In election: no signs of relief from regulation
Big TV budgets buy as many political losses as wins
New advantage planned for license-renewal challengers
A 'Telestatus' formula to translate metros into markets

Houston is
...an oil empire, a Space center...and now, a major world
convention center.
Gigantic national and international meetings in Houston
ave triggered a tremendous surge in construction of con-
vention facilities...resulting in the completion of projects
ke the massive downtown Civic Center Complex (below)
nd Astrohall (an $8 million structure next to the Astrodome).

And to accommodate the multitudes of daily visitors, 2,000
new hotel-motel rooms were added in 1969 and over 3,000
are now in the process of completion.
Houston is...a powerful market with access to other
markets through its comprehensive tourist recruiting pro-
gle. In 1969, a total of 1.5 million visitors (delegates and
tourists) entered Houston and spent a total of $60 million!
But this influx of people only adds more to the potency
of the already dynamic Houston economy...one of the
nation's fastest growing markets in the nation's
sixth largest city.
Houston is...a world
attraction!
PRESENTING

"THE

STRIPPERS"

FOR FIRST-RUN PROGRAMMING
AND BIG PROFITS!!!
Continuing courtroom drama...

This season and already delivering #1 ratings and shares:

AGA-TV—ATLANTA
1 in the time period.

KJW-TV—CLEVELAND
1 in the time period.

ALSO SOLD TO:
WBNS-TV—Columbus
KTLA—Los Angeles
WFIL-TV—Philadelphia
WDBO-TV—Orlando
KING-TV—Seattle-Tacoma

Exciting and timely television series inspired by sensational courtroom cases.
Produced with Talent Associates.

Running a second season of the fastest, zaniest stunts on TV.

Lots of action and lots of prizes.

Bringing big audiences in markets like:

BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DETROIT
LOS ANGELES
MINNEAPOLIS-ST. PAUL
NEW YORK
SYRACUSE

Setting Jack Narz as host and featuring top-name celebrities and married couples as contestants.
Produced in association with Nelson-Todman.

All-family quality entertainment designed for year-round strip programming.

Half-hour color videotape.

Complete data available upon request.

444 West 56th Street New York, N.Y. 10019 (212) 957-5010
THE RHODE ISLAND SUPREME COURT BUILDINGS, a familiar and reassuring sight along the banks of the Providence River, are part of a complex that also houses the famous library of law books of the State's Court System.

The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 24% - 5:00 pm - 7:30 pm Mon. thru Fri.
UP 14% - 7:30 pm - 11:00 pm Sun. thru Sat.

*Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
People's choice

Television viewing is on rise this fall, according to both A. C. Nielsen and American Research Bureau. National Nielsen Television Index reports for September, new-season kickoff month, and October show average hours of TV use per household at record levels. NTI puts daily average at five hours 59 minutes per home in September, six hours four minutes in October.

Word from ARB, which has processed surveys in about half of 33 markets it measured in October is that "there appears to be a slight upward trend in homes using television." That may come as solace to broadcasters who still rankle over ARB market reports of year ago showing declines in HUT levels.

Cliffhanger

FCC is expected to consider soon, probably this week, proposed merger of Corinthian Broadcasting Corp. and Dun & Bradstreet. Commission staff is understood to be recommending approval of merger agreement, under which Corinthian (ktv[ty]) Tulsa, Okla.; wist-tv Indianapolis; wane-tv Fort Wayne, Ind.; khou-tv Houston, and kxtv[ty] Sacramento, Calif.) would become wholly owned subsidiary of D&B, data and business-information company.

With merger agreement, which was filed on Feb. 27, scheduled to expire on Nov. 27, Corinthian and D&B are exhibiting signs of nervousness. They have written commission twice in last two months—most recently on Nov. 4—calling its attention to approach of "upset date" and pleading for prompt action.

Quaal's quest

Is Wgn Continental in negotiations for channel 5 KTLA, Los Angeles independent controlled by Gene Autry's Golden West Broadcasters? All that could be ascertained on report, making rounds in West, is that if conversations have been held they are exploratory with nothing approaching deal yet in sight.

Presumably report was triggered by presence on Coast of Ward Quaal, Wgn Continental president, who eight months ago established second home at Laguna Beach, Calif., and offices in Century Plaza, Los Angeles. It's known company wants Los Angeles facility, either radio or TV, and that it, along with others, has had kfi(AM) in its sights for several years. Signal Co.'s, West Coast conglomerate, owns 49.9% of Golden West, and if transaction evolves it necessarily will entail spinning off of KTLA from Golden West.

Hot property

CBS Enterprises is understood to be preparing for release to syndication in early 1971 its highly successful Andy Griffith Show, which has played both prime time and daytime on CBS-TV. More than 200 half-hour episodes were made, but CBS Enterprises has not determined how many segments will be offered for start next fall. FCC has barred networks from engaging in domestic syndication after Oct. 1, 1971, but (1) CBS Enterprises is being spun off into new company that will be publicly owned and (2) FCC has since stayed that syndication "until further order" (Broadcasting, Oct. 19).

Missionaries

Members of National Association of Broadcasters task force on legislative action were cheered by upbeat reaction they got from Washington officials they visited after organizational meeting last Tuesday (see page 45). Among those seen were FCC Chairman Dean Burch and Office of Telecommunications Policy Director Clent T. Whitehead, who is said to have given impression he had open mind on cable TV regulation. In group seeing FCC chairman were Fred Weber, Rust Craft; William F. Duhamel, Duhamel Stations; Burns Nugent, kwvl-am-fm-tv Waterloo, Iowa; Andrew M. Ockershausen, Evening Star Stations, Washington, and Thad Sandstrom, wibw-am-fm-tv Topeka, Kans. Messrs. Weber, Craft, and David M. Baltimore, wbre-am-fm-tv Wilkes-Barre, Pa., saw Mr. Whitehead.

Queue in Washington

There are said to be more than 50 applications for 3 new executive vice presidencies at National Association of Broadcasters, posts that were approved by board last month in restructuring of organization (Broadcasting, Oct. 12). Applications are said to include presentations from both inside and outside organization. Executive committee of NAB that met in Washington Thursday (Nov. 5) was told that recommendations for two jobs, government relations and industry relations, may be submitted to it by NAB President Vincent T. Wasilewski at its next meeting, Dec. 3. Search for third, public relations, is in hands of five-man committee which includes Mr. Wasilewski.

Play it again, Sam

Broadcast Music Inc. isn't satisfied that $1,607,000 per year is all that CBS-TV should pay it while their music-license suits and cross-suits are ongoing. That's sum set by Judge Morris Lasker of U.S. Southern District Court in New York (Broadcasting, Nov. 2). But Judge Lasker, who's assigned to try suits, also set procedures which under which BMI could seek to have fee increased and CBS-TV could seek reduction. Conference slated today (Nov. 9) on BMI bid for more, is based at least in part on increased use of its music. No indication last week that CBS-TV would seek reduction in $1,607,000 fee, which is what it paid BMI in 1969, was apparent.

Bottom line

TV networks, like many others, have been trimming costs wherever they can for long time now, and there are no signs of relaxation. Officials at all three say it has not been case of mass firings or wholesale cutbacks in other areas, although over period of time number of people have been let go. Rather, they say, it is matter of continuous watch on expenses, "cutting out the frills," as one executive said, keeping commitments down wherever it can be done without harm to program product and administrative efficiency, and making hard decisions, whenever people leave, as to whether they must be replaced.

Listeners

Competitive entry in race for automated monitoring of radio commercials, now paced by Audicom Inc., New York, is to be filed with FCC before end of month by International Digiomics Corp., Chicago, which until now has concentrated in automated TV commercial monitoring and has TV service in operation. Audicom recently received FCC consent for additional time to test its system for both radio and TV using audio signals. IDC method for TV uses optical symbols. IDC is ignoring latest complaints by competitor, Broadcast Advertisers Reports, which also is developing automated TV system to replace older manual service (Broadcasting, Nov. 2).
And political analyst Carl Rowan is following the game move by move. Carl Rowan, internationally acclaimed journalist and world-watcher, illuminates political problems and personalities, with a liberal dash of insight. Viewers hear him regularly on WTOP TV's The Big News. Carl Rowan is unique . . . so is WTOP News. WTOP News is a different approach to news coverage. Our staff of commentators and reporters—the largest in Washington—compiles a daily news magazine. It's a unique mix of hard news, commentary, analysis, investigative reporting, cultural coverage, and light-hearted insight. There's comment that informs. Weather forecasts that never hedge. Sports reports filled with hisses and hoorays. WTOP covers the full spectrum of news happenings. 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.
Outcome of elections last week is likely to put antifree air-
casting legislators in stronger positions. Representative
Torbert Macdonald (D-Mass.) vows to fight veto of political
broadcasting bill. See . . .

No signs of relief from regulation . . . 23

Of 14 broadcasters who ran for public office, only four
emerged victorious. Winners include Democrat Milton
Shapp, new Pennsylvania governor, and Representative
Robert A. Taft Jr. (R-Ohio), elected to Senate. See . . .

NAB warns CATV perils radio, too . . . 45

U.S. Court of Appeals upholds FCC position that broad-
casters who make time available for candidates in primary
contest need not offer equal time to candidates running in
primary of another party. See . . .

Spawned by FCC ruling that CATV’s serving more than
3,500 subscribers provide locally originated programing,
Cox Cable and Young & Rubicam have teamed up for four-
month trial of “grass-roots shows. See . . .

Broadcasters win in only four elections . . . 36

Position taken by most broadcasters in comments on FCC’s
inquiry into what to do about smoking-and-health issue
after Jan. 1 is that antismoking spots should be treated as
public service announcements. See . . .

A hard line on antismoking issue . . . 38

This month’s ‘Telestatus’ gives Nielsen Station Index table
telling spot planners how to use metro-area cost data to
estimate cost of buying given number of area rating points. See . . .

Court upholds FCC’s stand on primaries . . . 37

Market-area planning: the first steps . . . 52

FCC extends deadline for citizens groups to file against
Chicago stations and cites plans to explore means to pro-
vide longer inspection period of renewal applications and
to bar extensions of deadlines. See . . .

More time for renewal challengers . . . 44

Boston group plans to sue unnamed Washington TV station
to establish new legal principle: that children have right to
be free from ‘mental harm’ caused by viewing fictional vio-
ence and horror on TV. See . . .

New attack on TV violence . . . 57

Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>9</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>38</td>
</tr>
<tr>
<td>CHANGING FORMATS</td>
<td>59</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>46</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>12</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>78</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>59</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>65</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>61</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>67</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>23</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>44</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>18</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>17</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>54</td>
</tr>
</tbody>
</table>

Broadcasting

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To reach the masses, go where they’re going.

Join the rush to

Country Gold

Country Gold is the country fresh sound of WBAP 820 Radio in Dallas-Fort Worth, the nation’s eleventh largest market. It’s a rich blend of the finest country music spiced with tight, informative newscasts and entertaining features. It’s the sound more and more people are going to. Which makes it the best radio buy in the market. Try WBAP 820 Radio, a 50,000-watt, clear channel Gold Mine of country music 24 hours a day.

WBAP 820 RADIO
FORT WORTH-DALLAS

P. O. Box 1780, Fort Worth, Texas 76101 Phone (817) 536-1983
Represented nationally by Henry I. Christal Company, Inc.
Talent pay code put off
Joint policy committee on broadcast talent union relations of Association of National Advertisers and American Association of Advertising Agencies was reported to have voted unanimously Friday (Nov. 6) not to give its consent to encoding of TV commercials for purposes of monitoring to establish payments owed to talent.

Such consent is needed under Screen Actors Guild contract before producers are required to encode for talent-payments purposes, authorities explained. Committee said no monitoring system is sufficiently operative "at this time" for use in connection with talent payments. Its decision does not, however, prevent encoding of commercials for various purposes including proof of performance by broadcasters.

Committee acted after hearing presentation by International Digitsitics Corp., only company now active in electronic monitoring; Broadcast Advertisers Reports, which monitors visually in 75 markets and also has developed electronic system for possible future use, and Audicom Inc., which is currently testing its own audio-coding system under FCC authority.

Following procedures specified in SAG contract, industry/Guild standing policy committee had asked ANA/AAAA committee to hold that adequate and feasible system is operative.

NAB chief eases concern
Most broadcasters will continue carrying antismoking announcements voluntarily after Jan. 1, 1971, when broadcast cigarette advertising ceases, Vincent T. Wasilewski, president of National Association of Broadcasters said Friday (Nov. 6).

Receiving award to broadcasting industry at annual meeting of American Cancer Society in New York (see page 40), Mr. Wasilewski twitted FCC for erroneously, he said, bending law to require antismoking spots under fairness doctrine.

"Now," he said, "[FCC] must obviously bend the law back where it belongs, because its application would now require counter-advertising to your own anti-cigarette material."

But, he added, carriage of anti-cigarette warnings should be voluntary, not required.

Also Friday, ACS said it is beginning major educational advertising effort to enable magazines and newspapers to bring message of health hazards of cigarette smoking to public.

William B. Lewis, ACS chairman, pointed out that cigarette advertising in print media is expected to jump from $15 million in 1970 to $60 million in 1971. Outdoor advertising is expected to rise from $4 million to $30 million, he said.

