosecute, convict, and punish the criminals who have come within an ace of killing an American broadcast station for the first time in our history.

"I suggest that the chairman look to his colleague, John Mitchell, rather than to Vincent Waspiewski for the answer to the problem KPFT shares with all American broadcasters in commercial and noncommercial broadcasting . . ."

FCC rebuffs Comtel in phone company bid

The FCC has denied a request by Comtel Inc., New York CATV operator, for a conditional grant of two applications by the New York Telephone Co. (Telco) for Section 214 certification so that Telco could provide Comtel with CATV channel service.

Had a conditional grant been made —subject to the outcome of a pending FCC proceeding on Telco's applications for Section 214 certification of public convenience and necessity—the commission said it would have to overturn its earlier decision prohibiting Teleprompter Manhattan CATV Corp. and Manhattan Cable Television from further CATV construction in areas of New York (BROADCASTING, Oct. 12).

The commission said grant of Telco's applications for additional facilities to serve Comtel "is not feasible and would not be consistent with the public interest." The commission cited a number of problems that would be created if temporary authority to construct distribution facilities were granted and Telco's applications were later denied. The commission added that the cost and inconvenience to the public resulting from the possible termination of Comtel's proposed service and the subsequent transition to service from Teleprompter, Manhattan Cable or other cable operators precludes a favorable ruling on the request for interim authority.

Changing Hands

Announced:

The following sale was reported last week subject to FCC approval:

- KALO(AM) Little Rock, Ark.: Sold by Arkansas Broadcasting Co. to Bernard Mann and Gilbert Gans for $265,000. Mr. Mann was formerly vice president of WAIR(AM) Winston-Salem, N.C. Mr. Gans was formerly vice president of KXLW(AM) Clayton, Mo., and KADI(FM) St. Louis, and presently is board member of KWKI(FM) Kansas City, Mo. Kalo operates full time on 1250 khz with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

Approved:

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

Brotherhood

The station to off

Helped to threats against "to in" the days

I maintain occurred later, although of-

WLIB(AM) New York was off the air last week, shut down by General Manager Harry Novik "because of threats to our studios and personnel" following "a minor labor dispute involving one person."

The station went off the air at noon on Oct. 17 after listeners had been advised that the action was being taken "reluctantly but in the interests of maintaining the safety of the community." The station specializes in programing for blacks and its studios are in Harlem.

WLIB-FM had gone off the air four days earlier. Station sources said "certain outside elements," not involved in the labor dispute, had seized the dispute as an opportunity to try to "muck in" and make demands of their own regarding both station affairs and programing. They said station officials sought vainly for a week to negotiate a solution, and that outsiders threats "to damage the station and inflict bodily harm upon our people" forced the decision to go off the air.

The problem started with the discharge of a woman employee who subsequently was represented as being a union member (American Communications Association of the International Brotherhood of Teamsters). Some picketing occurred later, although officials emphasized that no strike had been authorized.

The sign-off announcement on Oct. 17 told listeners that "we have tried to maintain our service to the community—the same type of programs we have been broadcasting for over 22 years—but we cannot continue in the face of threats against our employees. We have helped to maintain the cool of this com-

munity on many, many occasions. Now, in order to continue that same cool, we are going to leave the air."

The announcement called upon listeners for support so that the station might return to the air as soon as possible. "For many years you relied on us," the announcement said. "Now, we rely on you. . . . we have been threatened and intimidated, and we cannot continue our public service under these circumstances. We do not want to see anyone hurt or any damage inflicted on the property of this community. Therefore, reluctantly, we leave the air."

Fire shuts station for hour, 45 minutes

WJRZ(AM) Hackensack, N.J., returned to the air within an hour and 45 minutes after a fire engulfed its studios on Saturday, Oct. 17. The blaze caused over $100,000 estimated damage to the station and its broadcast equipment. The fire broke out in the morning, before air time, and apparently started in the newsroom. Cause of the blaze was unknown, according to a WJRZ spokesman.

Lazar Emanuel, executive vice president and general manager, said WJRZ is now broadcasting from temporary studios at the transmitter site. Mr. Emanuel said the new Gates Radio Co. Service Center in New York furnished complete broadcast facilities within 24 hours after the fire. The Gates facility, comprising 6,000 square feet on the east side of New York, was established last June. It is the second such Gates center: the first, inaugurated 15 years ago, is in Houston.

WLVA seeks court redress

WLVA Inc., licensee of WLVA-TV Lynchburg, Va., is going to court in its attempt to win reversal of an FCC action last month which granted WRFT-TV Roa-

nake, Va., authorization to improve its facilities (Broadcasting, Sept. 7). WLVA had tried to link its own application for new technical facilities with WRFT-TV's application, requesting that the commission consolidate both applications in hearing and grant or deny both.

WCKY(AM) rejoining CBS radio

WCKY(AM) Cincinnati, a Post-Newsweek station, will rejoin CBS radio as an affiliate effective Nov. 12. Station, which programs an adult-music format, was affiliated with CBS from 1939 to 1945. It has been independent since 1968 when it canceled its affiliation with ABC Radio.

EXCLUSIVE LISTINGS!

FLORIDA: — A unique opportunity to own the dominant advertising medium in a growing market. Full time AM in a medium-sized market: no morning newspaper, no TV. This station is rated Number One and is growing fast. Priced at two times gross and less than seven times cash flow—$630,000 with 29% down and terms.

Contact Cecil L. "Lud" Richards in our Washington office.

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Contact Don C. Reeves in our San Francisco office.

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BROADCASTING, Oct. 26, 1970 43
A united front of Chicago activists

Three groups pressuring city's stations join forces to present list of demands

A new coalition of three listener-interest groups in the Chicago area presented local stations last week with a proposed legal agreement to guarantee the coalition's involvement in program planning, employment practices and station performance, with emphasis on minorities. The agreement would be made part of the station's Dec. 1 license-renewal applications before the FCC.

One of the station's Dec. 1 license-renewal applications before the FCC. The agreement would be made part of the station's Dec. 1 license-renewal applications before the FCC. Two general meetings were scheduled at night at a city institution, Malcolm X College, at which stations were to account for their intentions, but most stations indicated they would not attend though they would talk on their own premises.

The coalition is receiving legal assistance from the Lawyers Committee for Civil Rights Under Law Inc., a volunteer group supported by a number of large local law firms, as well as from ICCB members, some of whom also are lawyers. One of the group is Robert Bennett, Northwestern University law instructor and former aide to FCC Commissioner Nicholas Johnson.

James Nixon, now an official at Chicago's Black Strategy Center, a social-action organization funded by national business firms in that area, explained his role in helping the new task-force group to organize in mid-September. He recalled touring the U.S. to study broadcasting and meeting William Wright of Black Efforts for Soul in Television, Washington, who subsequently took his key people to Chicago for an intensive two-day classroom workshop on broadcasting for the varied black groups now in the task-force operation.

A former marketing man who recently was assistant national director of compliance and technical assistance for Chicago's Project Equality, a Ford Foundation grantee, Mr. Nixon explained: "We're going from protest to programming. We are seeking justice in broadcasting, not only in programs but in employment, since the Broadcast Skills Bank obviously is a failure. We are going to help broadcasters be more responsible." (The Broadcast Skills Bank was set up several years ago by the National Association of Broadcasters.)

Mr. Nixon quoted the Red Lion decision on the paramount rights of the public and said: "We will use the FCC's laws as our basis and see that the broadcasters adhere to them." If broadcasters won't cooperate, he continued, "we will go to the sponsors."

Explaining that the coalition partners "will be year-round watchdog groups," Mr. Nixon said the situation has gone beyond asking stations for cooperation. "We are demanding," he said.

The proposed legal agreement is an extensive document that delves into all phases of programing, planning, staffing, and accountability, with particular reference to varied minorities. Regular coalition meetings with the stations would be required to guide performance.

Blacks out of running for last Syracuse FM

A nonprofit group seeking to secure black ownership of the last available FM channel in Syracuse, N.Y., was turned down last week by the FCC in its bid for permission to file a late application. However, in rejecting the appeal on procedural grounds, the FCC urged two other applicants for the channel to work toward providing greater service to the black community.

Progressive People Inc., an organization formed earlier this year to improve race relations in Syracuse, asked the commission last June to permit it to apply for an FM facility also being sought by Eastern Associates and Wsoq Inc. Under the commission's rules, PPI should have filed its application at least one day before release of the commission's order in September 1969 designating for hearing the applications by Eastern and Wsoq.

In its petition for a rule waiver to file a late application, PPI said none of the radio stations serving the Syracuse area are black-owned and none of them provide adequate service to blacks. It pointed out that the frequency being sought by Eastern and Wsoq is the last available in the Syracuse area, and contended that grant of its proposed application would serve black needs. PPI did not file an application with its waiver petition, stating it would be a waste of "precious resources" to do so and have it rejected by the commission. It contended that its failure to file an application on time would not prejudice the rights of Eastern and Wsoq since the evidentiary hearing in the proceeding had not yet begun.

The commission said PPI's arguments were valid, but reminded PPI of the filing rules and pointed out that extensive prehearing preparations had been made. It would be unfair to subject the two contenders to the burden of proceeding against another applicant, the commission said, and grant of the waiver petition could only lead to further delay and uncertainty since PPI did not indicate when it would file.

However, the commission stated there is a need for black members of the community to have greater access to the mass media and urged Eastern and Wsoq to work toward providing more service to blacks. It also suggested that local groups talk to all Syracuse radio stations about establishing more meaningful communications with the black audience.

The vote rejecting PPI's waiver petition was 6-to-0.

More Ohio stations resist black protests

Mahoning Valley Broadcasting Corp. has opposed petitions by the Black Broadcasting Coalition to deny the license renewals of its WBBW-AM-FM Youngstown, Ohio, and has asked the FCC to dismiss the petitions on the basis of their "numerous erroneous allegations...."

The licensee's opposition followed similar commission filings by WKBX Broadcasting Corp. and Taft Broadcasting Co. (Broadcasting, Oct. 19). The renewals of WKBX Broadcasting's WKBX-AM-FM-TV Youngstown are also being opposed by the BBC. The Columbus Broadcasting Coalition is challenging the renewals of Taft's WTVN-AM-TV and WBUK-FM Columbus, Ohio.

Principaliy, all the petitions to deny charge the stations with failing to ascertain community needs, failing to program for blacks, and discriminating in employment.

In its opposition petition, the licensee
Cleveland outlets survive protest

FCC's Walsh contends black coalition's charges are unsubstantiated

The FCC staff has affirmed its renewal of the licenses of a number of Cleveland radio and television stations that had been the object of a protest of a group of Cleveland area blacks. Broadcast Bureau Chief Francis R. Walsh said the group had not presented any factual allegations against each of the stations on which the commission could act.

The Cleveland group—an ad hoc coalition of black organizations and the National Association of Black Media Producers—had asked the commission to defer action on the stations' renewal applications until the stations complied with a series of 11 demands the group had issued.

The informal complaint, received by the commission on Oct. 5, five days after the renewal date for Ohio stations, was aimed at "WKYC-Television and Radio, WJW-Television and Radio, WEWS-Television, WUAB-Television, WGAR-Radio, WBBW-Radio, WJW-Radio, and WIXY-Radio."

Mr. Walsh, in a letter to Charles Cook, chairman of the ad hoc coalition, noted that the commission staff had already granted the renewals of WERE-AM-FM, WGAR-AM-FM, WHK(AM), WJW-AM-TV, WEWS-TV, and WKYC-TV. Action on the renewal applications of WIXY and WKYC-AM-FM have been deferred for reasons not related to the complaint, while WBBW-TV is operating under program-test authority and, thus, has no renewal application pending.

The renewals had been granted despite an earlier complaint by the same group, received late in September. The commission staff said then that the group had not provided any facts warranting deferral (Broadcasting, Oct. 5).

"And Mr. Walsh, while pointing out that the FCC could withhold the grant of a renewal within 30 days if facts justifying such action were presented, said that the new complaint does contain such facts.

He noted, for example, that, while Mr. Cook alleges that none of the stations cited have adopted an equal-opportunity program to guide their hiring practices, "you do not explain how you arrived at that conclusion." "The commission," he said, "cannot possibly inquire into each of the unsubstantiated allegations of licensee misconduct it receives. Nor would it be fair," he added, "to demand licensees to respond to each unsubstantiated charge. . . ."

"Furthermore," he said, "the commission is forced to look with disapproval upon the lodging of a number of identical charges without factual detail against the licensees of a number of different and independent stations. It seems unlikely that each of the licensees you allege has violated its duties to serve the public interest would have done so in exactly the same manner."

FCC probes charge of unauthorized transfer

The FCC has designated the license-renewal application of WLUX(AM)-Baton Rouge for hearing to determine if licensee, Capital City Communications Inc., transferred its control of the station without commission consent.

The commission said it has information which "raises a number of serious questions [of] whether the applicant possesses the qualifications to be or to remain a licensee . . . ." These questions concern whether the station was controlled by someone other than the licensee—"financial arrangements under which WLUX has and will be operated"—whether the licensee filed timely and accurate ownership reports, and whether the performance of transmitter operations and operating log entries were made by a properly licensed radio operator.

Network viewing up—NBC

The level of network-TV viewing is rising, according to NBC researchers. Based on a comparison of the Fast Nielsen report for the week ended Oct. 11 with the same week a year ago, NBC reported that viewing on the three network networks was up 2.3 rating points for the week, which represent approximately 2,250,000 homes.

Radio and TV is rated as 'racist'

Two blacks provide much critical comment on Washington TV show

Stations and networks that think they are doing a respectable job of serving the black community have another think coming—at least, in the view of two black critics of broadcasting.

William Wright, national coordinator of Black Efforts for Soul in Television, and Charles (Chuck) Stone, author and one-time regular on NBC's Today show, say television fails to serve blacks and that it is "racist."

They made their remarks a week ago (Oct. 17) in an interview on Black News, a half-hour news program done by and for blacks that is broadcast Saturdays by WTTG-TV Washington.

The program did not exempt the stations from the epithet of racism. Mr. Stone applied to the networks and white news commentators. "You should be on every night at 6 o'clock giving the news," Mr. Stone said to the program's anchor, Don Alexander.

He characterized television as "electronic minstrelsy"—blacks singing and dancing on television. There is no in-depth analysis of the growing problems of the black community, he said.

Mr. Wright, who has played a key role in the growing effort on the part of blacks to protest the license-renewal applications of stations they feel are not serving their interests, said there is a need for blacks behind the cameras as well as in front of them, "projecting out to the black community."

At one point, the two suggested that the blacks' willingness to work within the system to effect changes in broadcasting may wear out. Mr. Wright said he is "using federal communications law" in an effort to open the media for expression of diverse views.

"If I don't get satisfaction" that way, he said, "there has to be other means." And Mr. Stone noted that history is filled with "violent actions" taken "to redress grievances."

However, in answer to a question from Mr. Alexander, he said, given the opportunity to appear on the air, blacks should take it. He said there is now no "assertive" black point of view on television. He dismissed the blacks who now do commentary as "Uncle Toms."