TV viewing climbs
Record highs of TV viewing for September and October were reported Friday (Nov. 6) by A. C. Nielsen Co. in NTI ratings reports mailed to agencies and other subscribers, refuting claims of some that viewing is tending to fall off or plateau. Nielsen said viewing in September hit 5.59 hours per household compared to 5.54 hours per household same month in 1969. Viewing this October hit 6.04 hours compared to 5.88 hours October 1969.

Packagers oppose change
New Jersey Retail Package Store Association has passed resolution opposing advertising of alcoholic beverages on radio or television.

Harry Persky, executive director, said Friday (Nov. 6) that association is opposing any change in state law banning package liquor stores and cocktail lounges from advertising on radio.

Revocation of regulation, on books since Prohibition, had been sought by New Jersey Broadcasters Association. NJBA had asked retail group to join in fight with New Jersey division of Alcoholic Beverage Control for regulation change (BROADCASTING, Sept. 14).

Musical 'Pickwick' sold
Time-Life Films, New York, reported Friday (Nov. 6) it has sold 90-minute musical special, "Pickwick," in 55 markets. Program, produced by BBC, has been bought by stations including WNBC-TV New York, WMAG-TV Chicago, KTLA(TV) Los Angeles, WMAL-TV Washington and KBTV(TV) Denver.

Hyping charge made
Federal Trade Commission, in proposed complaint issued Friday (Nov. 6) charged WQXV-FM Baton Rouge with inflating audience figures with $30,000 cash sweepstakes contest during May American Research Bureau survey.

In addition to prohibiting alleged practice, commission seeks to prevent licensee, Sound Dimensions, and parent firm, Gulf Union Corp., Louisiana holding company, from "participating in or subscribing to" an audience survey for two years unless firms "clearly and conspicuously" disclose in all audience survey promotion that FTC has made hyping charges.

Same positive disclosure—requirement that offending firm disclose FTC findings publicly or face advertising ban—is also incorporated by commission in complaints against Coca-Cola and Standard Oil of California for allegedly misleading advertising of Hi-C fruit drinks and Chevron gasoline with F-310 respectively (BROADCASTING, Oct. 5).

Capcities deal is hit
Study project by group of 12 law school students who spent summer in Washington resulted Friday (Nov. 6) in petition to FCC seeking to block $110-million sale of Triangle Publications Inc.'s nine radio and television stations to Capital Cities Broadcasting Corp. (BROADCASTING, Feb. 9).

Students, in petition prepared by Citizens Communications Center, Washington, assert that transactions would violate commission rules against trafficking and result in concentration of mediacontrol.

Petition was based on results of students' three-month study of FCC processes. Students, who represent six law schools, were sponsored by Consumers Union, National Citizens Committee for Broadcasting, Robert F. Kennedy Memorial Children's Foundation and Boston College Law School.

They were recruited by Citizens Communications Center, which represents citizens groups in commission and court actions against broadcasters. Other reports and actions are expected to emerge from study.

Triangle stations involved are WNBC-AM-FM-TV New Haven-Hartford, Conn.; WFIL-AM-FM-TV Philadelphia, and KFRE-AM-FM-TV Fresno, Calif. Triangle's syndication division and some Philadelphia real estate are also involved in sales agreement.

However, because of rules barring acquisition of more than one full-time station in market and limiting number of stations licensee can own to seven AM's, seven FM's and seven TV's (no
WTVD-TV

"would almost triple the potential number of television households for years to come," said Capital Cities' president, Richard W. Box, Jr. Mr. Box will succeed Mr. Rembert as chairman of the company.

WFIL(AM) in New York, joins ABC News as New York anchorman for ABC evening news presentation. Mr. Reasoner succeeds Frank Reynolds, named special correspondent for ABC News (see page 54).

Charles C. Woodard Jr., VP, Westinghouse Broadcasting and president, Westinghouse CATV subsidiaries, joins CATV division of Teleprompter, New York, as corporate VP and assistant general manager. Before he started with WBC in 1957, Mr. Woodard was senior TV attorney at CBS.

Neil M. Delman, general attorney with supervisory responsibility for legal affairs of ABC Films, ABC International and ABC Merchandising, elected to newly created position of VP, Administration, ABC Films and ABC International TV. Before joining ABC in 1963, Mr. Delman served for four years as assistant general counsel of United Artists.

For other personnel changes of the week see "Fates & Fortunes."

more than five VHF), Capital Cities plans to sell off six radio stations it is acquiring plus two TV stations it already owns, WSAZ-TV Huntington, W. Va., and WTEN-TV Albany, N.Y.

Students, in petitioning FCC either to dismiss assignment applications or set them for hearing, said that Capital Cities' sale of six radio stations it plans to acquire from Triangle would violate commission's rule against disposing of broadcast properties less than three years after they are acquired. Stations, students said, are to be acquired solely for the purpose of immediate resale in the Capacities sell-off.

Students also said Capital Cities' acquisition of KFRE-TV, WNHC-TV and WFL-TV would result in concentration of control of media. Commission approval of proposed transfer, they said, "would almost triple the potential number of television households in the top 30 markets which Capacities would serve."

Capital Cities now owns WKBW-TV Buffalo, N.Y.; KTRK-TV Houston, WTVD-TV Durham, N.C.; WROW-AM-FM Albany, N.Y.; KPOL-AM-FM Los Angeles; WJR-AM-FM Detroit; WPAI-AM-FM Patterson, N.J.; WPRD-AM-FM Providence, R.I., as well as WTEN-TV Albany and WSAZ-TV Huntington. It plans to sell those two television stations to Poole Broadcasting Inc. and to Lee Enterprises, respectively; KFRE(AM) to Walter Lake of McGavern-Guild-PGW, WNHC(AM) to owners of WERI-AM-FM Westerly, R.I., WFL(AM) to LIN Broadcasting Corp., KFRE-FM to Richard A. Ingraham and Richard W. Wagner, WNHC(FM) to station manager Robert Herpe, and WFL-FM to Richer Communications Inc., group headed by station manager John L. Richer.

Deal underway: Johnson

"The administration has apparently begun a protection racket. If broadcasters pay up with free time and favorable news coverage, the administration will protect the industry against economic loss from legislation to limit ownership and advertising time, public participation in the license-renewal process, antitrust suits and the like—by means of counter-legislation and favorable FCC appointments. On the whole, the arrangement seems to be working fairly well."

Writer of this passage—and several more as biting—is FCC Commissioner Nicholas Johnson in December issue of Playboy magazine, out this week.

TV replay probed

Public statements of local law official following Black Panther Party raid in Chicago Dec. 4, 1969, including re-enactments on WBMM-TV there, are subject of Chicago bar association probe disclosed Friday (Nov. 6). CBS's Committee on Inquiry and Professional Responsibility is studying comments on case by state's attorney Edward V. Hanrahan whose office used city police in raid resulting in death of two Panther leaders. Same office conducted replay TV show.

NBC-TV tops MNA's

NBC-TV led by nearly full point in Nielsen 70-market multinet area (MNA) average ratings 7:30-11 p.m. for week ended Nov. 1. Averages in report out Friday (Nov. 6) were NBC 19.4, ABC 18.5, CBS 18.2.

In night of week, NBC took Thursday, Friday and Saturday; ABC Tuesday and Sunday, and CBS Monday and Wednesday.

New-show highlights in top-20 ranking: NBC's Flip Wilson placed 10th and ABC's NFL Football 20th. Of all new series that week, additional shows rated above level of 15.0 included ABC's "Make Room for Grandaddy"; NBC's Red Skeleton; ABC's Partridge Family; NBC's Men From Shiloah; CBS's Storefront Lawyers; NBC's Four in One; ABC's Young Rebels and NBC's Nancy.

Durgin cites challenges

Public confidence in present and future of TV programming is supported by nation's $3.8-billion investment in new TV sets last year and climb in viewing to average of almost six hours per day, according to Don Durgin, president of NBC-TV.

Mr. Durgin told members of Albuquerque (N.M.) Advertising Club Friday (Nov. 6) that network TV will be challenged in 1970's by other entertainment and information forms. He said NBC believes old formulas of regular program series and lock-in time periods will not be able to meet new challenges ahead, but entertainment specials and special events programming will be "successful way to diversify" over wide range of public taste.
You saved our marriage.

Spend an hour reading Ann Colone's mail.

You'll understand how important it is for people in trouble to have somebody they can turn to.

The Ft. Wayne women who write and phone WANE-TV to ask for advice from Ann's panel of human relations experts are unhappy and confused and embarrassed. Often they are desperate in their need for help.


Once each week on WANE-TV's daily "Ann Colone Show," Ann convenes the panel to probe into the problems. To offer frank, practical advice.

And to tell how and where to find professional help.

Week after week for the past ten years, viewers in the Ft. Wayne community have gained deeper insights into their own lives by watching "The Ann Colone Show."

Recently a woman wrote, "Whenever a problem similar to mine was raised, I listened intently and tried the suggestions that fit my own situation. We've survived in-laws, drinking, rumors of other women, just about anything that can come up when one partner or the other is unhappy...

"We'll celebrate our tenth anniversary this year, I want you and the panel to know you saved our marriage."
Datebook

A calendar of important meetings and events in communications

Indicates first or revised listing.

November

Nov. 7-21—Sixth Chicago International Film Festival. Includes U.S. TV commercials competition. WCIJ, Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.


Nov. 9-10—Convention, Eastern chapter, National Religious Broadcasters. Vyonks, N.V.

Nov. 9-11—Annual convention, Broadcast Promotion Association. Astroworld complex, Houston.

Nov. 10—University of Southern California Journalism Alumni Association awards. Winners include Joseph Alup and John Chancellor. Beverly Hilton hotel, Los Angeles.


Nov. 11-14—Sigma Delta Chi convention. Palmer House, Chicago.

Nov. 12-13—Tutorial seminar on "Technologies In Motion Picture Film Laboratories" co-sponsored by Society of Motion Picture & Television Engineers, Airport Marina, Los Angeles.


Nov. 13—New deadline for reply comments on FCC's proposed rule concerning broadcast announcement of station and network employees' financial interests in advertised services and commodities. Previous deadline was Oct. 13 (Doc. 14119).

Nov. 13-14—Meeting of Maryland-Districts of Columbia-Delaware-Rhode Island Chapter of Broadcasters. Tidewater Inn, Easton, Md.


Nov. 16-19—National Association of Regulatory Utility Commissioners' 26th annual meeting. Speakers to include FCC Chairman Dean Burch discussing a "New Regulatory Profile for Communications" and Dr. Clay T. Whitehead, special assistant to the President for telecommunications policy, on "The Role of the White House in Formulating National Communications Policies." International hotels, Los Angeles.

Nov. 16-20—Annual meeting, Television Bureau of Advertising, New York Hilton. (For full agenda, see page 42)

Nov. 17—Meeting of Institute of Electrical and Electronics Engineers, New London, Conn.


Nov. 20—Colorado CATV Association annual meeting. Antlers Plaza hotel, Colorado Springs.

Nov. 20—Meeting of Kansas Association of Broadcasters, Radisson hotel, Wichita.

Nov. 20—Third annual fall management seminar, Kansas Association of Radio Broadcasters, Radisson hotel, Wichita.

Nov. 20-21—National Association of FM Broadcasters board of directors meeting, dlido, Miami Beach.


December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 30).

Dec. 3-4—Special meeting of board of directors, Association of Maximum Service Telecasters. Mauna Kea Beach hotel, Hawaii.


Dec. 4-5—Post-election conference, University of Maryland department of journalism, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

Dec. 6-9—First CATV Advertising-Programming Seminar. Walter Cooklate, Jerry Dellas Farnam and Bill Daniels are among speakers. Ambassador Hotel, Los Angeles.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation in CATV (Doc. 18892). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rule permitting CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposal concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation in CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rule permitting CATV systems to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 30).

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rule concerning broadcast announcement of station and network employees' financial interests in advertised services and commodities (Doc. 14119).

Jan. 9-11—Midwinter meeting, Florida Association of Broadcasters. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, UDA, international Catholic association for radio and TV. Loyola University, New Orleans.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Shape of '71

...another first by Broadcasting. This year, for the first time, Broadcasting will combine its two year-end issues, those dated December 28 and January 4, into a major exploration of the Shape of '71. If you want your message brought to the attention of over 120,000* broadcasters and those in the allied arts, then don't miss this unique advertising opportunity. Right now Broadcasting's editors are working on this combined issue. It will give an exact fix on broadcasting's position at this critical point in radio and television history.

Here are a few of the features now planned:

- *Shape of '71* will include Broadcasting's highly-respected annual estimate of radio and TV time sales. Researchers depend on these estimates— which have become the industry standard—far in advance of FCC official figures.
- An in-depth study of the general economic factors that affect broadcasting.
- A market-by-market analysis of the local share of television network performance. Tables list each market and show the exact contributions each affiliate makes to its network's national audience.
- The economic prospects for television and radio in 1971 will be surveyed... based on in-depth research of advertisers, agencies, reps, networks, stations.

Also features and reports on:

- "What's Happening in Washington" with a look ahead at what's in store for broadcasters from the Hill, the FCC, the FTC, Justice.
- Changing thrust at NAB.
- Station trading and criteria
- CATV, status, scope and prospects
- plus other articles designed to put 1971 in proper perspective.

Altogether Shape of '71 will be one of Broadcasting's most impressive and useful issues. It will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station, station broker, every equipment manufacturer, programmer... plus all others in the arts allied with broadcasting.

Closing date: December 16. Reserve your space now for our 2-in-1 special. For complete details contact your nearest Broadcasting office.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.
We're happy to announce triplets.

Metro Radio Sales is representing three new radio stations.
KRLD which broadcasts news, talk and music in the Dallas–Ft. Worth area.
WIL broadcasts modern country music to St. Louis.
And KILT is Houston’s top contemporary music station.
Most important of all, they fit right into our small, exclusive roster of major stations in major markets.
Now you have three new reasons for calling us.

Metro Radio Sales

OFFICES IN: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, ATLANTA, BOSTON.
Top-50 Agencies in Radio-TV...a Special Report in Broadcasting's November 23 issue.

The top-50 agencies in radio and television control just about all the spot business there is. Last year they placed more than $3,200,000,000 in broadcasting. Will this figure be exceeded in 1970? Who are the top-50 agencies? What did their clients spend? Is J. Walter Thompson still number one? Answers to these and similar questions will be featured in Broadcasting's November 23 issue.

Your advertising message in this issue will do double duty. For not only will it be read by more than 120,000* broadcasting influentials, but it will also be kept for frequent reference by agency and advertiser personnel of dollars-and-cents importance to you.

Don't miss this unique advertising opportunity. Closing date: November 13. For complete details, contact your nearest Broadcasting office.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.
The anniversary issue

EDITOR: I want to commend you and your staff on a fine 50th anniversary observance of broadcasting (Broadcasting, Nov. 2). I’m particularly delighted with your comments on newspaper and big-business ownership’s contributions to the broadcasting industry.—Theodore A. Serrill, executive VP, National Newspaper Association, Washington.

EDITOR: Congratulations on your retrospective.

The fact that everything from 1931 on came out of your pages illuminates the unique and indispensable role you have played in the growth and maturation of the industry.—Harry London, vice president, Henry J. Kaufman Assc., Washington.

EDITOR: A monumental job... Your 50th anniversary issue exhibits remarkable depth of research and is most lucidly presented.—J. Leonard Reinsch, president, Cox Broadcasting Corp., Atlanta.

A Johnson fan

EDITOR: Your editorial maligning FCC Commissioner Nicholas Johnson (Oct. 26) poignantly demonstrates the bias in analyzing individuals the administration has attacked the television medium for. Albeit unimaginable to many members of the broadcast industry and their trade publications, Mr. Johnson has consistently taken a societal approach to the problems of broadcasting, rather than one which reflects concern for the profit margins of stations and networks.

Perhaps it should be Dean Burch, who has undeniably strong ties to the present administration, who should come under attack from your magazine. You could then take your own advice and “forget the Jerry Rubin of the federal bureaucracy,” Nicholas Johnson.—Michael R. Lee, VP, Heavy Productions, Denver.

Both a winner and a loser

EDITOR: I’d like to call an interesting bit of irony to your attention.

We at Taft, like all responsible broadcasters, have a corporate policy of making a sincere effort to be useful to the various black communities in each market where we are on the air. As a matter of fact, we have a rivalry developing among the management of our several stations to see who can do the best job in the area of racial matters.

In Kansas City, Mo., our stations have just received the 1970 Distinguished Service Award from Bervin Fisher, chairman of the Kansas City chapter of the Congress of Racial Equality, in recognition of our outstanding service to the black community. This was no artificial or automatic thing. CFE was simply impressed by our efforts and was moved to fet us.

Here’s the irony. In Columbus, Ohio, where the management is trying just as hard to be of service and expending at least as much effort, we got keelhauled by a black group that says we are insensitive to the needs of the black community and that we’re doing a lousy job. I can’t believe that we are the only broadcasters who have had such different reactions to similar efforts to be useful.—Jack Remington, director, corporate and public affairs, Taft Broadcasting Co., Cincinnati.

European vs. American TV

EDITOR: So Mr. Soderling has watched a few hours of TV in England and France and pontificates in Broadcasting (Oct. 12) how terrible it all is—“absolutely unbelievable, dull and uninteresting.” In his wildly chauvinistic defense of American TV, he states: “In one day’s time, the American public gets more information, more diversified entertainment and has a greater opportunity to learn essential facts of the problems at home and abroad, than viewers in Europe can experience during a whole week or month.” Mr. Soderling’s views of European TV are so naive one hardly knows where to start in refuting him. For openers, didn’t he notice that the European picture was better, had more definition than its American counterpart?

Has he ever compared, say, European coverage of the winter Olympics (all-day live coverage sans commercials) with the snippets of coverage commercially sponsored on American TV? And those French newsmen he thinks so terrible have been bringing back some remarkably fine film footage from Vietnam. But it is in children’s programming where European TV has surpassed American TV for years. While we have until recently been pushing out a steady diet of pie-in-the-sky cartoons, European TV for children has been entertaining, wholesome and instructional.

Art Harris, manager, retail sales development, WRGB(AM) Schenectady, N.Y.
Promotions and premiums of various kinds are often used for extending the impact of advertising in the traditional media such as television, radio and print. They are used for traffic, sales promotion and other goals too, as the members of the Broadcasters Promotion Association, now meeting in Houston, understand so well because they have been partners in these ventures with sponsors and agencies at different times.

Leo Burnett Co. has had many successes with promotions and premiums to help extend advertising's potency. Some of the most successful have been in association with our TV campaigns where we have quite a menagerie of characters that lend themselves to effective merchandising.

During the years I was with the Kroger Co. I was a nonfoods buyer. As such I was involved with developing traffic promotions for our then 26 branches. I had maximum exposure to picnic jugs, silverware, dinnerware, coffee pots, folding tables, glassware, 13-volume encyclopedia sets, etc., most of which are still in the repertoire of food chain premium offers. Besides building traffic, though, we also wanted to produce added profit dollars from the premium item.

Profitability of the item itself is not a factor at Burnett. Increasing traffic and unit sales of the sponsor's product are factors.

Despite evidence to the contrary, an attitude persists that a self-liquidating offer can replace a price pack, an on-pack product promotion or a coupon effort. Our rule number one is: Never try to make a premium offer do a job that some other promotional device can do more effectively.

When we do use a self-liquidating item—and we use a lot of them—our objective often is to extend the impact of our advertising. Our rule number two, therefore, is: Don't force a premium out of your advertising campaign.

Hindsight shows we were forcing when we made an offer of a green sweatshirt with the Jolly Green Giant's "ho ho ho!" The response was ho ho hum.

Two key words in the development of creative premiums are uniqueness and appropriateness. The green sweatshirt in a market saturated with kookie slogan sweatshirts was not unique—and not particularly appropriate to the Green Giant's image.

But some others for the Green Giant went very well and did in our opinion extend the influence of the advertising. These included making the giant's footprint into a rug and a beach towel, using his hand on an umbrella and making the other hand into a handsome kiddie chair. His face has appeared on a variety of items from mugs to kits and he has appeared in his entirety as a four-foot rag doll and a smaller 16-inch doll.

As America's best-known trade character, the Green Giant is eminently merchandisable. But not all our items concern just him. Most of the TV commercials are set in "the valley of the Jolly Green Giant" where helpers use trucks or trains to rush the vegetables to the freezer at the peak of perfect flavor. The trucks and trains were effective items. But note the premiums have evolved out of the advertising, not the other way around.

Television and Burnett clients like Kellogg have combined to produce fun characters such as Tony the Tiger as advertising spokesmen. Tony has been a milk mug, cereal bowl, swimming toy, growler and a plush toy.

Star-Kist's Charlie Tuna, also of TV fame, has been featured as a rag and a high "camp" clock, well before the Spiro Agnew wristwatch.

After being a puzzle and a hand puppet, Hans, the little chocolate maker from Nestle's TV commercial, has been made into a rag doll. So has the Pillsbury Doughboy, who pops out of the can in the TV commercials to make those good things from the oven. We have even duplicated the action with a Doughboy toy that pops out of a can when you rap it on the edge of a table.

Pillsbury's Funny Face Drink Mix has personalized the flavors with names like Goofy Grape and Lefty Lemon. They became pillows for a child's room and a highly successful set of Funny Face mugs from which to drink the product.

Mugs have been fine premiums for several of our clients. Some have sold more than a million. But they are not ordinary mugs. They come right out of the advertising, like the Kellogg's Apple Jacks mug and bowl set.

Lavoris Mouthwash has used a number of premiums. An apothecary jar pack-in, for instance, was not intended to and did not extend the impact of the brand's advertising despite the hygienic connotations of the item. A gold "Pucker Power" pin and pass-out lapel buttons, however, came right out of the TV theme.

What do you do when your product is a service? Union Oil offers a toy service truck. Union also personalized and symbolized its home heating fuel-oil service with Burnie, the faithful St. Bernard, who evolved into a premium.

The list continues in examples such as the United Air Lines "Take Me Along" record and kit.

As for extending the impact of your advertising, that assumes your advertising has impact to start with. The extra mile comes from premiums and promotions that are unique and appropriate.
We'd like to share "Black History" with you.

Americans of all colors are responding to Taft's "Black History"—a successful series of TV and radio programs about Black Americans.

The series includes 130 60-sec. radio and 130 3½ minute TV vignettes. It's researched, written and produced by Blacks and narrated by Ed Beasley, a Black historian. But it's for thoughtful Americans of all colors.

We think "Black History" is the kind of informative programming other stations are also interested in broadcasting. So we're making it available to you at a very modest cost.

If you're interested, please fill out the coupon.

Jack Remington, Taft Broadcasting Co.
1906 Highland Ave., Cincinnati, Ohio 45219
(513) 421-1750
Please get in touch with me. I'm interested in Black History.

Name_________________________Station_________________________
Address_________________________
City_________________________State_________________________
Zip_________________________Phone_________________________

Jack Remington, Taft Broadcasting Co.
1906 Highland Ave., Cincinnati, Ohio 45219
(513) 421-1750
Please get in touch with me. I'm interested in Black History.

Name_________________________Station_________________________
Address_________________________
City_________________________State_________________________
Zip_________________________Phone_________________________

HOLLYWOOD: HANNA-BARBERA PRODUCTIONS, INC. • CINEMOBILE SYSTEMS, INC. • CINCINNATI: CONEY ISLAND
For the first time—simultaneous surveys of 150 radio markets, covering 99% of all national spot billing.

ARB will conduct a nationwide radio market sweep April 15-May 12 to provide identical time standards for improved market comparisons.

Responsible, characteristic leadership
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*Denotes October/November: only markets which will be changed to April/May only. Markets effective April/May 1975.

...from ARB.....NATURALLY.

ARB
AMERICAN RESEARCH BUREAU • 4320 AMMENDELAKE RD., BELTSVILLE, MD. 20705
ARB • A SUBSIDIARY OF CONTROL DATA CORP.
MORE SPREAD FOR YOUR "BREAD" WITH OUR NEW PEANUT!
NEW $4 BILLION MARKET - 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*.


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

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
President Nixon appeared first in the back-to-back Republican-Democratic telecasts that were shown on all three networks Monday night. His 15-minute segment was an edited version of the speech he gave the previous Saturday in Phoenix. The tape was black and white; the audio poor and at times words were inaudible. In contrast Senator Muskie, who followed the President, had been taped in color. He spoke clearly, directly into the camera.

No signs of relief from regulation

Election may have sharpened prejudices on the Hill; Macdonald vows to override veto of cutrate politicos

Both Republicans and Democrats emerged from the election claiming victory last week. But not broadcasters.

The networks and stations around the country provided their customary coverage of the biennial referendum on candidates and issues (see page 26). And television and radio were used as never before in an off-year election to promote candidates and parties.

But while Republicans boasted of their gains in the Senate and the Democrats of their increased strength in the House and state capitals, broadcasters could count no advances. Key incumbents were re-elected in both Senate and House. If any changes were to occur in the leadership of the principal committees affecting broadcast legislation they were apt to put anti-broadcasting legislators in stronger positions than they now hold (see story, page 32).

The re-election of so many incumbents also was believed to give strength to the forces that are expected to try to override the President's veto of the political-broadcasting bill—which these same members of Senate and House overwhelmingly passed before leaving on the campaign recess.

Broadcasters were left also with the legacy of any election campaign—complaints about media treatment of candidates and issues. But the complaints were more bitter this time, and they have led to court cases that could result in a contraction of the discretion now allowed broadcasters in their coverage of politics and politicians.

If one benefit accrued from the election it was the dissipation of the myth that television can control the electorate. A post-election summary showed that television spending was no guarantee of victory (see story, page 31).

Whether the abatement of the monster image would affect the voting on a motion to override the veto of the political-broadcasting bill is not known. Other factors in the campaign, however, could be influential.

The bill, which would set limits on the amount of money candidates can spend on radio and television and require broadcasters to sell them time at minimum rates, may look better to Democrats after the election than it did before. Their finances are in an even sorrier state, and many have vivid memories of lavish spending by Republican opponents. In addition, the rough handling Democrats got from President Nixon in the campaign may give some of them an added incentive to embarrass him.