MR. Wright also indicated that he is considering a new approach to the problem of obtaining more programming aimed at blacks—one that leads through the rating services. Ratings, he said, "are a bunch of garbage."
Rand criticizes FCC's CATV approach

UHF protection, public-dividend plan faulted in two reports; FCC delays CATV comment deadline

The FCC's approach to CATV regulation is backward, two Rand Corp. researchers said last week.

The growth of cable TV is going to have its greatest impact on the one or two TV stations in smaller markets, said Dr. Rolla Edward Park. And the most vulnerable, he said, are the UHF stations.

Thus, he commented, the commission's policies aimed at protecting UHF stations in the top-100 markets and permitting a more liberal approach on CATV in the smaller markets are upside down.

And the FCC's public-dividend plan has "serious drawbacks," according to Dr. Leland L. Johnson. It doesn't protect the smaller-market stations from the impact of CATV, Dr. Johnson observed, and it carries the "danger" of making broadcasters "increasingly dependent on revenues generated from advertising on distant signals and dulling their incentives for doing an effective job of local broadcasting."

The two reports, submitted to the commission last Thursday (Oct. 22), came almost at the same time that the FCC unexpectedly issued a 60-day extension on the deadline for comments on its various facets of its CATV inquiry, including its public dividend plan.

Only a day before the Oct. 22 deadline the commission authorized a new cutoff date of Dec. 7 for comments, and Jan. 8, 1971, for reply comments. The action was announced Oct. 22, the previous deadline, and was taken at the request of the Ford Foundation and the Corp. for Public Broadcasting, the commission said. The Ford Foundation is one of the underwriters of the Rand Corp. studies on CATV.

The commission inquiry deals with ideas for developing federal CATV legislation, diversification of CATV ownership, the extent of federal, state and local regulation and technical standards for cable systems.

Commissioner Robert T. Bartley was the only commissioner dissenting to the new deadlines.

Dr. Park's report, "Potential Impact of Cable Growth on Television Broadcasting," is an econometric study, using a computerized "impact" model that utilized confidential financial reports from the files of the FCC. These reports were not seen by the researcher.

Dr. Park is an engineer (B.S. from the California Institute of Technology), a business administrator (master's degree from the University of California at Los Angeles) and an economist (a Ph.D. from Princeton University). He joined the Rand Corp. in 1966.

Dr. Johnson, whose report is entitled "Cable Television and the Question of Protecting Local Broadcasting," is a senior economist at the California think-tank. He was research director of President Johnson's Task Force on Communications Policy in 1968. He is the director of the Rand cable-TV project, which was financed initially with a $165,000 Ford Foundation grant. More recently, the project received $500,000 for a three-year period from the John and Mary R. Markle Foundation.

Three CATV reports have been issued by Dr. Johnson and his colleagues. The first, last January, was Dr. Johnson's study on federal regulation; the second, last May, was by Richard A. Posner on federal regulations, and the third, last month, was by Nathaniel E. Feldman, on local program origination.

Overall, Dr. Park found that station revenue (related to local audience only) is reduced 18% by cable TV. There is, he emphasized, considerable variation among markets and kinds of stations. For example, he noted, stations in the top-50 markets are expected to lose, on the average, 15% of their revenues, but stations in the 151st to 200th markets will probably lose 56% of their revenues.

Among other factors, Dr. Park assigned program "attractiveness" indices to his calculations. This shows, he said, that a network program broadcast by a UHF station is only half as attractive as the same program carried on a VHF station.

Some of Dr. Park's other findings:
- CATV's ultimate penetration will range from 29% to 60% of TV homes. Ultimately, he estimated, a nationwide penetration of from 40% to 45% is indicated.
- The loss of audience is economically greater to the losing station than the gain is to the distant station. Therefore, the total TV station audience value will be decreased by cable TV growth.
- Because the loss of audience by smaller stations will be more severe, this will affect their local programming.

Dr. Johnson, using Dr. Park's findings, concluded that there are better ways to proceed than the FCC's Public Dividend Plan, which proposes among other things to permit CATV systems to import distant signals in return for payment of a copyright fee to be levied by congressional legislation and payment of 5% of their subscriber revenues to the Corp. for Public Broadcasting. The commission also proposes to permit local TV stations to substitute their own commercials for the advertising of distant stations carried by the cable system.

Dr. Johnson suggests that a "direct-compensation" plan is better. This would require cable operators to recompense local TV stations in accordance with actual audience loss caused by the cable system.

He also posed the possibility of permitting unrestricted CATV growth which would result, he said, in TV stations in smaller markets either going out of business or becoming satellites of major-market stations. But this, he commented, would result in the loss of local programing for the public. In that case, he said, the FCC should require that cable companies make available to the local station free of charge any local programing the CATV system originates.

"In this way," he said, "viewers dependent on over-the-air service would continue to receive some local programing."

Dr. Johnson was concerned about the commission's inclusion of noncommercial TV stations in its rules forbidding joint ownership in the same market. Noncommercial stations should be exempt from this ban, he said, but at the same time, any cable system owned by an educational-TV station should be required to carry at least one outside noncommercial station in addition to the local outlet.

Macdonald wins cable award

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, last week was presented with a special "Congressman of the Year Award" by the New England Cable Television Association. NECTA president George L. Sisson Jr. made the presentation to Mr. Macdonald, the featured speaker at the NECTA-sponsored industry conference in Springfield, Mass., for "outstanding contributions to the communications industry."

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46 (THE MEDIA)
A dent in conglomerate study?

Big firms may get task force to drop question designed to assess ‘public-interest benefits’

Broadcast-industry representatives appear to have won a point in a dispute with the FCC staff on a questionnaire the commission intends to use in its study of the effects of conglomerate ownership of broadcast stations. Licenses receiving the questionnaire may not be required to list the public-interest benefits that are attributable to common ownership of broadcast and nonbroadcast interests.

This achievement—to some observers, an unusual one to seek—emerged from a meeting Wednesday between members of the commission’s conglomerate study task force and the industry committee that advises the Office of Management and Budget in connection with its responsibility for clearing government forms issued to broadcasters.

Industry representatives have in the past held that common ownership of broadcast and nonbroadcast interests have led to public-interest benefits through the strength that kind of ownership has given the stations. But industry advisory committee members last week made it clear they did not want to address themselves to that question, at least not at this stage of the conglomerate inquiry.

“This imposes a burden of defense on these conglomerates before we know what deficiencies are found by the commission to exist,” said Washington communications attorney Frank Fletcher, who is chairman of the advisory committee. “If we undertook this I can conceive of a burden of years of preparation to give the full story of operating broadcast properties in the public interest.”

Louis Stephens, director of the commission’s conglomerate study task force, said the question was included because the notice of inquiry which led to the questionnaire said it was aimed at determining “the possible benefits as well as the detriments” of conglomerate ownership of broadcast stations. And the “best source of information of the benefits to the public,” he said, “are the conglomerates themselves.”

The OMB officer who participated in the meeting, Harry Sheftel, expressed sympathy for the broadcast-industry representatives in their uncertainty as to the kind of response to make to what, he said, was a very difficult question.

But he also expressed some bemusement at the attitude of the committee members who are given the opportunity to make a case for the benefits to be derived from conglomerate ownership “and don’t want to take it.” If the question were not asked, he said, “you might want it.”

However, Mr. Sheftel, picking up a suggestion of Mr. Fletcher’s, asked Mr. Stephens after the meeting if he would consider making the question “optional.” And Mr. Stephens later said he is “considering some modification of the question” and that “one possibility is to make it voluntary.” He expects to discuss the matter further with Mr. Sheftel this week.

One point pressed by the industry committee on which Mr. Stephens refused to yield last week involved a question dealing with communications between parent companies and their subsidiaries. The question seeks correspondence during the period Jan. 1, 1967, through Dec. 31, 1969, which would show the parent’s influence on programing and budgetary decisions of the stations and which might indicate whether the stations are used to advance the commercial and other interests of the parent or nonbroadcast subsidiaries.

Howard Monderer, NBC’s Washington attorney, said the file search that would be required would be “too burdensome.” Mr. Fletcher expressed a preference for specific questions.

But Mr. Stephens said the question had already been redrafted in an effort to sharpen its meaning and help licensees avoid submitting material not needed. He said he knew of no way the question could be changed further and still elicit the required information.

That dispute and one or two other minor ones were left to Mr. Sheftel for resolution. He expects to complete his review of the questionnaire “within two or three weeks.”

At that point, the commission, if it approves the questionnaire in its revised form—it has been modified as a result of informal meetings between the commission staff and the industry committee—will distribute it to some 50 conglomerates holding broadcast licenses. The companies to receive the questionnaire have not yet been finally decided.

Mr. Stephens last week said that those receiving the questionnaire will be given staggered deadlines for responding. Some questions are to be answered within 30 days, others within 120 days and the remainder within six months. However, he said that the networks, because of their size and the number of employees involved in networking and station management, may be given up to eight months if they request it.

Last week’s meeting of commission task force and the industry committee with Mr. Sheftel was the second one they have held on the questionnaire. As at the first one, in September, Albert Kramer, director of the Citizens Communications Center, was present and participated in the discussion.

22 of 25 trainees get jobs, CFWC reports

Elbert Sampson of the Community Film Workshop Council in New York told broadcasters in Atlanta last week that in the last six months his organization has trained 25 disadvantaged youths and placed 22 with TV stations (Broadcasting, Feb. 23 et seq.).

Of the three still without jobs, he told a National Association of Broad-
casters regional meeting, two have "personal" problems. But the third, he said, is having difficulty being hired by broadcasters because he is white. All the others are black.

CFWC, funded by grants from foundations and government, hopes to turn out 45 trained TV film technicians this year, Mr. Sampson said. He added that the council will need support from the broadcast industry.

AWRT gets the message: Women of world, unite!

Women must stop fighting and competing among themselves and become a united force for equality, an ABC executive told the New York chapter of American Women in Radio and Television last Wednesday (Oct. 21).

Mary Jean Parson, ABC associate director, corporate planning, said women in executive positions should fight for equal money for women and equal job opportunities. Those on camera, she told the luncheon meeting, should produce stories on women who have fought and won battles in their particular fields.

Those in advertising should work toward ending what she termed "invidious subjugating sex commercials." "Commercial," she added, "have ruined us more than any single thing in the country."

ABC news correspondent Marlene Sanders outlined the history of women in the news media from Nellie By to Pauline Frederick. Even today in broadcasting, she said, women are given the "fluff" stories, although they have proven they can cover hard news. "It never ends," she told AWRT members. "It's still going on."

Joan Murray, WCBS-TV New York news correspondent, described her career as a young, black female news correspondent and what she termed indignities suffered from racists, fellow reporters and television viewers.

She told an audience of 121 women and a few men how she received from "a fan" a shoebox filled "with human feces"; how a male reporter stepped on her instep and broke it; of threats from the Ku Klux Klan, and of having a Secret Service man refuse to accept her press credentials. Miss Murray added she did not know whether some of the incidents related were because she was a newswoman, black, female or all three.

Lucy Jarvis, NBC-TV producer, speaking from the floor, urged the group to redefine its obligations and then "make ourselves felt and heard as a strong body and as a professional group."

Focus on Finance

ABC earnings dip by $1 million

Blak 9-month report blamed on two films; ABC-TV feels 'pinch'

ABC Inc., New York, last week reported net earnings for the first nine months of the year decreased by slightly more than $1 million from the corresponding period of 1969.

Leonard Goldenson, president, said there were capital gains in both periods, resulting mainly from the sale of foreign investments. These amounted to $1,135,000 in the 1970 period and $2,150,000 in 1969.

He noted that third-quarter operating earnings dipped to $3,010,000, or 42 cents a share, from $3,700,000, or 50 cents a share in the similar period of 1969. He said the decreased operating earnings "reflected mainly the disappointing results of two recently released motion pictures, "Too Late The Hero" and "Suppose They Gave A War And Nobody Came."

Mr. Goldenson said that in broadcasting, ABC-TV "felt the pinch of the general economic uncertainty," but that "the other broadcast operations showed improvement over the like period of last year."

For the first nine months ended Sept. 30:

\[
\begin{array}{ccc}
\text{1970} & \text{1969} \\
\text{Earnings per share*} & 2.00 & 2.10^* \\
\text{Pre-tax earnings} & 29,065,000 & 29,600,000 \\
\text{Net income} & 14,235,000 & 15,300,000 \\
\text{Capital and non-recurring gains, net, after taxes} & 1,135,000 & 2,150,000 \\
\end{array}
\]

Notes: ABC reports gross-revenue figures of fiscal year's end only.

*Assuming full conversions of convertible debentures, and exercise of option, fully diluted earnings from operations and net earnings for the nine months would be $1.70 and $1.84, and for the nine months of 1969, $1.66 and $1.81 per share, respectively.

Adjusted for the 3-for-2 stock split in December 1969.

Cox reports increase in income, revenues

Cox Broadcasting Corp., Atlanta, reported gains last week for both the third quarter and the first nine months of 1970.

Net income for the three months ended Sept. 30 rose 5% to $1,503,001, or 26 cents a share, compared with $1,428,153, or 25 cents a share, a year earlier. Operating revenues for the third quarter rose 11% to $15,250,989, against revenues of $13,791,809 for the comparable 1969 period.

For the nine months ended Sept. 30, net income increased slightly to $5,495,404, equal to 95 cents a share, against $5,494,928, or 95 cents a share, for the like 1969 period. Operating revenues rose 4% to $46,698,892, compared with $44,758,801 in the January-September 1969 period.

J. Leonard Reinsch, president, said increasing costs of programming and related services continued to affect operating margins in Cox's largest division, broadcasting. But revenues for the division increased 3% in the third quarter. This is attributable, he said, to strong performances by the firm's radio stations.

Cox's Bing Crosby Productions revenues also rose, Mr. Reinsch said. Production of an original film for ABC-TV and presentation of "World Series of Golf" also contributed significantly to
the division's revenues during the third quarter, he said.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.95</td>
<td>$ 0.96</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>46,684,800</td>
<td>44,758,801</td>
</tr>
<tr>
<td>Net Income</td>
<td>5,495,404</td>
<td>5,494,928</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>5,789,000</td>
<td>5,786,000</td>
</tr>
</tbody>
</table>

Comsat reports bright financial picture

Communications Satellite Corp., Washington, has reported that net income and operating revenues continue upward and declared its first quarterly dividend of 12½ cents per share. The long-awaited initial dividend will be payable Dec. 14 to stockholders of record Nov. 13.

Reporting third quarter and nine months figures, Comsat boasted an increase in profits from $1,446,000 or 14 cents per share for the third quarter of 1969 to $4,271,000 or 43 cents per share for the same quarter this year.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 1.16</td>
<td>$ 0.49</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>49,937,000</td>
<td>33,528,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>11,590,000</td>
<td>4,947,000</td>
</tr>
</tbody>
</table>

Muzak is in tune with Teleprompter on merger

An agreement in principle has been reached for the acquisition by Teleprompter Corp., New York, of Muzak International, a wholly owned subsidiary of the Wreather Corp., Beverly Hills, Calif., it was announced last week by the companies.

The acquisition would be made through an exchange of Teleprompter common shares for the stock of Muzak. Though no price was revealed, it is estimated that the transaction could amount to $22 million.

The consummation of the project is subject to the completion of a definitive agreement and approval by the Teleprompter board of directors and shareholders.

Muzak supplies functional background music to offices, factories, hotels, restaurants and other commercial and industrial establishments. Wreather produces and owns the Lassie TV series and other TV properties, and operates the Disneyland hotel in Anaheim, Calif.

Irving B. Kahn, chairman and president of Teleprompter, a leading CATV operator, said the acquisition would open wider markets for the Muzak services via cable TV and would be a first step in the long-range broadband communications plans of Teleprompter.

Mr. Kahn said Teleprompter would be able to deliver the Muzak service to subscribers by cable, and to cable subscribers either selectively or as a general CATV service. He noted that the combination of Muzak in homes and apartments was feasible. Over 90% of its current business is industrial, he said, because the cost of private lines makes delivery of the service to homes and apartments economically unfeasible in most cases.

A spokesman for the Wreather Corp. said that Muzak was bought from former U.S. Senator William Benton of Connecticut in 1957 for $4,150,000.

Edwin Tornberg & Co., New York, served as broker in the Teleprompter-Wreather negotiations.

Company reports:

American Television & Communications Corp., Denver-based group CATV operator, reported increased revenues and smaller net loss for the year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss per share</td>
<td>($ 0.21)</td>
<td>($ 0.37)</td>
</tr>
<tr>
<td>Revenues</td>
<td>8,232,070</td>
<td>6,928,728</td>
</tr>
<tr>
<td>Operating costs</td>
<td>4,209,886</td>
<td>3,013,274</td>
</tr>
<tr>
<td>Cash flow</td>
<td>2,962,584</td>
<td>1,710,553</td>
</tr>
<tr>
<td>Net income</td>
<td>(28,516)</td>
<td>(415,200)</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>2,006,399</td>
<td>1,719,070</td>
</tr>
</tbody>
</table>

Note: 1970 net income does not reflect federal income tax benefit applicable to utilization of loss carry-forward. Extraordinary tax credit totalled $148,900; allowing net income of $120,384 after tax benefit.

Gannett Inc., Rochester, N.Y., newspaper chain and group broadcaster, reported record increases for the nine months ended Sept. 27 as revenues were boosted 6.9% and profits by 12.2%.

Third-quarter net income rose 21.4%, the company reported, to $2,600,290 from $2,142,166 in 1969, and total revenues rose 6.4% from $36,276,337 to $38,588,002. Earnings per share for the quarter were $0.37 compared with $0.30 for the same period last year.

For the nine months ended Sept. 27:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 1.03</td>
<td>$ 0.88</td>
</tr>
<tr>
<td>Revenues</td>
<td>114,916,926</td>
<td>107,504,065</td>
</tr>
<tr>
<td>Net Income</td>
<td>7,303,860</td>
<td>6,343,008</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>7,112,276</td>
<td>7,105,685</td>
</tr>
</tbody>
</table>

Note: 1969 figures reflect extraordinary loss of $166,685 on sale of subsidiary.

Gulf and Western Industries Inc., New York, owner of Paramount Pictures, New York, reported its net income declined 37.8% in the fiscal year ended July 31.

For fiscal 1970, G&W's net income dipped almost $44.8 million, or $2 a share, from $72 million, or $3.15 a share in fiscal 1969.

For year ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary earnings per share</td>
<td>$ 2.00</td>
<td>$ 3.15</td>
</tr>
<tr>
<td>Revenues</td>
<td>1,630,000,000</td>
<td>1,564,000,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>44,771,000</td>
<td>72,050,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>19,547,000</td>
<td>21,005,000</td>
</tr>
</tbody>
</table>

Pacific and Southern Broadcasting Co., New York-based group broadcaster, last week reported a net income increase of 52% to $936,159 in the nine months ended Sept. 30 as compared with $617,533 for the like 1969 period.

Gross revenues at $9,937,768 were 15% higher than 1969's $8,649,540. Earnings per share on a primary basis were 58 cents for the first nine months of 1970, compared with 38 cents during the like 1969 period.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.58</td>
<td>$ 0.38</td>
</tr>
<tr>
<td>Net sales</td>
<td>9,937,768</td>
<td>8,649,540</td>
</tr>
<tr>
<td>Net income</td>
<td>936,159</td>
<td>617,533</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,627,000</td>
<td>1,627,000</td>
</tr>
</tbody>
</table>

*Primary figure used. Diluted figure is 48 cents for 1970 and 31 cents for 1969.

**Primary figure used. Diluted figure for 1970 is 1,937,000 and for 1969, 1,965,000.

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported declines in both revenues and profits for the first quarter ended Sept. 30, and anticipates a continued downward trend, with earnings for the first half predicted substantially below the $1.62 per share earned last year.

Meredith attributed a decline of 8.5% in revenues and 65% in net income to its magazine publishing interests which were affected by lower advertising revenues, declines in news-

How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

stand sales, higher costs of promotion and the continued inflationary pressures.

For the three months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.37</td>
<td>$1.04</td>
</tr>
<tr>
<td>Revenues</td>
<td>$34,171,389</td>
<td>$27,350,850</td>
</tr>
<tr>
<td>Net income</td>
<td>1,017,852</td>
<td>2,910,108</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>2,743,734</td>
<td>2,785,543</td>
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</tbody>
</table>

Sherwood Diversified Services Inc., New York, diversified firm active in film editing and distribution, last week reported record sales and earnings for the six months ended Aug. 31, and also announced cancellation of its acquisition of U.S. Media International Corp., New York.

The agreement between Sherwood and the media-buying service, U.S. Media, announced at the beginning of 1970 (Broadcasting, Jan. 12), was cancelled "due to the unique expertise required to develop further the expanding media buying and sales services." Sherwood said. Both agreed, Sherwood added, that U.S. Media should continue as an independently owned and operated entity.

Under the terms of the new agreement, U.S. Media will return to Sherwood substantially all of the approximately 300,000 Sherwood shares issued and U.S. Media will pay Sherwood $500,000 at the closing of the deal and deliver $1,500,000 in promissory notes. In addition, an outstanding promissory note of Sherwood for $750,000 will be cancelled. When the purchase of U.S. Media by Sherwood was announced last January the cash value was set at $8.5 million.

For the six months ended Aug. 31:

The Broadcasting stock index

A weekly summary of market activity in the shares of 104 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
<th>Closing Oct. 8</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Capitalization (000)</th>
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Broadcasting

<table>
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<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
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<th>High</th>
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<th>Approx. Shares Out (000)</th>
<th>Capitalization (000)</th>
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Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
<th>Closing Oct. 8</th>
<th>High</th>
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<th>Approx. Shares Out (000)</th>
<th>Capitalization (000)</th>
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CATV

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<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
<th>Closing Oct. 8</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Capitalization (000)</th>
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</thead>
</table>

50 (FOCUS ON FINANCE)
Taft Broadcasting Co., Cincinnati-based group owner, reported a slight slump in revenues and small gain in net income for the first half of fiscal 1970. First reported broadcast division's results continue to "reflect the general softness in the nation's economy."

Taft's board also declared a regular quarterly dividend of $0.15 per share payable Dec. 15 to stockholders of record Nov. 16.

For the six months ended Sept. 30:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
<th>Closing Oct. 8</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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</table>

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
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<tbody>
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</tbody>
</table>

The company said, to a lower loss by its subsidiary, Northeast Airlines Inc.

This improvement in nine month operations, however, was significantly offset by increased income tax, the general slow down in overall economic activity and the effect of the General Motors strike.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Oct. 22</th>
<th>Closing Oct. 15</th>
<th>Closing Oct. 8</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Outstanding (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

This is the broadcasting business of the company, which includes the broadcast division's results, and is shown separately in the company's financial statements.
FCC takes heat off Digisonics

It gives monitoring firm 90 days to figure out how to cope with rules

The FCC has moved into the controversy over alleged rule violations in connection with International Digisonics Corp.’s operation of an electronic system for monitoring TV commercials.

The commission last week announced a 90-day relaxation of a technical standard that transmissions of some IDC-encoded commercials are said to have exceeded. The commission said that, during the 90-day period, it expects IDC and other interested parties either to resolve the technical difficulties or to propose some other permanent solution.

However, in dealing with another aspect of the controversy over the IDC operation, the commission rested with exhortation. It “strongly” urged that advertisers and their agencies—rather than IDC—give “ample prior notice” to licensees that they will be receiving encoded commercials.

Broadcaster Advertisers Reports and Audicom, both potential competitors of IDC in the electronic-monitoring business, and the National Association of Broadcasters have filed pleadings with the commission raising questions about the technical-standards violations and prior notification. In addition, wtic-TV Hartford, Conn., had asked for a waiver of the technical standards until it receives coded patterns that comply with the standards (BROADCASTING, Oct. 19).

The commission, which in May adopted the rules providing for electronic monitoring, said last week “either because of faulty placement of the coded patterns on some filmed material, or other than the usual film-projector alignment procedures followed by a few stations,” the coded information may be transmitted on scanning lines other than those specified in the rules. Some licensees, it added, claim they can only transmit the encoded commercials, in violation of the rules.

The commission said that IDC has reported that it is working on both aspects of the problem and that no cases have been reported of complaints by the public about degradation of the transmitted picture.

Although it expects licensees to “make every reasonable effort to insure that transmissions” of the coded material comply with the rule, the commission said, it recognizes that, “under the circumstances,” full compliance may not always be possible. Accordingly, it said, “fairness” requires the temporary relaxation of the rule.

In dealing with the question of prior notification, the commission noted allegations that, under present practices followed by IDC and its client advertisers, licensees do not have the option of obtaining uncoded commercials.

However, the commission does not address directly the question of who, if anyone, is responsible for prior notification. And officials said privately that the present rules do not require such notification.

But last week’s notice indicated that notification should come from advertisers and agencies. It noted that licensees who do not want to carry encoded material may be forced to do so lest they breach contracts with those entities. Prior notice from them (rather than from IDC), the commission added, would give broadcasters an opportunity to negotiate for uncoded material.

The commission said it was concerned with circumstances adversely affecting a licensee’s ability to select program material. But since, “in this instance, a private business relationship between broadcaster, advertiser and advertising agencies is involved, an area in which the commission is reluctant to interfere,” the commission said, “we do no more, at this time, than strongly urge that ample notice is given.”

IDC has told the commission that encoded tape and film is identifiable by reference to IDC coding in the leader. IDC operates its monitoring service in the top 25 markets and says that “more than 30 of the nation’s largest television advertisers are coding commercials.

RCA wins pact for trade-center antennas

RCA Corp. has been awarded a contract of $4,071,000 by the Port of New York Authority for the design and manufacturing of television and FM antenna facilities to be placed atop the 1,350-foot north tower building of the World Trade Center. The contract calls for the building of a 365-foot supporting mast and antennas and transmission lines for 10 New York area TV stations and seven FM radio stations owned by them.

The Port Authority action results from an agreement reached with the TV broadcasters all-industry committee in June 1967 to overcome the anticipated problem of interference with TV broadcasts in certain parts of the New York area, because of construction of the World Trade Center.

Nine of the 10 New York area stations now transmit from the top of the 1,250-foot Empire State Building. WTNY(TV) Paterson, N.J., currently transmits from 70 Pine St., New York. The radio stations to be included in the new installations are WABC-FM, WNYC-FM, WOR-FM, WCBS-FM, WPX-FM and WNEW-FM, all New York.

How AT&T views its role in space race

Spokesman says company could run own satellite after Comsat deal expires

AT&T may decide to go it alone and set up a complete owned-and-operated domestic-satellite communications system after its satellite-leasing arrangement with Comsat runs out in seven years.

That possibility was raised last week by Richard Hough, vice president of AT&T’s long-lines department, at a Washington press conference held last Monday (Oct. 19) to announce the company’s formal agreement to set up a jointly-operated domestic-satellite system with Comsat. Under the arrangement, Comsat would lease two satellites to AT&T, which would construct and operate its own earth stations (BROADCASTING, Oct. 19).

AT&T and Comsat respectively filed applications for approval of the satellite and earth-station proposals with the FCC on Monday.

Speculation was that AT&T did not file for a complete system at the present time because of anticipated difficulty in securing approval from the FCC, which has suggested it might bar the company from owning satellites in an effort to encourage free competition in the satellite-communications field.

But Mr. Hough said anticompetitive considerations were not at the forefront of AT&T’s decision to link up with Comsat at the outset. He cited Comsat’s...
TV network affiliates ponder satellite role

Television network-affiliates groups have not been napping while communications entities—including the networks themselves—ponder the implications of satellite-communications technology.

Representatives of the ABC, CBS and NBC affiliates associations met in Washington last week with Comsat to discuss, among other matters, the Comsat-AT&T satellite-system proposal (see page 52), future domestic-satellite schemes, and Comsat’s role in station interconnection.

And it was learned that, before Dec. 1, the three groups will participate in an application to the FCC for approval of a satellite ground station to be jointly owned by a group of as-yet-unspecified TV stations. The proposed location of the ground station was not revealed.

The pilot-type project would be contingent upon some entity basing programming to a satellite for transmission to the station and relay to the TV stations.

A. James Ebel, vice president and general manager of CBS-affiliated KOLN-TV Lincoln, Neb., who has been acting as ex-officio coordinator of the affiliates’ satellite explorations, said he and others had been looking into station ownership of ground stations in any satellite interconnection system for over three years.

(The three networks have received the results of a study by Page Communications Engineers [BROADCASTING, Aug. 10] indicating that they could effect considerable interconnection cost savings by constructing either a satellite or terrestrial hook-up system; however, the networks have not made the report public and have not yet indicated whether they will file an application for a satellite system.)

Mr. Ebel said the affiliates also had met last week with officials at the FCC and the Office of Telecommunications Policy. One topic under discussion was frequency problems the affiliates (among others) feel are inherent in proposals to be considered next June at the Geneva meeting of the World Administrative Radio conference, which will consider satellite frequency allocations. Both the FCC and OTP are involved in the formulation of U.S. proposals to be presented at the conference.

The FCC has proposed satellite al-

locations in the 7 to 12-ghz band (as opposed to the presently occupied 4 to 6-ghz). The affiliates contend that transmitting in this band would necessitate development of expensive new equipment, involve losses in efficiency and could produce attenuation of signals during thunderstorms. They say that development of equipment for the 12-ghz band could take four to six years.

They also point out that the Canadian and NATO governments occupy a considerable number of terrestrial microwave channels in the 7 to 12-ghz band and are opposed to any satellite assignments below 10-ghz.

The affiliates are hoping to work out some sort of solution through talks with FCC officials.

Although he personally feels that satellites represent the “best solution for interconnection in the long haul,” Mr. Ebel also concedes that “nothing may come of what we’re doing.”

Distributor TV set sales lag behind 1969

Distributor sales of black-and-white and color TV sets to dealers last month trailed September 1969 totals, the Electronics Industries Association reported last week.