Nor should broadcasters, in the opinion of some Capitol Hill observers, count on wholesale defections to the President's support on the part of Republicans who originally voted for the measure. These observers point out that, in view of the less than awesome power the President exhibited in affecting the outcome of elections, those members of his party would be less fearful of opposing him on the issue.

The first call to battle has already been sounded—by Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee. He told the Massachusetts Broadcasters Association in Boston on Thursday (Nov. 5) that he was returning to Washington later that day to "undertake a tough job"—persuading Congress to override the veto.

Representative Macdonald, who steered the bill through the subcommittee, the parent Commerce Committee and the full House, said it was designed to keep "moneymen" from using television and radio to "overwhelm" less affluent candidates. Congress, he said,
How election raises questions on FCC

One question Tuesday's election has not yet resolved is when, or whether, Sherman Unger is to join the FCC.

President Nixon nominated him to the commission in July (Broadcasting, July 27), but later the White House put a "hold" on the nomination after the Internal Revenue Service began an audit of some income tax return.

There has been speculation that the hold would be lifted once the election was history ("Closed Circuit," Oct. 12). But there was no indication last week this was about to happen.

Mr. Unger, recently replaced as general counsel of Housing and Urban Development, reported on Thursday that the audit had finally been completed that morning. He said there is an "honest difference of opinion" as to whether he owes any additional taxes.

However, he declined to discuss the matter in detail other than to say the inquiry involves "constructive income"—that is, income he has not yet received. He said that he and his lawyers feel the auditor is in error and that he would seek administrative review.

Meanwhile, the short term to which he was appointed is getting shorter. He confirmed this month he would have only seven months left of his term. He was named to fill the remainder of Commissioner Robert Wells's term ending June 30, 1971.

The delay in action on Mr. Unger's nomination is holding up action on Mr. Wells's nomination to a full seven-year term to succeed Democratic Commissioner Kenneth A. Cox, who was not reappointed at the expiration of his term in June. Mr. Unger and Mr. Wells are Republicans, and their appointments would give the commission its first Republican majority in 10 years.

But the election results in Kansas, Mr. Wells's home state, raised some questions about the commissioner's own future. Last summer, when he was first mentioned as a candidate to succeed Mr. Cox, Commissioner Wells indicated he might be interested in running for governor of Kansas in 1972 if conditions were right.

One condition was that Democratic Governor Robert B. Docking be re-elected this year. He was.

Last week, Mr. Wells said he was not making any political plans, but he did not foreclose such activity. "I am on the commission, and it's the only thing I have in mind for the immediate future," he said.

maintains that broadcasters cannot provide balance simply by reporting opponents' views in newscasts and interview programs—the means broadcasters generally employ.

For a campaign in which the Republicans were supposed to have the advantage that money can provide for advertising punch, both the GOP and Democrats wrote a surprise ending.

President Nixon and Senator Edmund Muskie (D-Me.) appeared in 15-minute, back-to-back appearances on each of the networks at different times Monday night—and the contrast was startling.

The President appeared in an edited version of a speech delivered the previous Saturday in Phoenix, in which he hit hard at the law-and-order theme. But the tape was in black and white, and the audio was poor; at times words were inaudible.

Senator Muskie, on the other hand, had been taped in color in his home in Waterville, Me. He spoke clearly and directly into the camera, of "the Republican tactics of fear and division which threatened to tear our country apart."

Both appearances were the result of last-minute decisions. The Republican National Committee, regarding the President's speech as particularly significant in view of the incident at San Jose, Calif., on Thursday, when demonstrators stoned the President's car, sought to buy time on the networks Monday night. Originally, the committee wanted 30 minutes, but settled for 15 after a hastily organized Ad Hoc Committee for National Unity had ordered 15 minutes for Senator Muskie. (CBS says The Republican National Committee from the first ordered only 15 minutes from it.)

Former diplomat Averill Harriman, who was named chairman of the group, signed a note for $100,000 on the
understanding he would be reimbursed from contributions received after the broadcast. The RNC and the Harrison group each spent an estimated $135,000 for air time alone.

The idea for the Muskie broadcast originated principally with Geoffrey Cowan, a 28-year-old lawyer who was active in Senator Eugene McCarthy's (D-Minn.) presidential campaign in 1968 and who is associated with a public-interest law firm in Washington. He is chief counsel for Friends of the Earth in its suit to extend the FCC's fairness doctrine to commercials for high-lead gasoline and automobiles.

He began thinking of a broadcast by a Democratic spokesman on Friday (Oct. 30), after reading of the President's plan to make what the newspapers indicated would be a tough speech that night in Anaheim, Calif.

The Republican party was buying a half-hour on CBS to broadcast it at 11:30 p.m., and Mr. Cowan felt it would require a Democratic response. He began confering with Joseph Califano, counsel for the Democratic National Committee, on an offer by CBS to sell the DNC 15 minutes at 11:30 p.m. Sunday. And while negotiations with CBS were still under way, he and Mr. Califano were informed of the Republican committee's plan to buy time on each of the networks for a re-broadcast of the President's Phoenix speech. The DNC was asked if it wanted to share the half hour.

Meanwhile a committee was being assembled by Mr. Cowan. "We didn't think we could raise enough money for three networks," Mr. Cowan said. "In fact, we never did raise enough"—a reference to the $100,000 obligation to Mr. Harriman.

DNC Chairman Lawrence F. O'Brien called for free time and Mr. Califano contacted the networks in an effort to get it. "When he couldn't," Mr. Cowan said, "the Committee for National Unity bought the time."

The Republicans, meanwhile, were having problems. The networks found the edited tape of the President's address provided by the RNC to be below network quality, and told the committee. NBC even offered to make a studio available to the President for a live or taped appearance.

However, that offer was declined, and the networks were told to broadcast the tape. The question of who made that decision is in some dispute; White House aides say it was the RNC; committee officials say it was the White House. Network sources indicate it was both—the committee in the cases of CBS and NBC; the White House by ABC.

The tape originated with KAR-TV Phoenix, and was edited at Hollywood Video Center Inc., in Hollywood, in two versions—one to run 15 minutes, the other 30 minutes, in case the Republicans were able to buy the full half hour. "We helped the audio all we could," John Bria, vice president and general manager of Hollywood Video, said last week.

The Republicans' bad luck did not end with the quality of the tape. Because of cable failure, CBS's affiliates in the East lost the first two minutes and 25 seconds of the broadcast—a portion that included an announcement that the network was not responsible for technical quality of the broadcast. The announcement was made in the anticipation—which proved to be justified—of viewer complaints.

The President's appearance in Phoenix climaxed weeks of heavy campaigning for Republican candidates all over the country. But the party had something more going for it than the President and a full war chest.

Cabinet officers and other members of the administration campaigning around the country appeared in interviews on some 150 radio and television stations. The officials—Vice President Spiro T. Agnew, Interior Secretary Walter Hickel, Health, Education and Welfare Secretary Elliot Richardson, Secretary of Commerce Maurice Stans and White House Counselor Robert H. Finch, among them—were made available through the office of Herbert G. Klein, White House director of communications. Most of the interviews were used in regularly scheduled news shows, but about 25 were developed into full-blown specials. An aide to Mr. Klein said the office helped arrange the interviews as part of an effort Mr. Klein had initiated soon after President Nixon took office to permit news media "more access to government."

Another activity of Mr. Klein's office in connection with the campaign surfaced last week. Robert C. Odle Jr., a member of the staff, was reported to have called some 30 CBS affiliates in advance of President Nixon's speech in Anaheim, Calif., Friday (Oct. 3), to advise them the President would be making an important address over the network. Alvin Snyder, another member of the staff, said the calls were made because the broadcast had been scheduled on short notice "and we wanted to be sure" the affiliates were aware of it.

At a time, last Monday, when the Democrats were still attempting to get free time on the networks, their presumed plight was getting a hard-boiled reaction from FCC Chairman Dean Burch, an old pol himself—he ran Senator Barry Goldwater's (R-Ariz.) presidential campaign in 1964 and was chairman of the Republican National Committee for a time.

Asked at a news conference whether he was bothered by the fact that "one party has large sums to spend and the other doesn't," he answered: "If I was running a campaign and someone else had the money, it would bother me a great deal."

But he also said he would not favor a
system in which every candidate for office was given free time—"because it's not free. Somebody pays for it. You're taking property away and you must do it by due process of law."

In any case, he indicated the problem of political-campaign financing was not the FCC's to solve. He thinks it's Congress's problem.

Network coverage: smoothly expensive

Cost put at minimum of $9.5 million plus pre-emption

The TV and radio networks enlisted thousands of workers and spent millions of dollars in covering last week's election returns, but, being old hands at it by now, they made the massive effort look routine.

The coverage drew its biggest interest from the excitement generated in specific gubernatorial, Senate and House contests by President Nixon's and Vice President Agnew's unprecedented efforts in an off-year election, on behalf of candidates who would align with them.

Throughout their coverage from early Tuesday evening (Nov. 3) until their sign-offs at 2:30 a.m. EST (ABC-TV) and 3 a.m. (CBS-TV, NBC-TV), they centered often on progress in these races, while providing running reports on the other, less dramatic races.

They were playing to an audience that was not immediately counted. There were no overnight national ratings, or even "informed projections" from which to judge whether the size of the audience was valid, exceeded or fell short of the 142 million people who, two years earlier, formed the estimated audience for all or part of TV's 1968 presidential election coverage.

If New York was any indication, early evening interest centered more on entertainment than politics—a not-unusual occurrence. In the 7:30-8:30 p.m. period ABC-TV's Mod Squad had a higher rating in the overnight Nielsen than election coverage on CBS-TV and NBC-TV combined. Mod Squad came in with a 23.2 rating in New York, against 13.6 for elections on CBS-TV and 7.6 for elections on NBC-TV.

For the period from 8:30 p.m. to 1 a.m., NBC-TV led in election-coverage ratings in New York Nielsons with an average of 12.5 to CBS-TV's 11.7 and ABC-TV's 6.6. NBC sources estimated that, in New York alone, about 7.2 million people watched some or all of the coverage on one or more networks.

Though figures on the national audi-
Our 7 a.m. news begins at midnight.

WBAL has Baltimore's only 24-hour news department.

After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

WBAL Radio 11
Baltimore

We talk to you like a person.
IS DMSO THE WONDER DRUG OF THE CENTURY? IF SO, WHY ISN'T IT ON THE MARKET? THE ANSWERS TO THESE QUESTIONS TOOK KHOU-TV A LONG WAY FROM HOUSTON.

DMSO is one of four controversial drugs featured on KHOU-TV's hard-hitting, three hour documentary, A RIGHT TO LIFE. Advocates of DMSO claim it has proven effective in treating a variety of diseases, from arthritis to cancer. But is that the truth? The whole truth?

A RIGHT TO LIFE began as a brief human interest story for Houston audiences. But as information about DMSO and other allegedly beneficial drugs came to light, the question of why they had been withheld from the public took on deeper importance. And KHOU-TV widened its study.

For six months, camera crews were dispatched from coast to coast, and tons of research were evaluated. A RIGHT TO LIFE became the most ambitious local program ever produced in Houston. Acclaimed by television critics. Responded to with letters and telegrams by hundreds and hundreds of viewers. Honored with a Silver Medal by the International Film Festival in Atlanta.
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**Networks:**
- NBC
- CBS
- ABC

**Cities:**
- Birmingham
- Harrisburg
- Hartford
- Houston
- Johnstown
- Louisville
- Miami
- Nashville
- Shreveport
- St. Louis
- Tulsa
- Albany/Schenectady/Troy
- Buffalo
- Fort Wayne
- Greensboro/High Point/Winston-Salem
- Knoxville
- Lansing/Flint/Jackson
- Milwaukee
- Norfolk
- Portland
- Syracuse
- Washington, D.C.
Public service isn’t always a happy job.

Recently, a young man was accidentally struck and killed by a train in Missouri. The police sought help in locating the next-of-kin — and as a result of announcements on the Fetzer TV Stations in Nebraska, the family was located. Writing to the stations, law officers cited "the essential part your stations play in community life." There was no way for this public service job to have a happy ending — but it does represent another example of how the community is served through responsible communications.

The Fetzer Stations

WKZO WKZO-TV KOLN-TV KGIN-TV WJEF
Kalamazoo Kalamazoo Lincoln Grand Island Grand Rapids
WWTV WWUP-TV WJFM WWTV-FM WWAM KMEG-TV
Cadillac Sault Ste. Marie Cadillac Cadillac Cadillac Sioux City
anchored the NBC Radio news coverage, which extended from 7 p.m. to 3 a.m. EST. Returns were given in four live segments, totaling 30 minutes, within each hour, in addition to reports on the regular News on the Hour.

Associated Press fed television and radio information, starting at 7:55 p.m. EST, and hourly throughout the night. It moved special national summaries, and each bureau ran its own broadcasting election wire coverage for key state races.

Bulletins also were fed to members. Gerald Trapp, general broadcast editor, said: “It was one of the smoothest elections from the standpoint of transmission of election results and special material for broadcast use.”

UPI Audio’s coverage extended throughout the night until 4 a.m. EST. Operating out of headquarters in Washington, Don Fulson anchored the operation. Its affiliates were provided with closed-circuit feeds twice an hour, in addition to live programs and wrap-ups of races. In New York, the staff gathered actualities and reports from around the country for live and closed-circuit transmission.