EIA’s marketing services department said total TV-set sales of 1,077,835 were down 11.5% from the 1,217,604 sold in September 1969, with black-and-white sets off 13.9% and color sets off 20.3% on a year-to-date basis.

Total radio-set sales, including auto, were down 18.9% on a year-to-date basis.

EIA gave this year-to-date breakdown:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
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</thead>
<tbody>
<tr>
<td>TV</td>
<td>Color</td>
<td></td>
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<tr>
<td></td>
<td>3,256,342</td>
<td>4,062,244</td>
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<td></td>
<td>Monochrome</td>
<td>652,045</td>
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<tr>
<td></td>
<td>6,908,183</td>
<td>7,744,289</td>
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<tr>
<td>Radio</td>
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<tr>
<td>AM home</td>
<td>3,427,289</td>
<td>4,302,493</td>
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<tr>
<td>FM home</td>
<td>2,414,820</td>
<td>2,743,942</td>
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<tr>
<td>Auto</td>
<td>6,336,381</td>
<td>7,612,455</td>
</tr>
<tr>
<td>Total</td>
<td>11,888,490</td>
<td>14,650,900</td>
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</table>

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. (212) 855-0405
TV specialist group sets November parley

The National Industrial Television Association, organized early this year to "serve the professional needs of the television specialist in business and industry," will hold its first annual conference in Washington, Nov. 10 and 11 in conjunction with the National Association of Educational Broadcasters' annual convention Nov. 8-11.

Working sessions will include "video delivery systems," "dealer/distributor services," "video program design," "technical systems design," "video utilization" and a joint meeting with NAEB's industrial and military-training professional emphasis group.

Attendance is open to all interested persons. Preregistration should be submitted by Nov. 1; members $15, non-members $35. Contact NITA secretary at P.O. Box 262, Maplewood, N.J. 07040.

Another firm unveils video playback system

A new video disk playback system, developed by British Decca and Teldec and AEG-Telefunken, both West Germany, was demonstrated last week (Oct. 19-21) in New York by London Records, wholly owned subsidiary of Decca.

Although the demonstration was in black and white, developers said the system will be available in either color or monochrome in about 18 months. It is the latest in a growing line of video-recording systems for home and business that already includes entries by such companies as CBS, RCA, ABC, Avco, Ampex and Sony.

The system uses seven-inch and 12-inch recorded plastic foil disks containing five or 12 minutes of moving pictures and sound information. It is attached to the television antenna terminals.

Tentative prices are $150 for a player with manual record changer and $250-$300 for an automatic changer model, both just somewhat larger than a conventional long-playing sound record player. Disks will cost about the same price as a long-playing record. According to the producers, the system can be adapted to any TV system.

The video disk playback system has no turntable, but a stationary platter, and uses a hub carrier to hold the disk. The hub carrier is a thin cushion of air, forming between the disk and the plate, turns the disk at a high rotating speed.

Technical topics:

Mono monitor [Rank Precision Industries Inc., West Nyack, N.Y., has] developed a new TV monochrome engineering monitor. The 15-inch rectangular tube, with a 4x3 aspect ratio, is used for critical inspection and evaluation of TV signals. It has remote control available for brightness, contrast, video input and sync selection and is designed to incorporate standard features.

Mighty midget [Diamond Power Specialty Corp., Lancaster, Ohio, has introduced a hand-held control system that combines the work of director and cameraman. Hand-Command, a 14-ounce five-control unit, allows a single producer/director to switch the picture from one camera to the other and control numerous special effects. The system includes a half-inch video tape recorder, and a control center that houses an E.I.A. sync generator, special-effects generator, audio mixer, two hand-command solid-state viewfinder cameras and other accessories. The system with all optional accessories lists at $10,680.]

Tracor's new gear [Model 600 Rubidium Frequency Standard with color sub-carrier output, and model 6500 Visual Aural Carrier Generator System are available from Tracor Inc., Austin, Tex. Frequency standard, when used with model 610 Countdown unit, provides 3.57 mhz sub-carrier signals as well as 31.468 khz sync signal. Generator system—which just received FCC type approval—provides appropriate sub-harmonics for stabilization of audio and video carriers to minimize co-channel interference. Address: 6500 Tracor Lane, Austin, Tex. 78721; phone (512) 926-2800.]

Up-to-date converter [C-COR Electronics Inc., State College, Pa., has developed a UHF converter for antenna site use in CATV systems with "all state-of-the-art features" believed now available. Converter—model CVR-P—provides conversion of a single UHF channel to a specified VHF channel. Price is $970 (with UHF preamplifier, $1,110). Write C-COR at 60 Decibel Road, State College, Pa. 16801. Phone (814) 238-2461.]

Remote radio [A portable two-way FM radio, using the UHF band and designed specifically for remote broadcast use is now available from Micro Communications Co., Denver, Colo. The Microcom MCP-6B-EA covers the range of 100 to 5,000 hz, according to the manufacturer.]

Move 25-ton stage? Just get your bearings

With the help of 18 air bearings made by Rolair Systems Inc., Santa Barbara, Calif., stagehands on the set of NBC-TV's Andy Williams Show (Saturday, 7:30-8:30 P.M. EDT) can move two 25-ton mobile stages around with ease. Each 25-ton section has the bearings with diaphragms that are inflated by air tanks, similar to those used by underwater divers.

Through controlled leakage, a layer of lubricating air is forced out between the bearings and the floor, and the stages almost float around.

It takes only three stagehands to move each of the 25-ton bleachers, according to Gene McAvoy, art director for the show.
Radio-TV to be key in antipoverty drive

United States Catholic Conference, Washington, last week announced a national radio-TV educational “Campaign for Human Development” which will begin in early November.

A documentary film, “Land of the Brave,” produced for the USCC by the Franciscan Communications Center, Los Angeles, will also be part of the campaign. The eight-minute color film “brings the viewer into face-to-face encounter with the poor in the United States and conveys a unique understanding of their right to human dignity,” according to a USCC spokesman. The film will be made available for use by individuals, organizations, church groups and TV stations throughout the country.

Six TV spots in 60- and 30-second versions are being distributed to 600 TV stations. In addition, the spots will be fed to 12 closed-circuit TV systems operated by Catholic dioceses in the U.S. Three 30- and 60-second radio spots will be serviced directly to every radio station in the country, through some 600 radio outlets.

A special radio and print campaign in the Spanish language is in production through the cooperation of the USCC Division of Spanish-Speaking People.

Robert B. Beusse, director of the department of communications for the USCC and chairman of the Interfaith Communications Committee on Poverty, said: “In releasing the campaign . . . the Catholic Church joins forces nationally with the many Protestant, Jewish and Catholic agencies in their national and local efforts to move Americans to work together to help eradicate the root causes of poverty in the United States.”

Promotion tips:

Abetting the fall mania • WSMB(AM)

New Orleans is distributing 70,000 booklets listing the times and stations of football broadcasts in the New Orleans area until Jan. 24, 1971. WSMB also is publicizing a local phone number where late results are given with scores updated four times each hour.

Unite for world peace • A one-minute color film, “Join the Force of Reason”, promoting the United Nations Association’s aims, has been distributed to television stations throughout the country. Cunningham & Walsh, New York, is volunteer advertising agency for U.N.A. campaign.

B&B creates UNICEF spot

Benton & Bowles has created a 60-second television spot for the United Nations Children’s Fund’s annual “Trick or Treat for UNICEF” campaign. Spot, being offered free to TV stations throughout the U.S., is set to run through Halloween (Oct. 31) when funds are traditionally collected by young “trick or treaters.” Commercial, showing young African boy, uses theme, “A father dreams of what his son can be. And UNICEF asks you to help make it happen.” This is the sixth year that B&B has served as volunteer agency.

Fates & Fortunes

Broadcast advertising

Weston C. Elliot, associate director, broadcast programming operations, LaRoche, McCaffrey & McCall, New York, named VP-director of network relations.

Barry Loughran and Frank Yahnner, management supervisors, Doyle Dane & Bernbach, New York, elected senior VP’s.

J. Alan Rockmore, VP, SSC&B, New York, elected senior VP of agency.

Richard N. McHugh, VP-account supervisor for TV programming, Young & Rubicam, N.Y., joins Needham, Harper & Steers, New York, as director of network relations and programming.

Harry M. Azorin, creative supervisor, and James J. Sullivan, account director, Ted Bates & Co., New York, named VP’s.

Maury Jones, formerly VP and account supervisor, BBDO, New York, joins John Paul Itta, New York agency, as VP-management supervisor.

William T. Dean, formerly general sales manager, KMOX-AM-FM St. Louis, joins

E. M. Reilly, Clayton, Mo.-based agency, as VP in charge of new-business division. Robert Anthony, executive VP, Reilly, also named creative director.

Robert J. Woods, sales development manager, Schenley Imports, New York, joins Ted Barash & Co. there as VP and account supervisor.

Keith Moon, account executive, Brown, Clark and Elkus, Sacramento, Calif., agency, joins KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, both California, as general sales manager. Both are John C. Cohan stations. Robert Janecek, local sales manager, KSBW-TV, appointed assistant general sales manager.

Pete McNee, national-regional sales

SUBSCRIBER SERVICE

☐ 1 year $14
☐ 2 years $27
☐ 3 years $35

Canada Add $6 Per Year

Foreign Add $6 Per Year

☐ 1971 Yearbook $13.50

January Publication

☐ 1971 CATV Sourcebook $5.50

☐ Off press fall 1970

☐ Payment enclosed

☐ Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.
manager, KWTX Broadcasting, Waco, Tex., operators of KWTX-AM-TV Waco, joins KLTV(TV) Tyler, Tex. and KTRE-TV Lufkin, Tex. as national-regional sales manager. KLTV and KTRE-TV are Lucille Ross Buford stations.

Charles H. McKeever, local sales manager, WDBJ-TV Roanoke, Va., appointed general sales manager.


Martin A. Grove, director of PR, Downe Communications, New York, joins Foote, Cone & Belding in same capacity. He succeeds Jean Bouyette, named director of financial and corporate relations, FC&B Communications, New York.


Thomas P. Kane, formerly senior time buyer, RDR Associates, New York, joins M. H. Media, New York, as VP.

Jaye Dunham, research analyst, Avco, New York, joins Metro TV Sales, New York, in similar capacity.

Sam Paley, formerly assistant director of research for Avco Radio-TV Sales, New York, joins WMAI-TV Washington, as manager, sales promotion and development.

Rose-Cecil (Bebe) Zadek, with Compton Jones Associates, Washington advertising and PR firm, appointed advertising and sales promotion account executive.

Chet Harmon, broadcast director, Allied Stores Marketing Corp., New York-based department stores, joins Visual Information Systems, New York, as director of retail broadcast services division.

George Myshtka, with Televideo, New York, film commercial production firm, named VP-administration and sales, Televideo's expanded West Coast offices, Los Angeles. Frank Kratavil, West Coast sales manager and director, appointed full-time director.

Bruce Schaeffer, with WDVR(FM) Philadelphia, joins WQAL(FM) there as general sales manager.

Horace W. Wallace, with WDIA(AM) Memphis, appointed local sales manager.

John Page Ottig, with WSAI-FM Cincinnati, appointed sales manager.

Richard L. French, with WARY(AM) Louisville, Ky., appointed regional sales director.

Judy Teufert, production manager, Johnson-Livingston Advertising, Minneapolis, joins Martin/Williams Advertising there in same capacity.


Harold Krieger, free-lance commercial photographer, joins Strawberry Productions, New York commercial production firm, as director.

Media

Charles Bowker, local sales manager, KLTV(TV) Tyler, Tex., named VP and assistant general manager.

Stanford Calderwood, president and general manager, noncommercial wcbh-TV Boston, resigns effective Nov. 1 to accept special assignment with Corp. for Public Broadcasting. Robert L. Larson, assistant general manager, succeeds Mr. Calderwood as general manager, and David O. Ivie, manager of development and community relations, named president.

Amos Eastridge, director of marketing and research, May Broadcasting, group owner of KMTV(TV) Omaha, KQN-TV Tucson, Ariz., and KMA(AM) Shenandoah, Iowa, elected president of Nebraska Broadcasters Association.


Mike McKinnon, kwh(AM) Corpus Christi, elected president, Texas Association of Broadcasters. Tom Whitehead Jr., KWHI-AM-FM Bremerton, elected VP, and Jim Scott, KNUZ(AM) Houston, elected secretary-treasurer.

Lt. Col. David Lafollette, formerly chief, American Forces Thailand Network, Korat, appointed to newly created position of chief, information and industry liaison service, American Forces Radio and Television Service, Los Angeles.


Joseph Mazza, senior research analyst, ABC Spot Sales, New York, appointed research director, WXYZ-TV Detroit, ABC-owned station. He succeeds Roy Polevoy, appointed to similar position at WLS-TV Chicago, also ABC-owned.

James E. Connor, formerly operations manager, WEAT-AM-FM-TV West Palm Beach, Fla., joins WQAL-FM Philadelphia as general manager.

Ron Toller, operations manager, WWMW(AM) Wilmington, Ohio, joins WCNW-AM-FM Fairfield, Ohio, as general manager.

James R. Baslis, account executive, McCann Erickson Advertising, New York, joins National Catholic Office for Radio and Television, New York, in newly created position of assistant director. He will coordinate office's network radio and TV programming responsibilities, NCORT's cable-TV bureau, and development of informational services for diocesan offices.

Zamira Pornoy, formerly with NBC, New York, joins ABC-TV New York as program attorney in contracts department. She will have responsibility for preparation, review and administration of agreements between network and suppliers of programming.

Eugene N. Aleinkoff, with law firm of Dannenberg, Hazen & Lake, New York, joins Corp. for Public Broadcasting as broadcast counsel. He will maintain offices in both New York and Washington.

Arthur Einhorn, assistant treasurer, Vikoa Inc., Hoboken, N.J., appointed treasurer. Francis Murphy, assistant controller, Vikoa, appointed controller.

Erik Van de Bogart, with WMHT(TV) Schenectady, N.Y., joins Maine Educational Broadcasting Network as director of instructional services.

Programming

Michael Q. Crane, plant manager, Movielab, Hollywood, named VP in charge of production.


Mauro A. Sardi, treasurer and controller, United Artists Television, New York, elected VP of firm. He will continue as treasurer.

Nicholas Arcomano, assistant to director of operations, ASCAP, New York, joins SESAC, New York, as operations administrator.

Robert M. Roe, formerly with WBTA-TV Binghamton, N.Y., joins WENY-TV Elmira, N.Y., as program and promotion director.

Frank Schwindhauser, formerly radio producer, WDAS-FM Philadelphia, joins KEMO-TV San Francisco as creative di-
NBC Radio Network Affiliates elected nine to the executive committee at their convention last week in San Francisco (see page 25). Top row (l-r): Robert Rich, WDSM-Duluth, Minn. (newly elected); Secretary-Treasurer Kenneth F. Small, WBUF, Gainesville, Fla. (re-elected); Harold Wheelahan, WDSU-AM-FM New Orleans (newly elected); Herbert W. Crosby, WCSC Portland, Me. (re-elected); Ted L. Snider, KARK Little Rock, Ark. (re-elected); Bruce Buchanan, WFBC Greenville, S.C. (re-elected); the new vice chairman, Wilson Edwards, KOGO San Diego; and George Guyan, KTAR Phoenix (newly elected).

Bottom (l-r): James M. Caldwell, WAVE Louisville, Ky., retiring chairman of the affiliate group; Nat. A. Sibbold WWJ Detroit, the new chairman; NBC Radio Network President Arthur A. Watson; and Donald J. Mercer, VP, stations relations, NBC.

News

Fred L. Schultz, formerly with WFAB-TV Dallas, joins WTOP-TV Washington as producer-director.

Larry Yurdia, formerly involved with Alternative Media Conference at Goddard College, Plainfield, Vt., joins ABC-FM, New York, as group production director.

Jon Stone, senior producer and head writer for Sesame Street, named chief producer; Jeff Moss, script writer, named head writer.

Promotion

Robert Blake, director of audience promotion, WFIL-TV Philadelphia, joins WPHL-TV there as promotion manager.

David S. Lausten, assistant director of promotion and publicity, WLWT-TV Indianapolis, joins KEMO-TV San Francisco as promotion manager.

Lane Epstein, with WIRL-TV Peoria, Ill., appointed promotion director.

Dennis Hunter, with KCRA-TV Sacramento, Calif., joins KBTV(TV) Denver as director of on-air promotion.

International

James Benson, chairman, Ogivy & Mather, London, elected vice chairman of O&M International, New York. He is succeeded by Angus Ross, deputy chairman in London office. In addition, Michael Ball, chairman of O&M, Australia and New Zealand, becomes managing director in London, and Henry P. Bernhard, chairman of Heumann, O&M, Frankfurt, Germany, named to executive committee, New York office. He is succeeded by Robert Miller, man-
As compiled by Broadcasting, Oct. 13 through Oct. 20 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ant.—announced, aur.—aerial, aux.—auxiliary, CATV.—community antenna television, CH.—critical channel, CP.—construction permit, D—day, DA.—directional antenna, ERP.—effective radiated power, kHz.—kilohertz, kw.—kilowatts, LS.—local subnet, mhz.—megahertz, mod.—modification, N.—night, PSC.—pursuant service authority, SCA.—subsidiary communications authorization, SSA.—special service authorization, STAs.—special temporary authority, UHF.—ultra high frequency, UHF VIS.—visual override, vars.—variables, wats.—watts, WATS.—educational.

New TV stations

Applications

- Worcester, Mass.—Gemini Media. Seeks UHF ch. 66 (782-787 mhz); ERP 18 kw vis, 10 kw aud. Ant. height above average terrain 901 ft; ant. height above ground 284 ft; P.O. address: c/o Ronald A. Cournoyer, 4 Sibbin Street, Worcester 01607. Estimated construction cost $4,100; first-year operating cost $5,000; revenue $75,000; Geographic coordinates 42° 18' 10" north lat.; 71° 53' 54" west long. Type ant. RCA TTU-1B. Type ant. RCA TFF-27D. Legal counsel none; consulting engineer none. Principal: Ronald A. Cournoyer, president, sole owner. Mr. Cournoyer owns photographic film processing concern and advertising agency. Ann. Aug. 4.


Start authorized

- WAPT-TV, Jackson, Miss.—Authorized program operation on UHF ch. 16. ERP 794 kw vis; U, 158 kw aud. Ant. height above average terrain 1,170 ft. Action Oct. 2.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Champion Radio and Television Co., et al.), TV proceeding, granted motion by Alabama Television Inc. (for leave to amend application to substitute Henry P. Johnson for Maury Farrell as stock subscriber and prospective full-time employee (station manager), provided that acceptance of amendment shall afford petitioner no competitive or comparative advantage in proceeding, and provided that financial capacity of Henry P. Johnson to effectuate stock subscription shall be subject to appropriate demonstration upon record of proceeding (Docs. 15461, 16760-61, 16758). Action Oct. 2.

- Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Champion Radio and Television Co., et al.), TV proceeding, granted motion by Alabama Television Inc. for leave to amend application to substitute Henry P. Johnson for Maury Farrell as stock subscriber and prospective full-time employee (station manager), provided that acceptance of amendment shall afford petitioner no competitive or comparative advantage in proceeding, and provided that financial capacity of Henry P. Johnson to effectuate stock subscription shall be subject to appropriate demonstration upon record of proceeding (Docs. 15461, 16760-61, 16758). Action Oct. 8.


- Hearing Examiner Chester F. Naumovich Jr. in Florence, S.C. (Daily Telegraph Printing Co.), TV proceeding, granted motions of Triangle Telecasters Inc. and received them into evidence; closed record; ordered remand findings of fact and conclusions of law filed on or before Nov. 10 and reply findings filed on or before Nov. 17 (Doc. 18600). Action Oct. 7.


Call letter action

- Sorlock Inc., Mt. Vernon, Ill.—Granted WIEW-TV.

Existing TV stations

Final actions

- WKTY-TV Lexington, Ky.—Broadcast Bureau granted CP to install formerly licensed main ant. as aux. at main trans. location. Action Oct. 8.

- WKBV-TV Burlington, N.J.—Broadcast Bureau granted CP to change ERP to vis. 2,140 kw, aud. 214 kw; change type trans. and ant.; conditions. Action Oct. 15.

Actions on motions


- Chief, Broadcast Bureau in Jackson, Miss., on request of Capital Broadcasting Co. licensee of WJTV (TV) Jackson, extended to Nov. 13, time to file responses to petition for rulemaking in matter of amendment of TV table of assignments (Booneville, Clarksville, Columbia, Columbus, Hatley, Naches, Oxford and Sissonville, all Mississippis). Action Oct. 12.


- Hearing Examiner Lenore E. Gehring in Indianapolis (Indiana Broadcast Bureau) TV proceeding, granted motion by RJN Broadcasting Inc. and Sargent, etc., extended to Oct. 23 time to file responses to WISH-TV's motion to clarify issues (Doc. 18993). Action Oct. 15.


Other actions


- WABC-TV New York—FCC Complaints and Compliance Division Chief William B. Ray, in response to complaint by Steve Benen of Socialist Workers Workers 1970 New York State Campaign Committee, against WABC-TV, informed Mr. Benen that "it cannot be concluded that the licensee of WABC-TV has failed to comply with either Section 315 or the fairness doctrine." Action Oct. 12.

Call letter application

- KKBC-TV, Double H Corp., Lubbock, Tex.—
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 12th St., N.W.
Washington, D.C. 20006
(202) 296-6400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6100 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

COHEN & DIPPEL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Maysay Bldg.
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

COMMERCIAL RADIO
Consulting Engineers
Everett J. Dillard
Edward F. Lorents
PRUDENTIAL BLDG.
347-1339
WASHINGTON, D.C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N. St., N.W.
296-2315
WASHINGTON, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teaster Ct.
Falls Church, Va. 22042
Member AFCCE

LOHNER'S & CULVER
Consulting Engineers
1262 Maysay Building
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W.
Hudson 3-9000
Washington, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
HINWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8560
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 233-4644
(301) 837-8720
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Radio & Television
Box 68, International Airport
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(415) 342-2208
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9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114
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JULES COHEN & ASSOCIATES
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1145 19th St., N.W.
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CARL E. SMITH
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8200 Snowville Road
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345 Colorado Blvd.—80206
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E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733
DENVER, COLORADO
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MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-4558
632-2821
Member AFCCE

ORRIN W. TOWNER
Consulting Engineer
11006 Bethel Road
Anchorage, Kentucky 40223
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SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
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632-2821
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A. PROSE WALKER ASSOC.
TELECOMMUNICATION CONSULTANTS
Domestic—International
Terrestrial—Satellite
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SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000 *Readers—
among them, the decision making
station owners and managers, chief
engineers and technicians—applicants
for am fm tv and fm/satellite facilities.
* ABB Continuing Readership Study
Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

On Air

Licensed

Total

On Air

Not

On Air

Commercial AM

4,269

2

4,271

10

3401

74

4,3571

Commercial FM

2,114

0

2,114

13

1,288

Commercial TV-UHF

149

93

242

4

252

Commercial TV-VHF

645

27

672

14

662

Educational FM

405

0

405

8

413

Educational TV-UHF

76

8

84

1

85

Educational TV-VHF

100

11

111

2

113

Total educational TV

176

0

176

3

179

2. Includes 25 educational AM's on nonreserved channels.
3. Includes two licensed UHF's that are not on the air.

Requests KMXN-TV.

New AM stations

Start authorized

WTBP Parsons, Tenn.—Authorized program operation on 1550 kHz, 300 w-D. Action Oct. 1.

Final actions

Grayville, La. 222 Corp.—FCC granted 1010 kHz, 300 w. P.O. address: Drawer B, Grayville, La. AM, FM and TV; granted license to the applicant with a one-year operating period costing $24,000. revenue $72,000.
New Kent County, Va.—Granted license to the Virginia Valley Broadcasting Co., to broadcast on 1560 kHz, with a maximum power of 1000 w, with authority to increase power to 5000 w when station is ready to operate.
Yorktown Heights, N.Y. The General Broadcasting Co.—Granted license to the applicant for AM, 850 kHz, 250 w AM, 274 w TV, with authority to increase power to 1000 w, and to broadcast on the same frequency if a minimum of 10 kilowatts can be transmitted every 30 minutes.

Actions on motions

Hearing Examiner Basil P. Cooper in Alexandria City and Clinton, both Albemarle County, Va.—AM, AM-FM and TV; granted license to the applicant with a one-year operating period costing $30,000. revenue $90,000.

Other actions

Review board in Franklin, N.J.—AM, AM-FM and TV; granted license to the applicant with a one-year operating period costing $12,000. revenue $36,000.
Lincoln County Broadcasting Co., Fayetteville, Tenn.—Denied license to the applicant.
Winona, Miss.—FCC set for hearing application by Tri-County Radio Inc. for new AM on 1170 kHz, with 500 w, and for new FM on 98.5 MHz, with 100 w, AM and FM.
Yabucoa, Puerto Rico—FCC ordered hearing to determine which of three applicants should be licensed to operate an AM station on 1470 kHz, with 250 w, and granted request of James Calderon that application be accepted for the filing.

Existing AM stations

WWWC Wilkesboro, N.C.—Seeks mod. of CP to reduce power to 500 kW from 10 kW; change trans. to Bates GC-5W0G; Allegheny Co., Pa., Oct. 1970.

Final actions

KVRH Salida, Colo.—Broadcast Bureau granted license to use former main trans. and to increase power to 120 kw, 275 w, U, and 12 kw, 275 w, 250 w, 1, w and change trans. Action Oct. 14.
WTWA Thomson, Ga.—Broadcast Bureau granted license to use former main trans. and to increase power to 120 kw, 275 w, w, and 12 kw, 275 w, 250 w, 1, w and change trans. Action Oct. 14.
Universal Missionary Church, Detroit—Broadcast Bureau granted extension of authority to transmit religious programs to CKLW Windsor, Ont. Action Oct. 14.
WJCN Jamaica, N.Y.—Broadcast Bureau granted license covering change in studio and remote control to Fairmount Avenue, Lackawanna, Pa., Oct. 14.
W WORD Spartanburg, S.C.—Broadcast Bureau granted CP to install new trans. for, aux. use on 1 kW, not to exceed 250 kw, U, and 1 kw, 250 w, 250 w, 1, w and change trans. Action Oct. 12.
KTLS Burnet, Tex.—Broadcast Bureau granted CP to increase power to 1 kW, w, and install new trans. for, aux. use on 1 kW, not to exceed 250 kw, U, and 1 kw, 250 w, 250 w, 1, w and change trans. Action Oct. 12.

Actions on motions


Country Radio Broadcasting Inc. show cause why application should not be dismissed in keeping with agreement of certificate to review board, motion to dismiss application filed by Broadcast Bureau; granted request of Broadcast Bureau and certifed to review board to dismiss filed by Country Radio; and granted request for attorneys fees and costs and date for commencement of hearing to be further ordered (Doc. 18960). Action Oct. 8.

Call letter actions

WKTX, WKTX Inc., Atlantic Beach, Fla.—Granted WNJU.
KSNB Big Wind Broadcasting Co., Seattle—Granted KDDU.
KPEG, Bellevue Broadcasters, Spokane, Wash.—Granted KEZE.

New FM stations

Applications


Starts authorized

* KTSF-FM Pueblo, Colo.—Authorized program operation on 89.5 MHz, $10,000. Oct. 6.
WGN-FM Panama City, Fla.—Authorized program operation on 98.5 MHz. ERP 100 kw. and above average terrain 314 ft. Action Oct. 1.

60 (FOR THE RECORD)

BROADCASTING, OCT. 26, 1970
Oct. 6

• WALM-FM Marshall, Mich.—Authorized program operation on 102.9 MHz, ERP 3 kW, Ant. height 300 ft, above average terrain. Action Oct. 5.

• WALW-FM Monroe, Mich.—Authorized program operation on 91.3 MHz, TWR 10 W. Action Oct. 7.

• KKKA (FM) Fulton, Mo.—Authorized program operation on 97.7 MHz, ERP 3 kW, Ant. height above average terrain 300 ft. Action Oct. 5.

• WEKT (FM) Hammondport, N.Y.—Authorized program operation on 97.3 MHz, ERP 2 kW, Ant. height above average terrain 360 ft. Action Oct. 6.


Final action

• Helena, Ark.—Superior Broadcasting Co. Broadcast Bureau granted 107.5 MHz, 28.03 kW, Ant. height above average terrain 880 ft. WMSE (AM) and (FM). Action Oct. 5.

• WQVQ (AM) 590, Jackson, Miss.—Broadcast Bureau granted renewal term license for WQVQ (AM). Action Oct. 5.

• WJTN (AM) Oberlin, Ohio.—Broadcast Bureau granted renewal for WJTN (AM). Action Oct. 5.

• WOLA (FM) Springfield, Ohio.—Broadcast Bureau granted renewal for WLWA (FM). Action Oct. 5.

• WQBD-FM Huntingdon, Tenn.—Broadcast Bureau granted renewal for WQBD-FM. Action Oct. 5.


• WQWX (AM) naming of station. Action Oct. 5.

• WKRM (AM) Opelousas, La.—Broadcast Bureau granted renewal for WKRM (AM). Action Oct. 5.

• WOAR (AM) 1310, Franklin, Ky.—Broadcast Bureau granted renewal for WOAR (AM). Action Oct. 5.

• WQPD (FM) 88.3, Lebanon, Tenn.—Broadcast Bureau granted renewal for WQPD (FM). Action Oct. 5.

• WJAR (AM) Springville, Pa.—Broadcast Bureau granted renewal for WJAR (AM). Action Oct. 5.

• WQLE (AM) 1490, Farmington, Ark.—Broadcast Bureau granted renewal for WQLE (AM). Action Oct. 5.

• WJTL-FM 94.9, New Oxford, Pa.—Broadcast Bureau granted renewal for WJTL-FM. Action Oct. 5.