The menace goes out of the medium

Appraisal of TV campaigning now that vote is in:
Big spending bought as many defeats as victories

Those TV experts who deal in packaging and selling candidates were proved last week to be less than the miracle workers they had been heralded to be—by author Joe McGinness in his popular “Selling of the President” and others. As many of their clients lost as won.

In the aftermath of the elections the monster that some critics had made of the widespread use of political commercials was cut down to size. “Sometimes we win, and sometimes we lose,” said David Garth, president of Garth Associates, New York (three winners, two losers; one undecided as of last Thursday). “Where TV can help a man, we use it. Where it can’t, we don’t. It’s not the beginning or end of a campaign. It’s part of the total picture.”

To another media specialist, however, television may not guarantee the victory of a candidate, but victory is unlikely to be attained without it. Robert Ailes, vice president of REA Productions, New York (two winners, one loser, one undecided), predicts that more television will be used in future campaigns. “No man in a major state was elected without TV,” he asserted.

Jack Bowen of Bailey Deardorff, Bowen Inc., Washington (three winners, three losers), pronounced television “the number-one medium.”

Pierre Vacho, president, Shelby Storck Organization, St. Louis (one winner, one loser), was concerned with the attention being paid his specialty. “Filmmakers get too much publicity,” he said. “It gives the feeling of political manipulation.”

The specialists acknowledge that some of their techniques probably need re-evaluating. Among the specific changes advocated were the production of longer political messages on television and more live and documentary-type programing involving candidates.

Mr. Bowen suggested “development of half-hour programs that are good, entertaining, and informational.” They should “not just be on the man and his personality, but should focus on issues,” he said.

“Tо restrict a man to 60 seconds is unfair,” commented Charles Guggenheim, president, Guggenheim Productions, Washington (four winners, four losers). “We have to go to longer programs. The spots are getting tiresome and superficial.” Political advertisers, he said, are going to have to break away from using extensions of advertising-agency techniques and develop their own.

“The trend is away from the packaged political spots,” agreed Mr. Ailes. “We need more live programing.” He urged “more program time for the messages and more live appearances.”

Many voters in last week’s elections were confused because “a great deal of TV advertising looked and sounded alike,” suggested Mr. Bowen. “It was hard to keep from confusing candidates. The visual techniques were the same.” He noted that his firm planned “to concentrate and build TV campaigns that are distinctive” for each candidate.

Joseph Napolitan, Washington (two winners, one loser, one undecided), suggested that candidates shoot films and submit them to stations for airing on regular news shows. Mr. Vacho predicted more “staging of things to get on the news” (like) “the symbolic press conferences held in city dumps.” As for the 30- and 60-second spots, “the shorter stuff will still be in vogue in ’72,” forecast Mr. Vacho.

Even if longer candidate messages became a fact of broadcast life, their programing might present a problem.

Mr. Napolitan, for example, cited his experience with the lack of availabilities. “We've been under the gun for trying to package candidates in 30 and 60 seconds,” Mr. Napolitan observed. The fact is, he added, “we have difficulty buying longer time. Stations are reluctant to sell longer than 60-second spots in prime-time.”

“In some markets,” added Mr. Guggenheim, “it’s almost impossible to buy longer time periods. The stations are eager to protect their ratings. There has to be real reform in this particular area,” he declared, “making available decent time of some length.”

Media specialists singled out the U.S. Senate races in Illinois and Utah as examples of how the misuse of TV could counter the positive impact of mass spending in the medium. The political messages of Republican Senator Ralph T. Smith in Illinois and by aspirant Laurence Burton in Utah were described as “dirty” and “vicious” by the media specialists who represented other candidates in races in the same states.

Robert Squier, president, The Communications Co., Washington (five winners, three losers), noted that in both cases, the candidates involved in the questionable messages were beaten (Senator Smith by Adlai Stevenson III in Illinois and Mr. Burton by Senator Frank Moss in Utah). Mr. Squier said he had developed a “new respect for the American voter.”

“I’ve never seen anything like it,” commented Mr. Guggenheim on the two campaigns. “I didn’t think men had nerve to do things like that.” Mr. Guggenheim represented Senator Moss.

Mr. Squier predicted that “responsibility” will be the byword of the future for candidates and TV media specialists. “We've now reached the peak of excitement in TV,” he said. “We've had to four to eight years to find a responsible way to harness use of TV in campaigns. The field hasn't reached its adolescence yet.”
She was seen but not heard enough

That's the essence of FCC staff opinion about woman candidate who felt ignored on panel show

An FCC staff opinion issued in the closing days of the campaign—one of hundreds given in response to candidate complaints or station queries—could have an impact on how panel shows are conducted. In the view of an official of the station involved, it might mean as far as candidates are concerned.

The opinion was in response to a request from WSB-TV Atlanta for an advisory opinion on what, if any, equal-time obligation to the Socialist Workers Party candidate for governor of Georgia, Mrs. Linda Jenness, the station incurred as a result of a one-hour panel show on which she appeared with four other candidates on Oct. 9. The show was repeated on Oct. 11.

William B. Ray, chief of the commission's complaints and compliance division, held that the station had failed to adhere to an agreed-on format and that, as a result, Mrs. Jenness was entitled to additional time on the station. The opinion was issued on Oct. 30.

Frank Gaither, executive vice president of Cox Broadcasting, which owns the station, expressed the fear that, if all political candidates on a panel show must be given equal time, no station would carry such programs. Mr. Ray did not say equal time was required; rather, he said the exact amount of time should be left to the good-faith negotiations of the parties.

Although Mrs. Jenness and the station disputed a number of aspects of how the program was conducted, Mr. Ray said there was no dispute about others, and it was on the basis of these that he held that the agreed-on format of the show had been violated.

He said there was no dispute that Mrs. Jenness had not been recognized by the moderator when she sought to make a comment, that she was able to express a view only after interrupting another speaker, and that she was not asked any questions by the newsmen questioners or the moderator after an initial period in which questions were directed to all candidates.

Mr. Ray also noted that the Republican and Democratic candidates were permitted to change comments without being recognized, even though such cross-talk was not to be permitted, and that Mrs. Jenness was given less than five minutes of time while one major-party candidate received 16 minutes and the other 14 minutes. Mrs. Jenness was not given to the other candidates.

Mr. Ray's letter to WSB-TV constituted one of the few formal rulings the staff issued in response to the hundreds of queries and complaints received in the last days of the campaign. WSB-TV had requested a written opinion; most of the other questions were telephoned in by candidates or station personnel seeking quick answers.

The composition of the Senate Commerce Committee—barring any unforeseen changes by present committee members in January when the 92d Congress convenes—should remain virtually the same as it is in the 91st.

All House Commerce Committee members—with the possible exception of Hastings Keith (R-Mass.)—were successful in their bids for re-election. Mr. Keith's race was undecided as of last Thursday.

Even with the return of all hands, however, five vacancies still exist on the parent Commerce Committee. One results from the death of Daniel J. Ronan (D-Ill.). Committee members Richard Ottinger (D-N.J.) and Albert W. Watson (R-S.C.) left the House to seek other offices, unsuccessfully, as it turned out. The other two openings were created by the primary losses of Glenn Cunningham (R-Nebr.) and—more important—Samuel N. Friedel (D-Md.). Mr. Friedel is second only to Commerce Chairman Harley Staggers (D-W.Va.) in seniority among Democratic committee members, and his loss leaves the sought-after Transportation

No upheavals on the Hill

Most incumbents win; Macdonald could move to new chairmanship

When Congress reconvenes on Nov. 16 after the election recess, broadcasters will find familiar faces on the House and Senate Commerce Committees. The few changes that resulted from last week's elections will not become apparent until the 92d Congress meets in January.

Communications powers in both houses—Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), House Commerce Committee Chairman Harley Staggers (D-W.Va.) and House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.)—all won easily.

The elections produced two casualties on the Senate Commerce Committee—Joseph Tydings (D-Md.) and Charles Goodell (R-N.Y.), both junior members. Mr. Goodell also held a Communications Subcommittee seat. Coincidentally, the reorganization bill which passed through both houses several weeks ago eliminated two seats on the full Commerce Committee. Democrats are reduced from 10 to nine and Republicans from nine to eight.

Joseph Napolitan on the winning campaign of Mr. Burns for governor of Hawaii and Governor Mandel for election in Maryland.)

BROADCASTING, Nov. 9, 1970
and Aeronautics Subcommittee chairmanship up for grabs. A name that figures prominently in discussions of a successor to that post is that of Torbert MacDonald (D-Mass.), currently chairman of the Communications Subcommittee, next in line in seniority to Mr. Friedel among committee Democrats. A MacDonald move would leave the Communications Subcommittee chairmanship open to other senior Democrats. Next in the party hierarchy after Mr. MacDonald on the full committee (D-Okl.), chairman of the Public Health and Welfare Subcommittee, followed by John E. Moss (D-Calif.). Reached at his Massachusetts campaign headquarters last week, Mr. MacDonald tagged the discussion of possible committee change as “a little premature.”

**In the Senate**

Howard Cannon (D-Nev.) defeated his Republican opponent, William Raggio, Reno district attorney, by 78,701 votes to 55,443, to win his third term. President Nixon and Vice President Agnew both made trips to Nevada to campaign for Senator Cannon's opponent. Senator Cannon is on the Communications Subcommittee.

Charles Goodell (R-N.Y.) ran third with 1,408,310 votes against the winner, Conservative James Buckley (2,207,935), and Democrat Richard Ottinger (2,105,516). Mr. Ottinger was attempting to move up to the Senate from the House. Vice President Agnew marked Senator Goodell for extinction. Mr. Goodell's defeat will leave a seat open on the Communications Subcommittee.

Philip Hart (D-Mich.) rolled over his Republican opponent, Mrs. Lenore Romney, on the way to his third Senate term. Incomplete returns showed him leading 1,492,271 to 793,438 as of last Thursday. In the Detroit area a computer breakdown forced votes officials to count returns by hand. Senator Hart's lead was so strong, however, that Mrs. Romney, wife of George Romney, now secretary of housing and urban development and former Michigan governor, conceded two hours after the polls closed. Senator Hart is on the Communications Subcommittee.

Vance Hartke (D-Ind.) was caught in the closest senatorial race. As of last Thursday, Senator Hartke led his Republican opponent, Representative Richard Roudebush, by about 3,700 votes—865,430 to 861,741. Although Mr. Hartke claimed victory, a challenge of the tally was expected. Mr. Hartke is on the Communications Subcommittee.

Frank Moss (D-Utah) was elected to a third Senate term over Representative Laurence Burton (R-Utah), who was heavily supported by the Nixon administration. The race was marred by numerous complaints of unfair advertising practices—particularly in TV spots. Mr. Moss defeated Mr. Burton by 210,284 to 159,435. Mr. Moss is on the Communications Subcommittee and is chairman of the Consumer Subcommittee.

John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, won a fourth term by overwhelming a Jesuit priest who ran as the Republican opponent. Senator Pastore beat the Rev. John A. McLaughlin 224,903 to 104,917.

Winston L. Prouty (R-Vt.) defeated former Governor Philip Hoff 86,902 to 59,022 for election to his third term.

Hugh Scott (R-Pa.), Senate minority leader, was elected to his third term over state Senator William Sesler by 1,864,029 to 1,644,287. Mr. Scott is on the Communications Subcommittee.

Joseph Tydings (D-Md.) lost to Republican J. Glenn Beall Jr., who had been endorsed by both President Nixon and Vice President Agnew. The vote was 479,985 to 450,233.

**In the House**

Brock Adams, Democrat from Seattle, defeated Republican Brian Lewis 94,499 to 45,081 for election to his fourth term.

Ray Blanton, Democrat from Nashville, Tenn., defeated Republican Bill Doss by 77,186 to 29,010 for election to his third term.

Donald G. Brotzman, Republican from Boulder, Colo., defeated Democrat Richard Gebhardt by 125,277 to 72,384 for election to his third term. He is a member of the Communications Subcommittee.

Clarence (Bud) Brown, Republican from Urbana, Ohio, defeated Democrat Joseph D. Lewis 83,850 to 37,295 for election to his third term. Mr. Brown, former owner of WCOM-FM Urbana and present owner of the Brown Publishing Co. which includes four Ohio papers, is a member of the Communications Subcommittee.

James T. Broyhill, Republican from Lenoir, N.C., defeated Democrat Basil Whitener 63,945 to 47,601 for election to his fifth term. He is the senior Republican member of the Communications Subcommittee.

Tim Lee Carter, Republican from Tompkinsville, Ky., defeated Democrat Lyle L. Willis 48,268 to 11,684 for election to his fourth term.

Samuel L. Devine, Republican from Columbus, Ohio, defeated Democrat James Goodrich 82,358 to 60,474 for election to his seventh term.

John Dingell, Democrat from Dearborn, Mich., defeated Republican William E. Rostron 82,189 to 22,880 for election to his seventh term.

Bob Eckhardt, Democrat from Houston, was unopposed for election to his third term.

James Harvey, Republican from Saginaw, Mich., defeated Democrat Richard E. Davis 86,332 to 45,755 for election to his sixth term. He is a
ABC HAS 6 OF THE TOP 15 PROGRAMS REACHING ADULTS 18-49
ABC's young adult power—the ability to reach adults under fifty—has gained strength in the new season. For the two week period ending October 18, six ABC programs placed in the Nielsen Top 15 reaching younger adults. The top 4 were all on ABC!