• WRRI (FM) 105.9, Jackson, Miss.—Broadcast Bureau granted renewal for WRRI (FM). Action Oct. 5.

• WQXL (AM) 1410, Petersburg, Va.—Broadcast Bureau granted renewal for WQXL (AM). Action Oct. 5.

• WJUM (AM) Richland, Miss.—Broadcast Bureau granted renewal for WJUM (AM). Action Oct. 5.

• WRJF (FM) 104.5, Huntington, W. Va.—Broadcast Bureau granted renewal for WRJF (FM). Action Oct. 5.

• WJU (FM) 99.3, Newport, Ky.—Broadcast Bureau granted renewal for WJU (FM). Action Oct. 5.

• WQMB (AM) 1560, St. Joseph, Mo.—Broadcast Bureau granted renewal for WQMB (AM). Action Oct. 5.

• WJTV (AM) 1320, Tuscumbia, Ala.—Broadcast Bureau granted renewal for WJTV (AM). Action Oct. 5.

• WQHT (FM) 106.3, Tuscaloosa, Ala.—Broadcast Bureau granted renewal for WQHT (FM). Action Oct. 5.


• WANA (AM) 1310, Cambridge, Md.—Broadcast Bureau granted renewal for WANA (AM). Action Oct. 5.

• WQPG (FM) 105.1, Peoria, Ill.—Broadcast Bureau granted renewal for WQPG (FM). Action Oct. 5.

• WQGM (FM) 99.3, St. Louis, Mo.—Broadcast Bureau granted renewal for WQGM (FM). Action Oct. 5.


• WQHH (FM) 105.3, Petersburg, Va.—Broadcast Bureau granted renewal for WQHH (FM). Action Oct. 5.

• WQCB (FM) 105.3, Petersburg, Va.—Broadcast Bureau granted renewal for WQCB (FM). Action Oct. 5.

• WQCB (FM) 105.3, Petersburg, Va.—Broadcast Bureau granted renewal for WQCB (FM). Action Oct. 5.

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CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Minimum rate $125 per page—$2.00 per word minimum.
No cash CODs allowed.
Applicants: If tapes or films are submitted, please send self-addressed stamped envelope. All replies must be in the form of resumes, NO. Please do not send any resumes by phone, letter, or email. All resumes will be treated in the strictest confidence.

RADIO

Help Wanted Management

Florida large market needs aggressive, creative, local sales manager. Excellent opportunity for sales- man to increase sales and profits. Must be aggressive, bring in new talent, quality station, good production, big picture, etc., addressed to numbers are sent at owner's risk. BROADCASTING.

Majors market station management opportunity... group owned radio station needs a station sales oriented station manager for top market. Rare chance to join fast growing broadcasting group in executive capacity. The man we are looking for may or may not be in sales or station management now but must have proven sales record. Career opportunity for man who seeks additional responsibility, income and advancement. All replies treated in the strictest confidence. Box K-200, BROADCASTING.

SW Ohio station seeks strong sales/management person to join expanding group. Sales, salesmanship, salary/commission. Send resume to Box K-256, BROADCASTING.

Sales oriented station manager wanted for absentee owned small market FM. Good potential for growth. Station management experience necessary, but previous sales experience a must. Box K-247, BROADCASTING.

N.E. chain expanding. We welcome aggressive manager who can redevelop existing sales. Ownership, a group financial arrangement plus extras awaits selected person. Interested, a must at your expense. Box K-263, BROADCASTING.

Assistant manager for sunny south Texas daytimer. Will manage, promote and sell. Editorial copy and full particulars to: Joe Taylor, P.O. Box 309, Falfurrias, Texas 78355

Help Wanted Sales

Sales manager. Permanent opportunity, major mid- west market. Successful experience in local direct sales. New and established retailers. Outgoing personality required. Creative. All details first letter. Reply Box K-180, BROADCASTING.

Saleswoman or salesman. Time sales for Washing- ton, D.C. market. Must be experienced in AM/FM station. Minimum two years experience. Send resume stating salary requirements, possible space. Box K-271, BROADCASTING.

San Jose FM. Sales manager, salesman. Excellent sal- ary, commission. New contemporary stereo FM station in Silicon Valley. Write Rock'n Roll, 2767 Las Gatos-Almaden Road, San Jose, Calif. 95124.

Aggressive, productive salesman with FM contemporary experience. Good track record a must. Superior opportunity with Waller Media Group. Base salary to $8000.00 commensurate with performance. Plus commission. Live and work in the sparkling city by the sea. Contact Don Durden, Jr., KYFZ Radio 1030, Six-Hundred Building, Corpus Christi, Texas 78401


Beautiful Colorado. Live in the all-American city of Grand Junction. Expanding company has immediate opening for mature, energetic, creative salesman. Aggressive, good salesmanship. If you desire a broadcasting career, call General Manager (303) 245-1230.

These three groups of young broadcasters is ex- panding again and needs one more aggressive, three salesman not afraid of hard work, for Hartford mar- ket. MSU graduates who can offer us our sales oriented group, there is plenty of management possibilities, two of our men are now managers with an interest in stations. Start at $12,500. Must travel for inter- view at your expense. Call or write Michael Schwartz, 120-251-1550, or 998 Farmington Ave, west Hartford, Conn. 

Announcers

First phone—morning man for top rated northeastern MOR. Good starting salary. Experience a must. Send tape and photo to Box K-195, BROADCASTING

If you swing and know MOR, major Ohio market has outstanding top end, picture and resume. Box K-206, BROADCASTING.

Alaska... announcer-newsman for 5000W AM. Considerable previous experience. Must be able to deliver. No drifters. Must provide own transportation. Must be able to run a very professional show. Apply directly. Apply for local news. Send tape and resume to Box K-210, BROADCASTING.

First phone announce. Looking for a job where you can use your creative ability? Tired of the big boys constantly breathing down your neck? Want benefits such as insurance and paid vacations? Want to live near, but not in, a big city? Let's get together. I have a chance opening. Call 707-366-3103 or write: Box K-212, BROADCASTING.

Needed immediately MOR and contemporary jocks for expanding midwest stations. Beginners and men with experience will be considered. Salary depending on your experience. Your letter should include tape, resume, salary requirements, andReferences Please include a recent picture if possible. Three men are needed now. Box K-232, BROADCASTING.

Music and news announcer for top adult station in growing medium market, desert Southwest. Muti- tude, big relaxed voice and bright perspective a must. Wanted by a professional who wants new roots in an exciting city with a great climate. Starting salary $5000. Send resume, tape and recent photo in confidence to Box K-234, BROADCASTING.

An equal opportunity employer.

KDHJ, Duluth, Iowa needs experienced, professional morning man. Good production spots neces- sary. KDFX, Houston, Texas for top rated FM. All applicants should include previous experience. KDFX, Houston, Texas for top rated FM. All applicants should include previous experience.

Top small market AM/FM with variety format needs afternoon AM—night FM top 40 jock. Third phone, Commission. Paid on account servicing sales. KVCL, Windsor, La. 518-328-5923

Need intelligent, mature, personable, experienced announcer for night show on up-tempo MOR. Send resume and tape to Elliot Kohan, KMGM, P.O. Box 966, Colorado Springs, Colorado 80901.

Top 40 pro, rush resume, photo, tape (prod-news- air) to Rich Shaw, WDBA, Box 6034, Daytona Beach, Florida 32020

NE New York top rated 5KW modern full-time con- temporary MOR AM/FM has immediate opening for fully qualified announcer. Experience, smooth, versatile up-tempo MOR-FM type of radio. Strong production construction required. Send photo, resume, air check, tape to Lewis Eweak, WEAW, Poughkeepsie, N.Y. 12901

Fredericksburg, Virginia needs experienced announcer. Relaxed country format to midnight shift. Some others knowledge. Must start $1200 plus liberal benefits. No beginning. No phone calls. Send tape and complete details FWVA, Fredericksburg, Virginia 22401.

Young man willing to sell and announce—generally helpful. Mrs. Warren, WMCR, Oneida, N.Y., 315-363-6050.

Regional midwest station in need of announcer with first class college with some news experience. If you are a young man with these qualifications and ready to work for a progressive operation with a profes- sional staff, contact WRTI, Trenton, Illinois—217- 893-1460.

Attention Mrs. Mansfield... Would you like a good job? We need a top forty jock. Immediate opening seven nights to midnight. You must be presentable, C U L T, sassy, and quick on your feet. We are replacing a man who has moved up to Buffalo, bigger but not better. We need your tapes returned, no collect calls. Contact General Manager, Art Simmons, WTRY, Troy, N.Y. 451-274-1100 Ext. 100 to Sam Freiman at 505 FM ED. Immediate opening for experienced announcer at MOR AM and FM, 90 miles from New York City. Salary Vacant. Write or phone. S. D. Lain, WVOG, Liberty, N.Y.

Wanted immediately: Heavy-voiced, contemporary announcer... top pay Call (812) 425-2221.

Two-way talk personality, of conservative best re- quired for top morning dayshift position in midwest. Top pay and fringes to intelligent, experienced announcer. Send resume, tape and resume for appointment only. C/O Bill Thomas, 2702 Gridley Road, Shaker Heights, Ohio.

Help Wanted 30c per word—$2.00 minimum.

Technical

Southeastern AM/FM-TV station offers above average salaries for engineers experienced in AM/FM-TV operation and maintenance. First class license neces- sary. First class engineer without experience will be considered. Reply must be complete with references, photographs and salary requirements. Reply Box K-198, BROADCASTING.

Chief engineer—low pressure job in automated FM station. Best suited to do an outstanding job wants to work in the Las Vegas area. Box K-135, BROAD- CASTING.

Chief engineer—to technically maintain small equipment maintenance—good salary, no announcements required. Send all details to Box K-141, BROADCASTING.

Engineer-announcer for modern MOR S.C. coastal market. Send resume, tape and recent photograph to Ted Fogel, WINH Radio, P.O. Drawer W, George- town, South Carolina.

Chief engineer for 2 AM-1 FM east Texas radio stations. Must be able to take charge, Tom Gibson, 6300 N. Central Expressway, Dallas 214/361-0405.

News


Program director—chief engineer—with up beat MOR music background—Midwest daytimer in 100,000 plus market—regular & day board shift in 40 hour week—knowledgeable about directional operation and equipment—maintenance—good salary, no announcements required. Send tape, resume and pic to Box K-219, BROAD- CASTING.

NE New York top rated 3Kw modern full-time con- temporary MOR AM/FM has immediate opening for a fully qualified announcer. Experience, smooth, young to be an MOR-FM type of radio. Send resume, tape, photo, air-check, tape to Lewis Eweak, WEAW, Plattsburgh, N.Y. 12901.

Situation Wanted, Management

Seeking manager/sales manager position with aggres- sive operation. Solid, successful sales background. Presently employed. Please supply detailed resume upon request. Box K-178, BROADCASTING.

Young aggressive general manager/sales manager presently employed. Strong leadership, heavy sales. Excellent record. Background will stand him. No announcements required. Send resume and pic to Box K-195, BROADCASTING.

Seeking national sales manager, general sales man- ager, top 50 radio markets. Successful N.Y.C. rep with exciting background. Box K-208, BROADCASTING.

FM sales/management. Completed 3 years with major broadcast corporation in N.YC. Nads B66, SELL and PROFIT! Must be quick on your feet, know the business. Writing, announcing, engineering (first phone), salesmanship. Call or write Tad Fogel, WINH Radio, P.O. Drawer W, George- town, South Carolina.

CATH owners... local origination scare you? You have a local origination license list. How? Write Box K-229, BROADCASTING.

BROADCASTING, Oct. 26, 1970
Management continued

12 years experience and first phone. Looking for sound, progressive station with advancement for experienced announcer. Experienced in all formats. Four years experience in management. Presently employed. Half-hour air check available. Box K-250, BROADCASTING.

AM-FM salesman with TV sales experience, station management, all phases of radio, news, play-by-play, all sports. Excellent in small-medium market. Top producer. Looking for good opportunity in a growing community. Southeast but will consider all offers. Let's exchange information. Familiar with New York 5 figure income. Box K-260, BROADCASTING.

20 years experience radio-TV, all phases, including 9 manager. M.A. speech plus college teaching. Interested teaching and management, college-owned or commercial. Presently employed. Bob Hess, 1501 Fennel Dr., St. Petersburg, FL 33702, 802-374-7200.

Bagala ... two major market professionals offer a proven cure to owners of a sick station in any of the following cases. We'll create new adult formats with strong ratings that produces big accounts. We're both top notch announcers, experienced in production, promotion and new equipment. arrangements.

Anchors continued

Professionally trained, will relocate, 3rd endorsement. Box K-245, BROADCASTING.

First phone, 5 yrs. experience, C&W, sales. Presently employed. Box K-251, BROADCASTING.

Mature announcer, Deep voice best suited to news, commercial voice, little air time needed in air personality program. Prefer switching back to non-personalities only. Presently employed. Box K-253, BROADCASTING.

Over 30 (slightly) but can be trusted to do a thorough job. Experienced, strong ratings, 11 years experience, first phone. Interested in solid opportunity to show what I can do. Prefer MOR or news & sports oriented stations but will consider all reasonable offers. Willing to travel. Will furnish letters, brief resumes on request. Let's make a deal. Box K-255, BROADCASTING.

Number 1 rated MOR afternoon drive. Top market. Available. 513-825-5472.


Experienced first phone announcer available. 413-739-8241, 7th FM.

Available immediately—first class winning small market station, preferably rock. Ten board, news and responsibilities. Good personality, willing to work. Contact Dennis Meekan, 1997 S. Cray大小 St., Pasadena, Calif. 91104.

Freakout rock personality—send for unusual tape. Mr. Freak, 1414 Easter Ln., P.O. Box 191, Don Hose, Hwy. 99, Stockton, Calif. 95206.


Station bitching the dust? Give it a boost! Announcer with limited but right type of experience will put your station on the move. Beth Banes 3rd endorsement. 413-739-8241. Harold Willeman, 1322, Main Avenue. Apartment 22, 12146, Westfield St, West Springfield, Massachusetts 01089.

Take a chance! Young, creative, draft exempt job would like to work for you. Sitwase picked. Will relocate anywhere in U.S. or Canada. Prefers top 40 rock or underground. Need responsive style, voice, appearance etc. ... Professionalized trained, 3rd endorsement. If interested, drop your need for success, except a break. Contact Bruce Hildebrand, 33 Long St., Vandalia, Ohio 45377, 513-898-2928.

Sports—23 college grad, broadcasting school grad, 3rd ticket, draft exempt; some experience. Can also sell. Cell (312) 256 0014.

Seeking stable announcing position with opportunities. Very, very heavy use. Prefer Ohio, Kentucky or adjacent states. Married, college, 2 children, 3rd endorsement needed for success, except a break. Contact Bruce Hildebrand, 33 Long St., Vandalia, Ohio 45377, 513-898-2928.

First phone—broadcasting school graduate—Navy—veteran—25—go-getter. Phone (310) 662 6773 after 6 PM EDT.

Different, but good. First phone-combo man, four years experience news, music, creative copy/production. Seeks top 40, MOR, or rock FM stereo in east, southwest or Canada. 20/draft exempt, no harder to work, no resume on request. Call Jim Befick, 12 Marycrest Lane, Buffalo, New York 14224 or 616-669-1968.


First phone announcer—salesman, mature, smooth voiced pro, college degree. Prefer East. Contemporary MOR or Rock, 211 Eik Street, Syracuse, N.Y. (315) GR 6-8164.


Technical

Chief engineer, professional and businesslike attitude seeks a position with a top quality station. Fully experienced. Box K-279, BROADCASTING.

Television Help Wanted

Management

Rapidly expanding broadcasting company is looking for ambitious, young men eager for management responsibility in large markets. Requires an executive team that believes potential is more important than experience. All we ask is that you have sales experience in medium or large markets, with some initiative and confidence in your ability to send a resume for consideration. Most management positions in the broadcasting field will use a consultant to help us determine your potential after extensive interviews and testing. Salary minimum $20,000.00 plus substantial incentive. Send resume to Marketing Committee, Box K-222, BROADCASTING. Completely confidential.

Sales

Experienced local TV salesman call Mr. R. Babbs for interview, W5NH-VV, Indianapolis 317-924-4391.

Anchors continued

Chief engineer/announcer wanting to release ... six years experience ... prefer country or MOR fac- tories. Hilly and wooded areas. Box K-136, BROADCASTING.


Former consulting radio engineer, now completing a successful career in Department of Defense radio. Prior to that was chief engineer in a U.S. West Coast A.M. radio station. Worked in education, engineering and design fields. Would like to learn selling radio; could make investment for station improvement or expansion. Box K-222, BROADCASTING.

Engineer-announcer-soldier. Florida 305-269-6477 or Box K-238, BROADCASTING.

On-deck engineer; 5Kw-D and FM stereo on East coast. Nature/experience, all phases. Box K-222, BROADCASTING.

Chief engineer and all around radio man seeking position in Midwest or West. Box K-202, BROADCASTING.

First phone looking for job technical field. Will do any satisfactory engineering as chief engineer. Call Greg, 212-824-0567.

News

Newswoman-sportscaster with 12 years experience. Basing for major market. Box K-516, BROADCASTING.

News director/newsman seeking top 25 marker. College radio, TV, production. Salary must be above average. Box K-230, BROADCASTING.

Newspaper-radio TV news director looking for big- ger market. Will bring concise, mature news gathering and delivery ability to your station. Experience includes all phases of radio and TV, experience in television, editorial and election coverage. Prefer Florida area. Box K-120, BROADCASTING.

Newswoman, 10 years experience, with right credentials. Currently in major market, seeking the same. Current salary, $15,000 to $25,000. Box K-224, BROADCASTING.


Programming, Production, Others

Copywriter, resume and samples on request. 203- 658-6196 or Box J-105, BROADCASTING.

Copywriter, prefers New England area. 203-508- 6106 or Box K-140, BROADCASTING.

I don’t care 1) what your present numbers are 2) your format 3) your market size or whether you’re AM or FM - I’m young, sharp, ambitious, creative, smart, confident, hip, square, realistic and an opportunist. If I can’t make you number 1 in the 19-49 bracket, absolutely no one can. Box K-419, BROADCASTING.

Experienced sports director, all play-by-play news, will relocate. Box K-255, BROADCASTING.

BROADCASTING, Oct. 26, 1970
Television Help Wanted

Announcers
TV host-producer needed at Penn State University for farm, home, garden and ecology broadcasts. Requires degree beyond bachelor's, exposure, fluency on-camera personality, and ability to present complex, interestingly. Various fulfill vocational, educational benefits. Send resume and SOF or VTR to Box 13 Attenyi, University Park, Pa. 16802. An Equal Opportunity Employer.

Technical
Color video man, thoroughly experienced Norelo and/or Marconi needed by top-flight production facility. Good pay. Man must be willing to travel. The company does a lot of remotes. Box K-192, BROADCASTING.

Director of engineering. Must be experienced in engineering and be a good administrator, capable of supervising up to 20 people. Stock plan available. Biggest need is for a competent administrator who is production oriented. Box K-194, BROADCASTING.

TV studio engineer upstate New York educational production center. Production operations, videotape editing, VTR200 editor/editing and maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary: $5,700 plus generous retirement and benefits. Box K-254, BROADCASTING.

Chiefe engineer to install and malistain religious sta- tion KXI-WV. Indianapolis, Ind. New TVU 30 for 937,000. Dr. Wendell Hansen, Rte. 4, Noblesville, Ind. 46060, 317-773-0030.

News
Television station needs experienced consumer re- porter who can relate marketing trends to the public in layman's language and analyze economic impact upon viewers. Send detailed resume and salary requirements. Letter. Equal opportunity employer. Box H-380, BROADCASTING.


Reorganized and remodeled station needs news and sports directors. Contact Clyde Payne, Bowling Green, Ky. 502-843-1171.

Programing, Production, Others
TV pro. Multi-system, CATV company is serious about its programing and needs a programing di- rector. Plenty of responsibility, freedom, and money. Write: Box K-85, Broadcasting.

Continuity director wanted for medium market, Mid- west. Strong, young pro with copywriting and supervisory ability. Send samples, resume and salary requirement. Box K-189, BROADCASTING.

Secretary to top TV executive (midtown NY) who needs girl with general office, ability, who is personable and attractive. Salary right to right girl. Box K-256, BROADCASTING.


Television
Situations Wanted Management
Program operations manager seeks change for chal- lenges and growth. Box K-187, BROADCASTING.

Operations/production director for medium to mod- ular-large station, 16 years administrative ability and production know-how, solid in all phases. Creativity a must, exposure, references, some travel. Photo on request. Box K-257, BROADCASTING.

Announcers
Top 80 market sports director: B.S., young and ag- gressive desires similar position in another market. Box K-83, BROADCASTING.

For sale: Television performer, producer writer, an- nouncer or publicist. 50 years, disc copy with supervisory experience. Box K-195, BROADCASTING.

Beginner seeking first position. Excellent presenta- tion, speaking ability, 2-3 yrs. college, broadcasting school background, draft exempt. Call (312) 255- 3275, American Broadcasting.

FOR SALE Equipment

Television

Technical

First class transmitter engineer, 14 years experience in maintenance, construction, design and supervi- sion, seeks position with steady growth and responsi- bilities. Box K-214, BROADCASTING.

Director of engineering desires change. Recent con- struction experience. Excellent references. Box K-225, BROADCASTING.

First phone technician with transmitter experience available immediately. Married, crl, rural area pref- erred. Box K-226, BROADCASTING.

Experienced chief engineer and operations manage- r with solid background desires real challenge. Box 202, East Point, Georgia.

FOR SALE Equipment continued

Customized T.V. Mobile Van includes: GE Pellic & camera, 2-3 sinc generators, 1-Lynar VS 131 B solid state switcher, 8 video monitors, 1-Taylor Hobson 1B-1 (40-gm spot). Altinum 60 style, model 453, port- able scope, 1-CCA TS 5 VTR w/scrable. Includes 3000 ft film camera cables and matching equipment all housed in a custom made 196 (LC) truck with new engine. Box K-78, BROADCASTING.

Equipment for sale: RCA BTA-5F, on the air now 1200CG. Also have 25KW Onan generator. Call or write Gary Weber, W5XY Radio, 960 Euclid Ave- nue, Cleveland, Ohio (216-391-1260).

Ampex TA 15-8T television in new condition color. Lens, related equipment. Box K-172, BROADCASTING.

For sale Schaefer stereo-800 automation system 1 yr. old. 3 systems in our group only need two. Includes TRU 8 make up unit. Supervisor network (former time gate panel, digital clock, scheduler, Special effects, 24 branch, also 1008 spotting with M 508 memory. 3 music decks all Ampex record and play back units. Are the newest age 440 series. Pick up balance. Phone 214-586-2211.

Stardard Model HAM30-A field strength meter 20- dBiNDC with power supply and cables. Excellent condition. Call collect weather dependability. Box 950, BROADCASTING.

Cable color TV van. Custom 35' unit, carpet, wood panel, 3 Plumbicon-tube cameras. Quad VTR. Com- plete operational field unit and air conditioning. Slide cabin, solid state switcher key. For: 700-463-8249.


Ampex model 600/601 users—noise, heat, and flutter reduced, all kits available from VIF International, Box 1555, Minn. View, Calif. 90140. 408-739-9740.

Tower fabrication, erection and maintenance; used low-cost. Equipment, Croydon, Inc. Box P. O. Box 984, Tallahassee, Florida. Phone 904-877-7425.

MISCELLANEOUS

Destiny 11,000 classified gag lines. $10.00. Un- conditionally guaranteed. Comedy catalog free. Edmond Orr, Manhattan, Kansas 66502.

"1970 Test Answers" for FCC First Class License Plus Command's "Call-Story Ability Tests." Proven $5.00, Command Productions, Box 26348, San Francis- co, Calif.

Woo! 35 pages best one liner only $3.00! Shad's House of Humor, 374a Applegate Ave., Cincinnati, Ohio 45203.


Trade insurance premium ... we accept air time, merchandise, stock, securities, real estate, articles having a fair market value equal to the life insur- ance premium. International Insurance Exchange, International Building, P.O. Box 4548, Fort Lau- derdale, Florida 33320.

Microwave reflector, 6 1/4" 1/2. $125. Two Johnson sam- plying unit. 40-ohm or 10-ohm, U.S. List of many broadcast items available. Haskey; 6248 Oriole Street; Ventura, California.

Interested in a unique program of entertainment and inspiration? We will fulfill our 15 min. "Dimensions" free to stations wishing to run it as a public service. Write for audition tape: Dimensions, Box 188, Monticello, Ga. 31064.

Games, gimmicks, intros, breaks, jokes Uniqe! $2.25 month. Newstaculars Associates, 1312 Beverly, St. Louis, Mo. 63122.

INSTRUCTIONS

Advance beyond the FCC License Level. Be a real engineer in a real situation — completely on your level. Not available any place else. This is a genuine free catalog. Grantham School of Engineering, 1509 N. Western, Holly Springs, Miss. 38635.
Instructions continued

First class FCC License theory and laboratory training in six weeks. Be prepared in the nation's largest network of 1st class FCC licensed schools. Approved for veterans and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you, ELKINS INSTITUTE, 2003 1st Avenue, Dallas, Texas 75225. Phone 214-357-4001.

ELKINS** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-657


ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-746-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33131. Phone 305-522-462.

ELKINS** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-884.

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60641. Phone 312-286-0210.

ELKINS** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747.

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55416. Phone 612-721-1087.

ELKINS in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7210.

ELKINS in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8064.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6599.

ELKINS in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-222-1848.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445.

Annoncing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers.

One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of NATIS**. Write or phone the location most convenient to you. ELKINS in Dallas***—Atlanta**—Chicago**—Houston**—Memphis—Minneapolis—Nashville—New Orleans**—San Francisco***

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.I.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 696-4545.


Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineer School, 2075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

REI-FC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2351. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla., 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St. Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205. Phone: 213-244-077.

REI in mid-America, 3123 Gilliam Rd., Kansas City, Mo. 64109. Phone: 816-1-3444.

Instructions continued

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2351. Or write: REI, 1336 Main St., Sarasota, Fl. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2½ to 3½ weeks. New classes start every Monday. Housing can be arranged for $12.50 per week. Total tuition $330. 2612 Old Lebanon Rd., Nashville, Tenn. 37214. 615-899-0469 or 899-2480.

Detroit and Cleveland . . . the Spec Howard School of Broadcast Arts. Complete radio and TV studios in each school. The course written and taught only by radio and TV executives and announcers. Practical broadcasting and first phone 1675. Phone 206. 615-899-0469. V.A. approved. Home office phone 313-352-0165.

FCC first class ticket for your future in broadcasting. Prepare now at Broadcast Engineering School of Technology, 204 N. Market St., Frederick, Md. 21701 . . . excellent instruction, economical lodging, attractive quarters . . . next class Nov. 2. Night classes now forming for students in the Baltimore-Washington-Western Md. area. Call 301/662-6922 for B.S.T.

Radio Help Wanted

Technical

SOUTH FLORIDA

CHIEF ENGINEER

For 50,000 watt contemporary music radio station. Must think young. Dig great sound and thoroughly understand the audio end of the business. Send complete resume and references to

BOX K-169, BROADCASTING

CHIEF ENGINEER

for directional

AM and Stereo FM. Must be able to maintain all station equipment . . . five figure salary. Send complete resume to

BOX K-228, BROADCASTING

RADIO NEWSMAN

Immediate opening in Kansas City for newsman who knows he's good and can prove it! We're not just looking for a voice, but a voice that belongs to an aggressive and responsible pro who can bring home the stories. Show us that you're pro and we'll show you a solid opportunity with the number 1 newsminded station in mid-America. Send tape and resume.

BOX K-248, BROADCASTING
Radio Situations Wanted Management

Top 16 market FD with highly successful record as contemporary programmer and station manager seeks new challenge with reputable station or group. Presently employed by one of the best. Top ratings, references and reputation. Will consider all markets. Reply with complete resume including salary requirements.

BOX K-176, BROADCASTING

Attention TV-AM station owners and group managers. Seeking employment in management role. 44 years old, twenty years broadcast experience. Last six as General Manager of TV-AM-FM small market operation. Resume and photo upon request.

BOX K-191, BROADCASTING

Television Help Wanted Management

CABLE TV OPPORTUNITY

MSO is seeking young, aggressive manager for CATV system in the Northeast. The man we are seeking must possess experience in production and direction of local TV programming. Must be able to sell advertising locally. Technical knowledge of cable TV systems & FCC operation is prime requirement. If you would like to be a part of the exciting future of Cable TV and local origination, tell us about yourself including a complete resume. Write

BOX K-153, BROADCASTING

An Equal Opportunity Employer

Sales

$40,000 PER YEAR FOR TOP SALES MEN

We need 10 men who are self-starters to cover the entire continental U.S. Each man will have approximately 20 customers to sell and service. Minimum commission should run $40,000 per year. We are a new company in the TV advertising field. Previous TV time sales experience is desired. Please send resume to Teldex Corporation, 553 East Sahara Ave., Las Vegas, Nevada 89105.

Television Situations Wanted Management

EXECUTIVE ENGINEER—TV

Richard R. Hayes

AVAILABLE December 1970

Presently

President

Teldex Corporation

(closing operations & offering sale of assets)

P.O. Box 949
Garland, Texas 75040

(214) 276-5131

Direct inquiries to Teldex Corporation

Programing, Production, Others

BUSINESS MANAGER

Group owned TV and AM stations in top 25 market seeking financial manager to supervise accounting department and act as financial and operations advisor to general managers. This is a key management position requiring supervisory experience and good communicative skills. Reply with complete resume including salary requirements.