<table>
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<th>Program</th>
<th>Ranking</th>
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<td>Marcus Welby, M.D.</td>
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<td>ABC Sunday Night Movie</td>
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<td>The FBI</td>
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<td>ABC Movie of the Week</td>
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<tr>
<td>Mod Squad</td>
<td>11</td>
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<tr>
<td>NFL Monday Night Football</td>
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ABC's ability to deliver young adults is not confined to these shows: it ranges throughout its entire prime time schedule of drama, comedy and variety.

...67% of ABC's entire adult audience is in the 18-49 group.
...58% of Network X's adult audience is 18-49.
...54% of Network Y's adult audience is 18-49.

Putting it another way, let's say you can buy schedules on all three networks which have the same over-all efficiency. Your ABC schedule will give you

...an advantage of 15% over the second network in reaching younger adults.
...an advantage of 25% over the third network in reaching younger adults.

The special values of the various age groups are documented in a new, basic marketing study conducted by Lieberman Research, Inc. and ready now. Younger is better, the study reports, better in awareness of brands, better in recognizing your advertising campaigns, better in trying your products. We hope you'll see it. We want to show you the powers of concentration—on the young adult market—and on ABC!

**ABC TELEVISION NETWORK**

Source: NTI Fast Evening Persons Audience Estimate Report, two weeks ending October 18, 1970—7:30-11 pm. All audience data quoted are based upon estimates from the rating service cited. Qualifications available upon request.
Broadcasters win in only four elections

Shapp gets governorship; Taft wins seat in Senate; Barry Farber loses out

And then there were four. . . . That was the story last week as 14 broadcasters went to the starting line as candidates for public office across the nation—and only four emerged victorious.

The most prominent broadcast-associated winners of elective offices were Democrat Milton Shapp, who won the Pennsylvania governorship, and Representative Robert A. Taft Jr. (R-Ohio), who beat millionaire Howard Metzenbaum for the U.S. Senate seat vacated by Democrat Stephen Young.

Mr. Shapp, who won in his second bid for Pennsylvania's highest office, is a millionaire industrialist from Philadelphia who made a fortune as founder and former president of Jerald Corp., Philadelphia, CATV manufacturer and a group operator of cable systems. He sold his interests in Jerald in 1966 before running for the governorship, and in 1967 bought a small interest in some cable holdings. At present he owns 59% of a CATV system in Williamsport, Pa., and holds a CATV franchise in Coraopolis, Pa. He also holds a 37% interest in WJHB (AM) and WOKU-FM, both Greensburg, Pa., and operator of WJHB Cablevision, a group operator holding CATV franchises in Greensburg and surrounding communities in Westmoreland county, Pa. Mr. Shapp won by about 500,000 votes.

Mr. Taft is former general counsel and director of the Taft Broadcasting group, operated by the Taft family, and son of the late Robert A. Taft Sr., long-time Republican senator from Ohio. Mr. Taft won by 73,000.

The other broadcaster winners were:

Dawson Mathis, news director for WALB-TV Albany, Ga., who won that state's Democratic primary over three other candidates for the seat of retiring Representative Maston O'Neil (D-Ga.), was unopposed in the general election. He retired from his news directorship approximately six months prior to the primary.

Arizona Governor John R. (Jack) Williams who defeated his Democratic opponent for governor, Raul H. Castro. Mr. Williams is former mayor of Phoenix and was an executive and

But the discord lingers on . . .

Fairness flap involving a California 'network' persists after election

The election may be over, but California Democrats are continuing to worry about the operation of an ad hoc California broadcasting network. Last week, they asked the FCC to reverse a staff ruling that the network stations did not violate the fairness doctrine in their treatment of Democratic demands for time to respond to a speech last May by Governor Ronald Reagan.

The request was filed before the election by the director for the campaign of Jess Unruh, who was defeated in his bid to unseat Governor Reagan, as well as by the state's Democratic Central Committee. The petition noted that while the campaign committee would cease to exist after the election, the state committee would continue to...
minority stockholder with KOY(AM) Phoenix.

The unsuccessful candidates involved in broadcasting were:

Democrat Fabian Chevez, general manager of Santa Fe Cablevision and political commentator, who lost in his bid for a House seat from New Mexico to incumbent Republican Manuel Lujuan Jr. (R-N.M.). Late results showed Mr. Lujuan the winner by 88,567 to 61,607.

Mr. Chevez, a former state legislator, who has a successful career both for the state's governorship and national office, served as a political analyst for KOB-AM-TV and later for KOAT-TV, both Albuquerque.

A West Virginia broadcaster, Republican Ken Doll, who lost in his bid to unseat incumbent U.S. Representative Robert H. Mollohan (D-W.Va.). Mr. Doll, newsman/newscaster who anchored the 11 p.m. news for WTRF-TV Wheeling, moved to an off-air writing and production post at WOPM(AM) Bellaire, Ohio, after declining his candidacy.

Due to a temporary staff shortage, WOPM was forced to put him on the air, but Mr. Doll said that he “didn’t read his own releases.” He left the Ohio station seven months before the elections to campaign full time.

Republican candidate Barry Farber, air personality with WOR(AM) New York, who was defeated in his bid for a House seat from New York’s 19th district by Democratic peace activist Bella Abzug, a lawyer and supporter of the women's liberation movement.

Mr. Farber has two shows on WOR(AM) New York, an 8:15 to 9 p.m. syndicated program and a seven-nights-a-week talk-interview show from 11:15 p.m. until 5 a.m. During the campaign, Mr. Farber continued his syndicated show but did only the commercials on his all-night program.

By mutual agreement, Mrs. Abzug was given spots during the all-night show and also a 45-minute block of time on the Friday night prior to the election.

Former newscaster for WWDC(AM) Washington-turned-politician, Republican David Fentress, lost his Maryland race for the House to his Democratic opponent, Paul S. Sarbanes.

Cecil Hefelt, president of KGMB-AM-FM-TV Honolulu and KFUA-AM-TV Hilo, Hawaii, who fell short in his effort to unseat Senator Hiram Fong (R-Hawaii) by 123,334 votes to 116,039.

John Haaveck, former newsmen with NBC and later a newscaster and specialist in international affairs for KNTV-TV Omaha, who was an unsuccessful Democratic candidate for a House seat from Nebraska against his Republican opponent John Y. McCollister.

Former WSB-TV Atlanta news director Hal Suit who, in one of the most nationally significant races involving a broadcaster-turned-political-candidate, was soundly defeated by his Democratic opponent for the Georgia governorship, wealthy peanut farmer Jimmy Carter.

Another broadcaster turned politician with six House terms to her credit, Catherine May (R-Wash.), was defeated by state Senator Mike McCormick, 66,185 to 59,022. Mrs. May has held news positions with KMO(AM) Tacoma, Wash., KOMO(AM) and KJR(AM), both Seattle, and was a writer for NBC, New York.

Finally, three broadcasters who had been associated with WCDO-AM-FM-TV Minneapolis sought U.S. House seats in three Minnesota districts and failed. Democrat George Rice, long-time editor for TV who resigned in April to run, lost to his Republican opponent, Bill Frenzel; Democrat Terry Montgomery, former WCCO-TV news reporter and more recently an executive at a local college, lost to incumbent Representative J. M. Zwatch (R-Minn.); and Republican Dick Ernroth, newscaster with WCCO(AM) before the election, was beaten by incumbent Representative Donald M. Fraser (D-Minn.).

be affected by the staff's ruling on the Reagan speech.

The original complaint was directed against 34 stations, one of them in Reno, Nev. The petition for review, however, focused on five stations that constitute a so-called California Broadcast Pool—KBRA-TV Sacramento, KNXT-TV and KNBC-TV, both Los Angeles, and KPIX-TV and KGO-TV, both San Francisco—that fed the governor's speech to the other stations.

Phillip Schott, the campaign manager, contends that a Democratic spokesman is entitled to the same kind of uninterrupted opportunity to speak over a statewide network of stations that had been made available to the governor. Mr. Reagan's 15-minute speech dealt with an order closing all state colleges and universities for four days to avoid “deliberate violence and disruption.”

William Ray, chief of the commission's complaints and compliance division, had held, as the commission did earlier in disposing of claims for time arising out of President Nixon's use of television, that an obligation to afford an uninterrupted opportunity for reply does not result from a single speech.

He also said that 27 of the 34 stations cited in the original complaint, through news shows and documentaries, had acted reasonably and in good faith in discharging their fairness-doctrine obliga-

gation to present views in opposition to those of the governor's (Broadcasting, Oct. 12).

In seeking review of the staff action, he asked the commission to rule that the California pool is subject to the fairness doctrine with respect to its pool operations—that when it makes its facilities available to a spokesman for one side of a controversial issue, it makes them available to a spokesman for the other.

He also asked the commission to rule that the fairness doctrine requires broadcasters to afford those opposing the Reagan speech on the campus-closing issue the same kind of format he used in his speech in May. The commission has rejected such requests in the past, but Mr. Schott argues that opponents of the views expressed in a set speech are entitled to more than "bits and pieces" of news shows in stating their position.

Mr. Schott, in addition, complained of what he regarded as the commission staff's lax handling of the complaint. It was received on July 1, and disposed of on Sept. 30, two months after the stations cited in the complaint had submitted their responses. Although the staff letter was written more than a month before the Nov. 3 election, Mr. Schott said the length of time taken by the staff to respond deprived his com-

mittee of the right of commission reviewing prior to the election and thus constituted "prejudicial procedural error."

He asked the commission to announce steps to prevent a repetition of such delays in fairness-doctrine proceedings.

Court upholds FCC's stand on primaries

Air time for one party need not mean equal time for other, D.C. panel says

Broadcasters who make time available for candidates in a primary contest do not as a result incur equal-time obligations so far as candidates running in a primary of another party are concerned.

That position, long maintained by the FCC, has been upheld by the U.S. Court of Appeals for Washington in a decision rejecting an appeal brought by Richard B. Kay, who ran for the Senate from Ohio last week on the American Independent Party ticket.

Mr. Kay had filed a complaint with the commission directed against a number of Ohio radio and television stations that had carried two programs before the May primary, one featuring candidates for the Republican Senate nomi-
nation; the other, candidates for the Democratic nomination. No similar program was planned for the AIP primary, in which Mr. Kay received only write-in opposition. Mr. Kay argued that he was entitled to "equal time" and use of the facilities of the stations carrying the programs. The stations involved were WTVN-TV Columbus; WSPD-TV Toledo; WCPO-TV Cincinnati; and WEOB-TV, WJW-AM, WKCY-AM, WVIZ-TV, and WOAR-AM, all Cleveland.

The court, in an unanimous opinion written by Judge George E. MacKinnon, sustained the commission's conclusion that Mr. Kay was not entitled to time equal to that afforded candidates engaged, as the court said, "in wholly separate and distinct primary contests of other parties." Chief Judge David L. Bazelon and Judge Edward A. Tamm were other members of the three-judge panel.

Judge MacKinnon said that the commission's ruling was consistent with prior agency decisions and with congressional intent in enacting Section 315. He said Congress intended "to restrict the benefits of 'equal opportunities' to candidates of the same class or character as the candidate or candidates who may have been permitted to use a broadcasting station in the first place."

Mr. Kay, in his complaint to the commission, had also cited the fairness doctrine in support of his contention he was entitled to time on the stations involved. He did not raise that issue in his appeal, but he did argue that the commission's ruling would enable broadcasters to play favorites among parties by favoring certain candidates with time in their primary campaigns.

Judge MacKinnon conceded that the amount of free time given in the primary "could determine the winner in the general election." But he cited, with approval, the commission's response—that such action would "raise a serious question" under the fairness doctrine "as to the licensee's performance as a public trustee" and that, as a result, there is "no merit to [Mr. Kay's] contention that the commission ruling opens the way to this kind of imbalance."

In a related development last week, the commission affirmed renewals of the licenses of WJW-AM-TV, which the staff granted last month. The commission acted on its own motion, at the request of the staff, in response to an objection that Mr. Kay had filed against the Storer Broadcasting Co. stations on Sept. 1.

Mr. Kay had alleged that the stations violated the equal-time law and the fairness doctrine by showing "unreasonable preference and advantage" to the Republican and Democratic parties before and during the May primary. And since the primary, he said, the stations discriminated against him by ignoring his news conferences and releases.

The commission last week noted that the appeals court had sustained its July 15 decision that the Storer stations had complied with the equal-time law and the fairness doctrine. It said that a review of the stations' news coverage does not substantiate Mr. Kay's charge that the stations discriminated against him.

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**Broadcasting**

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**A hard line on antismoking issue**

Broadcasters' goal made clear to FCC: no privileged status for health warnings

The fairness doctrine is not involved in the broadcast of antismoking announcements, and the obligation of licensees to air such messages after the Jan. 1 ban on cigarette advertising is no greater than their obligation to air any other public-service spots.

That was the position taken by most broadcasters in comments on the FCC's inquiry into what to do about the smoking-and-health issue after Jan. 1 when broadcast cigarette ads will be prohibited (Broadcasting, Oct. 19, Nov. 2).