BOX K-204, BROADCASTING

FOR SALE STATIONS

MIDWEST

Daytime AM. Building and equipment near new. Located in growing community with new large industry and businesses. Terms cash. Qualified principals only. Write:

BOX K-223, BROADCASTING

LaBlue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

For Sale Equipment

FOR SALE

UHF TRANSMITTER/ ANTENNA PACKAGE

GE TT-24A 12.5 KW CH34 Transmitter
RCA TFU-30I CH35 Pylon Antenna
RCA 6' Universal Line, 400 feet

Equipment surplus to our needs

Call E. H. Herlihy
WBGC-TV CH58
Boston, Mass.
817/288-3200

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2505 North Central
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First Class Radio Telephone License

5 WEEKS

*The nation’s Finest and most complete course in

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studios also located

Seattle San Francisco Spokane
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Instructions

Broadcasting Personnel Agency

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Sheila Berish, Director
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1001 Ave. of the Stars
Century City, Suite 501
213/227-1587

WASHINGTON, D.C. 20006

STATIONS FOR SALE

1. CATV. We can offer a number of systems. Please let us know your requirements.

2. CALIFORNIA. Regional fulltimer serving multi-

3. PACIFIC NORTHWEST. $15,000 down.

4. MIDWEST. $15,000 down.

5. TEXAS. Exclusive. $30,000 down.

Jack L. Stoll
and ASSOCIATES
640 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

California full time AM in attractive growing single station market. Owner desires to sell to responsible party. Terms available. No brokers please.

BOX K-177, BROADCASTING

FOR SALE OR MERGER

Major Market fulltime
5,000 watt AM radio station
Top 15 Central area
$2,000,000 category
Qualified principals only

BOX K-201, BROADCASTING

FOR SALE

Non-directional northeaster AM in top sixty market. Good growth and profits and excellent potential. Owner has other interests. $400,000 on terms.

BOX K-249, BROADCASTING

LOUISIANA AM

Fulltime non-directional. Collins equipment, potential unlimited, excellent market. Qualified buyers only.

BOX K-258, BROADCASTING

Penn. small
FM 160M 29% MW fulltime 140M 70M
Wisc. small
CATV 3M Cash SW SM TV 265M 25%
N.J. med. daytime
270M 50M La. med. fulltime 228M 62M
N.J. med. fulltime
650M 29% MW metro AM & FM 530M Cash
NW metro daytime
100M 29% South metro daytime 275M 29%

(Continued from page 61)


WRIP-TV

(Continued from page 61)


WRIP-TV


WBBR-TV

Jackson, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Sep. 17, 1971. Action Oct. 15.

WVRM(FM)

Waverly, Tenn.—Broadcast Bureau granted mod. of CP to make changes in uns. system; ant. height 220 ft. Action Oct. 13.

WBY(AAM)

Edna, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1971. Action Oct. 12.

K77CM


WRAR-FM


KVAN

Vancouver, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15, Action Oct. 9.

WHGC(FM)


WISFM(AAM)

Madison, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Apr. 1, 1971. Action Oct. 12.

KHF-80

Milwaukee—Broadcast Bureau granted mod. of CP to change location of trans. to administration building, Milwaukee Public Schools, East Street, Milwaukee, and change ant. system. Action Oct. 14.

WABA(AAM)

Aguadilla, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 23, Action Oct. 12.

WREG(AAM)


W3JAI

Fredensborg, Kist. Quarter, Virgin Islands—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Apr. 9, 1971; granted mod. of CP to change trans. location to Recovery Hill Christiansted, 80 ft. west of W5J Virgin Islands, and change type trans. Action Oct. 9.

Other actions:


3. FCC amended rules increasing from 40 to 100 ft. maximum width of bands to be painted on ant. structures, to make structures more visible to aircraft effective Nov. 1. Action Oct. 14.

Translators:

1. K04BT

North Dumfuir, South Dumfuir, Castles and Mt. Shasta, all California—Broadcast Bureau granted CP to add amplifier to trans. and increase output power to 1,000 w. Action Oct. 13.

2. K07DM

Cahone, Colo.—Broadcast Bureau granted mod. of license covering change in primary CP to KOB-TV, Albuquerque, N.M. via K12GK Farmington, N.M. Action Oct. 13.

3. Garfield County and New Castle, both Colo.-radio—Broadcast Bureau granted CPs for new VHF translators to serve New Castle on ch. 7 by rebroadcasting KREX-TV Grand Junction, Colo.; ch. 9 by rebroadcasting KOA-TV and ch. 11 by rebroadcasting KBTW(TV), both Denver. Action Oct. 12.

4. K09DC


5. K7MIZ

K80AX and K82AO, all Big Fork, Mont.—Broadcast Bureau granted assignment of licenses to Blacktail TV tax district. Action Oct. 12.

6. Valley TV Club Inc., Glasgow, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Glasgow and rural area, Mont., on ch. 7 by rebroadcasting KPBB-TV Great Falls, Mont.


8. K091U

Penasco, N.M.—Broadcast Bureau granted CP to replace expired permit for new


KDFU Dell City, Tex.—Broadcast Bureau granted CP to replace expired permit for new VHF transmitter to replace expired CP for KDFU-TV Odessa, Tex. Action Oct. 11.

K0AZ Santa Clara and Washington, both Utah—Broadcast Bureau granted CP to specify principal community of operation for K0AZ-TV Pleasant Grove, Utah, and to replace expired CP for K0AZ-TV. Action Oct. 11.

K4AZ Santa Clara and Washington, both Utah—Broadcast Bureau granted CP to specify principal community of operation for K4AZ-TV Pleasant Grove, Utah, and to replace expired CP for K4AZ-TV. Action Oct. 11.

KDFU Dell City, Tex.—Broadcast Bureau granted CP for new VHF transmitter to replace expired CP for KDFU-TV Odessa, Tex. Action Oct. 11.

K04AZ Santa Clara and Washington, both Utah—Broadcast Bureau granted CP to specify principal community of operation for K04AZ-TV Pleasant Grove, Utah, and to replace expired CP for K04AZ-TV. Action Oct. 11.

KDFU Dell City, Tex.—Broadcast Bureau granted CP to replace expired permit for new VHF transmitter to replace expired CP for KDFU-TV Odessa, Tex. Action Oct. 12.

KDFU Dell City, Tex.—Broadcast Bureau granted CP to replace expired permit for new VHF transmitter to replace expired CP for KDFU-TV Odessa, Tex. Action Oct. 12.

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KDFU Dell City, Tex.—Broadcast Bureau granted CP for new VHF transmitter to replace expired CP for KDFU-TV Odessa, Tex. Action Oct. 12.
On stage 23 at Paramount Television’s Hollywood studio, Danny Thomas sits and listens while the director goes over some of the blocking. His hair is as dark as ever, his sideburns slightly longer, his appearance still vigorous, as he sits with cigar in one hand and pencil in the other, writing new lines, movements and lighting cues.

This is the ninth segment of the Make Room for Grannaddy series, the third time Mr. Thomas has been the star of a show about his “family.” It is also the latest in a line of programs of which the entertainer has been the executive producer, either alone or in partnership with someone else.

He waits until the blocking for this particular scene has been completed. The cast and crew all look in his direction, awaiting his comments. Each member of the cast has made his suggestions, based on the general outline the director has provided, but they all wait for the concurrence of Danny Thomas.

Later, the comedian-turned-producer walks to lunch at the studio commissary, his arm around the director’s shoulders, saying: “It’s a family show. We all have to contribute.”

His second career as producer came about by accident. “Walter Brennan had an idea for a series,” Mr. Thomas relates, “but no one wanted to finance it. My manager suggested it would be a good thing for me if I did. Well, after The Real McCoys turned into a hit series, others began to assume, naturally, that I knew all the answers.”

His track record indicates that he may indeed have many of those answers. In partnership with Sheldon Leonard, Mr. Thomas helped produce what came to be known as the “Comic Supermart.” These were the situation comedies that included The Dick Van Dyke Show, The Andy Griffith Show, The Joey Bishop Show, Gomer Pyle and The Real McCoys.

One of them alone, The Dick Van Dyke Show, in its five years on the air was awarded 15 Emmys by the National Academy of Television Arts and Sciences. By comparison, during the 11 years his own show was on, Make Room for Daddy won but five awards, although it did garner an additional 18 nominations.

His association with Sheldon Leonard should come as no surprise. Mr. Leonard won three of the five Emmys given the Daddy series for direction.

In 1966, Mr. Thomas entered partnership with Aaron Spelling. Among the shows they produced is one that is regarded by many as the father of numerous later programs: The Mod Squad.

In what must be considered an oversimplification, Mr. Thomas says that

Danny Thomas in the role of executive producer

thinking up the show’s format was really quite simple, a cinch, as he put it. “The first thing you’ve got to have for a young audience is a young leading man,” Mr. Thomas says. Enter Michael Cole. “Next, to be contemporary, you add a black friend.” Co-star Clarence Williams III. “Finally, a girl for diversification and romance.” Attractive, mod and hip, Peggy Lipton. “There’s the Mod Squad.”

Does it bother him that others have taken his idea, adopted it with an additional wrinkle or two and had successful shows of their own? “Not really,” he says. “Show business is not a business to me, it’s a ministry. What I’m preaching is not Thou Shalt Not Steal Another’s Idea. What I want people to see is that I love my business so much, I’ll give it everything I can and not worry about what I get in return.”

A deeply religious man, Danny Thomas has been recognized by both Christian and Jewish organizations for his service. In 1953, he was named “Citizen of The Year” by both Jewish and Christian religious groups. The following year, Pope Pius XII made him a Knight of Malta. Pope Paul VI named him a Knight Commander with Star in the Equestrian Order of the Holy Sepulchre of Jerusalem. That honor is among the highest that can be awarded a layman by the Catholic Church. The National Conference of Christians and Jews have named him their “Man of The Year.”

His volunteer work on behalf of countless organizations, including St. Jude Research Hospital, has earned him the esteem of civic, religious, cultural, medical and educational groups.

The man who was born Amos Jacobs (his professional name was borrowed from brothers Danny and Thomas) never finished high school. Yet, colleges and universities from Christian Brothers College in Memphis to the University of California in California have presented him with awards and honorary degrees. His latest is an Honorary Doctor of Humane Letters from American International College, Springfield, Mass.

The wholesome quality he exudes reflects the importance of both religion and the family in his life. He was born into a large family—eight boys and one girl—and has always drawn humor from his family experiences, past and present.

As it turned out, the Make Room For Grannaddy series, following a trail he started in 1953, most closely parallels the life of Danny Thomas. The fact of doing a series about an imaginary entertainer who tries to spend as much time as possible at home has enabled him to do just that, he says: the series keeps him in California instead of on the road. Although he does perform away from home during the production hiatus, the work is likely to be for charity.

“For years,” Mr. Thomas says, “my prayers were ‘gimme’ prayers. Now, things are different. The only thing I ask for these days is a grateful heart.”

On his desk is a small sign that says, simply, “I am third.” He explains that the “1” is plural for his family, and they are third behind God and America.
The problem

Oftener than ever the question is being asked why the administration doesn't do something about Nicholas Johnson, who has become the Jerry Rubin of the federal bureaucracy. Direct action is discouraged by a system that makes it virtually impossible to cashier a member of an independent agency. No doubt Mr. Johnson is aware of that.

In the Nixon administration, it may be speculated, the disposition may be to work around and vote around the wayward or the way-out, awaiting the normal expiration of their terms. If that is the plan for Nicholas Johnson, he will be on hand to indulge his increasingly erratic habits until June 30, 1973.

Mr. Johnson is beginning to embarrass the Democrats who were in office when he was transferred from the Maritime Administration to the FCC. It is no secret that the transfer was arranged by influential senators whose help was beseeched by maritime interests that found Mr. Johnson impossible. The maritime interests should talk to broadcasters. If he has changed since moving to communications regulation, it is only for the worse.

Perhaps it would be wise for everybody to forget Mr. Johnson and his destructive and abrasive ways and concentrate on the larger matter of FCC organization. In its present form the agency has more commissioners than it really needs. Economies of appreciable scale could be effected by reducing the membership from seven to five, as now serve on comparable commissions, with accompanying reductions in staff. In such a reorganization it should be little trouble to select the incumbent to go first.

Quote, unquote

A couple of weeks ago President Nixon went out of his way to assure radio broadcasters who had been invited to a White House conference on drug abuse that he respected their editorial independence. "I do not think it is proper," said the President, "for the government to come to the people in the private sector and say, 'You must do this or that for the public good.'"

Broadcasters might wish to print up quantities of that quotation and distribute them around Washington. The statement would be suitable for framing over the entrance to the undistinguished commercial building that the FCC occupies. Nor would the words be out of place if engraved above the Grecian columns of the Supreme Court building. There, hopefully, some future court might read into them a reminder that broadcasting is a part of the press that the First Amendment was written to protect.

If distribution of the President's quotation is to be considered further, copies might be sent to the traveling band of ghosts at Spiro Agnew's side. It is too bad the lines were not put on cue cards at the Vice President's Chicago television interview last week. There is a shocking conflict between Mr. Nixon's statement and Mr. Agnew's revival of talk that is intended to cow television newsmen.

Whatever Mr. Agnew says about broadcast journalism from now on, broadcast journalists may pay it less attention. His authority on the subject has been pre-empted by the man who invented him and who remains his boss.

There are other elements in government, however, who bear lighter obligations to the President and who may be expected to go on with their attempts to curb the independence of media whose power they fear. It was those elements that Julian Goodman, NBC president, and Richard Salant, president of CBS News, had in mind in recent speeches.

Mr. Goodman, who rose to his present eminence through broadcast journalism, told NBC Radio affiliates assembled in San Francisco that the pressures on broadcasting were "perhaps greater than at any other time in our history." The answer to the pressures, said Mr. Goodman, was to "go about our jobs as we have before, as professional journalists." Resisting pressure, he noted, is part of the job.

Mr. Salant, speaking to the Tennessee Association of Broadcasters a few days earlier, said that the broadcast journalist must more than ever try to follow "Elmer Davis's profoundly simple and profoundly difficult injunction: 'Don't let them scare you.'"

Said Mr. Salant: "If newsmen do not tell the truth as they see it because it might make waves, or if their bosses decide something should or should not be broadcast because of Washington or Main Street consequences, we have dishonored ourselves, and we have lost the First Amendment by default."

As long as we have been speaking of quotations, let us suggest that Mr. Goodman's and Mr. Salant's be conveyed to broadcasting's managers and auditors. The philosophies contained in them are presumed already to be known to the broadcast journalists.

Who has the clout?

Depending on who's talking, broadcasters have either the best or the worst lobby in Washington.

In promoting contributions for the Political Action Committee of Cable Television, which frankly aims to make financial contributions to congressmen, the cable interests talk about the need to offset the "powerful" broadcasters.

Representative James T. Broyhill (R-N.C.) told North Carolina broadcasters that theirs is "the most ineffective lobby in Washington" (Broadcasting, Oct. 19).

Both observations are extreme. Our own assessment of PACCT since its formation 18 months ago is that for its size it is the most active lobby in Washington. It openly solicits money for candidates who sit on committees with equal power over cable and broadcast affairs.

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