The National Association of Broadcasters urged the commission not to require licensees to carry antismoking messages after Jan. 1. Such matters "should continue to be the responsibility of the licensee in programming to serve the needs and interests of his community," NAB said. If the commission dictates that stations must make such announcements, it will be engaging in program censorship, NAB added.

The view that antismoking spots should be left to the broadcaster's discretion was also voiced by broadcasters such as Metromedia Inc., Storer Broadcasting Co., Corinthian Broadcasting Corp., Sondeling Broadcasting Corp., and the North Carolina Association of Broadcasters.

Metromedia said the commission should rule that the fairness doctrine is still applicable to the broadcast of health-hazard announcements. However, if licensees decided to broadcast antismoking spots, they would have to seek out the views of pro-tobacco spokesmen, neutralizing the ban on cigarette ads, Metromedia pointed out.

Storer held that the fairness doctrine no longer applies to antismoking messages because of the cigarette ad ban.

Corinthian said that if cigarette smoking is not a controversial issue, there is no basis for broadcasters to treat it at all. It added that if the issue is as controversial "as we think," the usual rules in handling such issues should be followed—and the rules do not include requiring licensees to carry antismoking spots.

The view that the FCC lacks jurisdiction to compel the broadcast of antismoking messages was also held by Sondeling. It said issues of overriding public importance are difficult to predetermine, but that if the parties most involved (such as the Cancer Foundation and the Advertising Council) would provide antismoking spots to licensees, they would be used just like other public-service announcements.

However, Warren Braren, former manager of the New York office of the NAB Code Authority, told the commission that "broadcasters are more
FILL IN THE BLANKS:

__LEENEX TISSUES.

__LEENEX TOWELS.

__OTEX FEMININE NAPKINS.

__IMBERLY-CLARK.

Easy? There's a catch. It's not just "k", it's capital K. Because Kleenex® and Kotex® are registered trademarks of the Kimberly-Clark Corporation. And part of a whole line of quality paper products. So when you use our name, please remember to capitalize it. And to use it correctly. Kleenex tissues, or Kleenex towels, never just Kleenex. Thank you.
than usually obligated to use the public airwaves to help bring about a remedy" for the "major public-health problem" of cigarette smoking.

He said the public-interest standards of the Communications Act and the court's Red Lion decision require broadcasters to carry enough antismoking spots to impress upon the public the gravity of the problem. The FCC's interpretation of the Red Lion decision, he said, establishes that broadcasters must inform the public on important issues, whether or not they carry commercials associated with products. Mr. Braren warned the commission not to rely on the discretion of licensees, and urged it to "develop a guide for broadcasters, using the current level of antismoking messages as a barometer."

Mr. Braren has criticized the NAB for dragging its feet in curtailing cigarette advertising and for misleading Congress and the public into believing the industry has an effective self-regulation program (Broadcasting, June 16, Dec. 8, 1969). The controversy within the NAB led to Mr. Braren's dismissal last year.

Antismoking spots: their chances on air

99 stations say they'll carry messages, 17 won't, 24 undecided in poll

The American Cancer Society announced at its annual meeting in New York last Friday (Nov. 6) that many of the country's TV stations will continue antismoking commercials after the ban on broadcast advertising of cigarettes goes into effect, Jan. 2.

In a reply to a letter from William B. Lewis, ACS chairman, 99 independent, network and group television executives said they would continue the antismoking messages, ACS said. Seventeen, however, said they would not, and 24 said they were undecided.

Some charged that selective discrimination had been practiced against radio and television, Mr. Lewis said, and several urged a ban on all cigarette advertising.

WMMR-TV Baltimore, for instance, agreed to continue to carry antismoking spots, but added, "We remain convinced that legislation forbidding the broadcasting of a legal product by one medium only is discriminatory, and that government price supports and activities overseas for the marketing of tobacco products, demonstrates a lack of integrity."

KMST (TV) Monterey, Calif., also agreed to continue, but also felt the ban should go further to include the same restrictions upon newspapers, magazines and billboards. Among others mentioned by ACS, both KJEO (TV) Fresno, Calif., and KTLA (TV) Los Angeles scored the loss of cigarette advertising to the broadcast industry but also felt the public-service campaign should continue.

In complimenting the broadcasting industry for joining in the antismog campaign, Mr. Lewis said, "We believe that the immediacy of the broadcast medium with the range and size of its audience has permitted a profound public service on behalf of the health of the American people."

During the four-day meeting, which was to end Saturday (Nov. 7), the society also announced there was an 8.5% decline in the number of cigarette smokers, and a 7% drop in total cigarette consumption, among viewers of the television series Why You Smoke, broadcast on the National Educational Television network.

In the ACS study, conducted by Lieberman Research Inc., New York, in 11 metropolitan areas, 47% of those who saw the broadcasts smoked. Immediately after the series, this figure dropped to 43%. Four months later, a second interview showed the same proportion of smokers and non-smokers, indicating that most of those who quit were staying off cigarettes.

Produced by NET under a grant from ACS, the series was aired during the first week in March.

On an average, about 12% of the television population surveyed watched the programs, the study showed. The study was conducted in Chicago, Cincinnati, Atlanta, Boston, Cleveland, Pittsburgh, Rochester, N.Y., San Francisco, Seattle, Tampa, Fla., and Wilmington, Del.

Ad freedom periled, Foster warns AAAA

"The right to advertise in any meaningful way is under serious attack, which means, in bedrock terms, that the free-enterprise system itself is vulnerable."

Such was the warning Thursday in Chicago for the central region convention of the American Association of Advertising Agencies by Archibald McG. Foster, chairman, Ted Bates & Co., New York, and national AAAA chairman.

Mr. Foster pointed out that the success of the individual protest by John Banzhaf III, which evolved into the ban on cigarette advertising on the air, also has resulted in growing demands for consumer-protection actions involving advertising in many other fields.

They touch everything, he said, "from proprietary drugs . . . to automobiles."

He agreed that if anyone must make policy it should be Congress, "elected men and women, sensitive to the real needs of the economy and to the views of the electorate." But, he said, "there are those who would try to circumvent the Congress and rely on regulatory agencies and courts to bring about massive changes in our free enterprise system."

Mr. Foster called upon AAAA members to sit down and talk with their congressmen and senators about the problem. He said a sampling of legislators has revealed that by and large they are "not aware of the attacks that are being mounted against the right to advertise."

The members of Congress, Mr. Foster concluded, "will vote as responsible and concerned custodians of the free enterprise system when they are informed as to the issues and when they are given a chance to do so."

NAB wants to cut some ratings data

Dimling suggests demographics replace product-usage figures

Rating details about TV viewers have proliferated to such an extent that the information is beginning to reach the point of diminishing returns, according to John A. Dimling Jr., research vice president of the National Association of Broadcasters, in a speech scheduled to be delivered today (Nov. 9) to the Advertising Research Foundation in New York. He announced also that NAB is recommending to the TV-rating services that they eliminate some types of data that do not add useful information to buyers or sellers of broadcast time.

Mr. Dimling was to present figures showing that it is better to use demographic breakdowns of the TV audience in choosing programs for target audiences rather than product-usage figures ("Closed Circuit," Nov. 2).

For example, he said, if an advertiser wanted to reach instant-coffee users, it would be better if he calculated the best program to choose by using the housewives' figure rather than the instant-coffee-users' estimate. In the first instance, he would get a 100% correlation on the most popular program for the audience he wants to reach. In the second, he would come up with only a 67% chance of being right.

The $40,000 study, done by Statistical Research Inc., Westfield, N.J. (in the New York area), used the Chicago fall 1968 and spring 1969 reports issued by
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Oct. 18, 1970

(set time and talent charges in thousands of dollars)

<table>
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<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total minutes</th>
<th>Total dollars</th>
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<td>Monday-Friday</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>$69,715.4</td>
<td>$3,610.1</td>
<td>$126,027.2</td>
<td>$5,960.0</td>
<td>$78,524.2</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,540.9</td>
<td>2,267.7</td>
<td>52,670.1</td>
<td>1,279.3</td>
<td>38,450.6</td>
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<td>Saturday-Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>503.5</td>
<td>10,320.2</td>
<td>837.8</td>
<td>30,624.0</td>
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<tr>
<td>Sign-on 6 p.m.</td>
<td>65.6</td>
<td>216.2</td>
<td>10,355.4</td>
<td>265.7</td>
<td>8,080.5</td>
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<td>Sunday</td>
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<td>6 p.m.-7:30 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>7,321.1</td>
<td>219,081.6</td>
<td>7,789.0</td>
<td>286,199.9</td>
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<td>11 p.m.-Sign off</td>
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<td>14,059.3</td>
<td>215.0</td>
<td>15,167.3</td>
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<td>Total</td>
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<td>$355,783.3</td>
<td>$15,172.8</td>
<td>$508,340.1</td>
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</tr>
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</table>

American Research Bureau. The projections were made on the 1968 ratings; the 1969 ratings were used to determine how closely the forecasts came to the actual targets.

Demographics, the NAB research chief cautioned, must also be used carefully because some of them are based on narrow samples (total households, for example, are good; housewives between 18 and 34 years of age are somewhat less good because there are fewer of them).

In reviewing product listings, Mr. Dimling said, the base-sample total is of great importance. For example, he said, 99.7% of all TV households buy in supermarkets, but only 17.9% of such households buy diet soft drinks. And, he added, product usage figures are weighted, depending on whether the key member of the household is filling out the diary. And, he said, product usage figures are estimates and are therefore subject to error. Demographic information, on the other hand, is unweighted and is factual, he said.

The study was sponsored not only by NAB, but also by ABC, CBS, NBC, Cox Broadcasting Corp., Metromedia Inc., RKO General, Storer Broadcasting Co., the Station Representatives Association and the Television Bureau of Advertising.

Business briefly:

General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, has launched a test using television in the St. Louis market, for its Jell-O division's Finale pudding dessert. Commercials will run in prime-time and on late-night programs, GF indicated.


Ideal Toy Co., through Helgott & Partners Inc., both New York, will sponsor The Mouse on the Mayflower, a 60-minute animated musical special on NBC-TV Thanksgiving Day (Nov. 26) at approximately 3 p.m. NYT, following the conclusion of football game.

Panasonic Corp., through Ted Bates & Co., both New York, has launched a spot-radio and print campaign for its special products division, which produces stationery, car stereos, VTR equipment and business machines. Ad coverage for its car stereos will average twice as many markets as in previous campaigns, according to Panasonic. Campaign will run through December.

Procter & Gamble Co., Cincinnati, through Tatham-Laird & Kudner, Chicago, will again have full sponsorship of the animated, musical special, The Pogo Special Birthday Special, when it is repeated on NBC-TV, Saturday, Feb. 20 (12:30-1 p.m. NYT). P&G also sponsored the color special when it was originally presented on NBC-TV May 18, 1969 and when rebroadcast last Feb. 22.

Sears, Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor the animated Walt Disney color special, Winnie The Pooh and The Blustery Day, to be shown on NBC-TV Monday, Nov. 30 (7:30-8 p.m. NYT). The special, based on the work of English author A. A. Milne, will pre-empt The Red Skelton Show.
Ad, TV leaders on TVB agenda
Speakers lined up for parley slated in N.Y. Nov. 17-19

Television Bureau of Advertising will hold its 16th annual meeting at the New York Hilton Nov. 17-19, focusing on current and future events that may shape the way of doing business.

The meeting has the over-all theme of "Creative Economy" and will present speakers from industry in general advertising and television. The keynote speaker at the opening session on the evening of Nov. 17 will be Tilford C. Gaines, vice president and economist, Manufacturers Hanover Trust Co., New York. He will discuss near-term and long-term projections for the economy.

A panel session on Nov. 18 on "How We See Business" will spotlight Norman E. Cash, president, TVB; Paul Benson, vice president and director of local sales, TVB; and Harvey Spiegel, vice president and director of sales, TVB; Jack Fritz, vice president and general director of broadcasting, John Blair and Co.; and Jack Otter, vice president in charge of sales, NBC-TV.

"How Business Systems Help Our Business" will be discussed on Nov. 18 by James Rupp, director of marketing, Cox Broadcasting; Jack McGrew, station and commercial manager, KPWR-TV Houston; Robert Thomas, vice president, sales, WBNF-TV Columbus, Ohio.

A session on "Contributions to New Business Systems" on Nov. 18 will feature Sterling C. Quinan, vice president and director of broadcasting services, International Digisonics Corp.; Norfleet R. Taylor, president, Data Communications Corp.; and Les Lindvig, vice president and general manager, KOLB-TV Phoenix.

Gilbert Good, circulation sales manager, Wall Street Journal, will give a report on the newspaper's use of TV as a circulation builder on Nov. 18. At the luncheon that day, Archibald McG. Foster, president of Ted Bates & Co. and chairman of the American Association of Advertising Agencies, will speak on "Ad Agency-Station Problems."

Sessions on the afternoon of Nov. 18 will be devoted to retailing on TV.

The annual membership business meeting will be held during the late afternoon of Nov. 18.

On the morning of Nov. 19, TVB will hold the first showing of its new color film, "CompeTVity," based on a new R. H. Bruskin study of the public's attitude toward television and other media.

Speakers will be James McCaffrey, board chairman, LaRoche, McCaffrey & McCall, on "Challenges We Face in the 70's"; Richard Hoague, director of sales and development and new business, ABC-owned and operated TV stations; and John Pellegrene, director of advertising, J. L. Hudson Co., who will give a joint report on "How Total Marketing Concept Pays Off For Detroit's J. L. Hudson." Jack Cairns Jr., vice president merchandising, A&P corporate office, will speak on "How TV Stations Can Get More A&P Dollars."

Richard Barrie, executive vice president of Faberge, will address the luncheon on Nov. 19 on the company's anti-pollution TV campaign. Appearing with Mr. Barrie will be actor-singer Harry Belafonte. TVB also will give a report on the efforts of TV stations to prevent the use of harmful drugs and narcotics.

GF's latest barter: 'Doodletown Pipers'


According to Triangle Television, which produces and distributes Pipers, the specials are expected to be seen in an estimated 100 markets where they will run on the basis of two showings (1970-71 and 1971-72 seasons).

GE will make the specials available to stations that agree to carry two minutes of the advertisers' commercials on each program. The stations can sell the remaining time locally. The project is supervised by Robert Gillispie, manager of local media for General Foods, and is to be coordinated by William G. Mulvey, Triangle's syndication sales manager, with GF's advertising agencies. These include Benton & Bowles, Gray Advertising, McCann-Erickson, Ogilvy & Mather and Young & Rubicam.

General Foods co-sponsored the specials on Triangle's WFIL-TV Philadelphia last year. Later it offered the six shows for 1970-71 in New York, Miami, Pittsburgh, Dallas-Ft. Worth, Buffalo, N.Y., Charleston-Huntington, W. Va., and Portland, Ore. After this test marketing, GF sought exposure in other markets, with the exception of those markets in which Triangle already had sold the series directly to a station.

ABC study affirms youth ad awareness

The key finding of a research study commissioned by ABC-TV is that people in the 18-49 age group are substantially better marketing and advertising prospects than other groups for both existing and new products.

The results of the study, conducted for the network by Lieberman Research Inc., New York, in 12 representative U.S. markets, were disclosed at a luncheon Thursday (Nov. 5) in New York for advertising agency research and media officials. Network executives stressed that, while advertisers and agencies have been aware for some time of the value of youth in their marketing approaches, the study was a broad-scale effort to confirm this judgment.

The Lieberman study was conducted on a personal-interview basis among a sample of 972 respondents in the 18-to-64 age grouping, split about evenly among men and women. The interviewing was conducted in September and included questions on awareness and ability to identify advertising themes and slogans; usage of product categories and awareness of new brands and types of products.

The results show that younger people (18-49) identified all but two of 63 advertising themes and slogans at a higher level than older people (50-64) and were less anchored to their current brands than older respondents. The younger group had been using current brands an average of 4.3 years, as compared with 6.5 years for the older category.

The study also reports that younger people heard about new products more rapidly than older people, are more responsive to new products, and are more apt to try them than are their elders. Lieberman researchers also found that both younger and older people tend to believe that new products are more likely to be used by younger people.
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More time for renewal challengers

That's what FCC promises all as it extends deadline for citizens groups to file against Chicago stations

Eighteen months ago, the FCC modified some of its license-renewal procedures in an effort to bring them into line with the new realities of license-renewal protests and competing applications. Last week, it acknowledged by implication that the new procedures are not adequate for dealing with the continuing stream of last-minute petitions and protests from citizens groups opposing renewal applications.

The commission said it intends to explore means not only for providing "a longer period of time during which renewal applications will be available for inspection," but also for barring extensions of deadlines for filing protests unless "all interested parties" join in the request for them. It now acts on unilateral requests for extensions.

The commission disclosed its intentions in announcing it was extending until Nov. 16 the deadline for filing petitions to deny remarks of 42 Chicago-area radio and television stations (BROADCASTING, Nov. 2). The deadline was Nov. 2. Three citizens groups—Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcast Council—had submitted a request on Oct. 23 for extension until Nov. 30.

The cutoff rule now in effect was adopted in May 1969 when petitions to deny and competing applications were beginning to pose a serious problem for renewal applicants. It was designed to afford incumbents a measure of protection (BROADCASTING, May 19, 1969).

Their applications had been vulnerable until 24 hours prior to commission action on them—and commission action is not infrequently deferred for weeks or months. The new rule was meant to cut off such challenges after the first day of the last month of the license period. In effect, this meant opponents have 60 days to file against a renewal application, since such applications are due 90 days before a license expires.

However, over the past year, the commission has received—and generally granted—last-minute requests for extension of that deadline, invariably on the ground that the citizens groups were seeking to resolve their differences with the stations involved. The commission now counts more than 100 deferred renewals, most of them the target of last-minute protests.

FCC Chairman Dean Burch, at a news conference last week, cited the request from the Chicago groups as "symbolic of the sort of thing we run into," in terms of 11th-hour telegrams requesting deadline extensions on the ground that negotiations were under way with the stations. He noted that the commission's action did not indicate approval of the goals of the citizens groups.

The commission, in its announcement last week, said a revision of procedures is necessary to afford "a better opportunity to interested persons to file a petition to deny and at the same time to insure orderly and proper renewal processing."

It is understood the commission is considering requiring broadcasters to file renewal applications 120 days in advance of the expiration of their existing licenses, instead of 90, as a means of affording citizens groups an additional 30 days to study the applications and conduct negotiations with the stations.

Although broadcasters may not welcome that change, they would probably be happy about the second proposal the commission is considering. It would permit them, as "interested parties," to veto a request for an extension of the deadline for filing against their renewal applications.

However, as some sources within the commission pointed out, this provision would not necessarily staunch the flow of deadline extensions. Citizens groups could always file requests, in the form of informal complaints, which the commission might feel compelled to grant.

At a news conference in Chicago Thursday, James Nixon, executive coordinator, Taskforce for Community Broadcasting, announced that WDEC-AM Chicago that morning had assured him it would sign an agreement with the coalition. The agreement is based on the model all stations are being asked to sign, a demand most have indicated they will refuse (BROADCASTING, Oct. 26).

Mr. Nixon complimented WDEC for its minority hiring and programing policies.

Blacks say AM stirs racial strife

With United Church help, they protest renewal in downstate Illinois

A station in Cairo, Ill., a city torn by racial tension, last week became one of the latest targets of Negro protests. The Black United Front challenged the renewal of WKRO(AM) Cairo, alleging the station is inciting the community to violence.

In its petition to deny, the Black United Front—which claims to include in its membership all of the black organizations in Cairo—alleged that WKRO accused it on the air of engaging in arson and sniping and refused to grant it time to reply.

The petitioners said that WKRO accused the Black United Front of setting fire to a building occupied by the Veterans of Foreign Wars. Afterward, the petitioners alleged, the station refused to grant time to officers of the front to refute the charge.

Additionally, the front charged the station with denying news coverage to the black community, failing to consult blacks to determine their programing needs, and failing to employ blacks in technical, programing and managerial posts.

The United Front was aided by the Office of Communication of the United Church of Christ in filing the petition and in efforts to gain representation for black viewpoints on WKRO.

Merrill C. Currier, president of WKRO, is director of the Cairo United Citizens for Community, which the petitioners described as "the local white vigilante movement." Mr. Currier was not available for comment late last week.
NAB warns CATV perils radio, too

Task force plans to enlist radiomen in cable battle

The National Association of Broadcasters brought its newly organized political-action committee to Washington last week and, after a four-hour meeting that began with an 8 a.m. breakfast, some members dashed off to do their duty (lunch with FCC commissioners or staff aides, visits to their congressman's office on Capitol Hill where they established relations with the aides of congressmen and senators, most of whom were home during the election recess of Congress). Most of the broadcasters, however, went about other business in Washington, or home.

The organization meeting of the group, bringing 42 of the 60 members together for the first time since its establishment last month (BROADCASTING, Oct. 26), was concerned principally with CATV. Other topics discussed, however, related to the political-broadcasting bill, the proposed one-to-a-cus-
tomer FCC ruling and the commission's prime-time rule.

The committee's first project is to try to persuade Congress to establish guidelines for cable TV that will, essentially, keep that burgeoning industry from putting over-the-air broadcasting out of business.

Members of the task force were agreed that it is necessary to enlist the aid of radio broadcasters in the campaign against CATV. Most radio broadcasters consider the cable-TV problem one for TV broadcasters. But, it was pointed out last week, many TV systems are now offering radio signals to their subscribers—many from outside the local market. These, it was noted, undoubtedly will help fragment the radio audience.

Also stressed was the forthcoming April 1, 1971, deadline when cable systems with 3,500 or more subscribers must begin local program origination, with permission from the FCC to sell advertising. The rate, it was said, undoubtedly will be similar to the local radio rate, which means loss of revenue for radio owners.

Also commented on was the possibility for an advertiser to be more interested in buying time on a radio station that is carried on the CATV system...
than on one that is not.

It was announced to the assembled political action members that the Rocky Mountain Broadcasters Association is preparing a petition to be filed with the FCC asking that the current TV carriage and exclusivity provisions of the commission’s CATV rules be applied to local radio stations. This will be done, according to Bill Sims, KOM (AM) Cody, Wyo., in the next few weeks. It would require, he explained, that cable systems carry all local radio stations before they bring in outside audio signals.

Other points and suggestions made during the morning’s meeting included: (1) the FCC must be kept from adopting its so-called “public dividend” plan until Congress has held hearings on the proposal; (2) the broadcast industry should employ a professional lobbyist; (3) that the NAB must be careful to maintain close liaison with state associations, many of which have their own legislative committees.

In the course of the meeting, Dale G. Moore, KVOO-TV Missoula, Mont., chairman of the parent Future of Broadcasting Committee of the NAB, announced that all state slots were filled, except for Alaska. The congressional task force consists of 10 regional directors and a state chairman for each state. The latest state chairmen are Dan McKinnon, KSON (AM) and KSEA (FM) San Diego, who is a member of the NAB’s radio board, for California; Lawrence S. Berger, KHVR-AM-FM-TV Honolulu, for Hawaii, and Charles E. Cord, KCRL-TV Reno.

Members also heard Willard E. Walbridge, Capital Cities Broadcasting Corp. executive, Houston, who is chairman of the board of NAB, and Paul B. Comstock, vice president for government affairs.

Mr. Walbridge termed the meeting successful, particularly he said, in establishing the “concept” of a continuing political-action team.

Not all broadcasters are sold on the congressional task force approach that has been established. For example, one who thinks it may not be effective is James C. Leake, principal owner of KUL-TV Tulsa, Okla.; KATV (TV) Little Rock, Ark., and WSTE-TV Fajardo, Puerto Rico, as well as a CATV system in Ponca City, Okla. Mr. Leake, writing to Mr. Walbridge and Vincent T. Wasi- lewski, president of NAB, on Oct. 27 said he doesn’t “believe that we will ever cure our ills by staying in Washington and fighting with politicians.”

“I don’t believe,” he said, “that anything is solved in Washington; it has to be solved at the grass roots of this nation.”

Referring to the 1960 battle against deintermixture that, he said, was won by enlisting the support of viewers, Mr. Leake remarked: “Instead of putting all our efforts on the politicians in Washington, I suggest that we put forth our efforts on the local viewers in the hinterlands of this country and let them help us fight our battle.”

“In the final analysis, we do not serve the politicians in Washington . . . we serve the people of this country. It is only through the people that we have any strength. If the public is not satisfied with television and with us, then we will slip out of sight regardless. If, on the other hand, the people like our services and think we have served them, they will then help us with our battle.”

Mr. Leake’s reference to deintermixture was to the proposal by the FCC to revise the 1952 TV allocation plan to make most cities either all VHF or all UHF. The public outcry was a major factor in causing the commission to drop the plan.

Big business, TV are culprits at lecture

FCC Commissioner Nicholas Johnson damned big business in general and television in particular in remarks he delivered last week as the Weinstock lecturer at the University of California at Berkeley.

The “remarks”—titled “Life Before Death in the Corporate State”—were 98 pages in length, bulging with quotes by everyone from President Nixon to Mason Williams, the poet, and foot-noted with scripts from commercials.

Mr. Johnson said “it is the corporate control of television that is perhaps our nation’s greatest tragedy” and that the medium has not only “failed to make us a better race of men” but has “made us worse than we were before.” He contended that TV sustains and encourages ignorance, tries to deaden the senses and “encourages us to depend upon it like a drug.”

Changing Hands

Announced:

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

WOAI (AM) San Antonio, Tex.: Sold by Avco Broadcasting Corp. to Jack and Bob Roth for $2–$3 million (see page 49).

WJSA-TV Miami: Sold by Al Lapin Jr. and others to Spanish International Communications Corp. for $1,440,000 in aggregate. Mr. Lapin has interest in KHP-TV San Bernardino, Calif., KGPS-TV Phoenix; WDVU-TV Jacksonville, Fla., and KCCN (AM) Honolulu. Spanish In-
International Communications is headed by Frank L. Fouse and Emilio Azcaraga; parent, Fouse Amusement Enterprises Inc., deals with management of Spanish motion picture and entertainment facilities. Spanish International Stations are KWEK-TV San Antonio, Tex., and KMEK-TV Los Angeles, WJAR-TV operates on ch. 23 with 389 kw visual and an antenna 920 feet above average terrain.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 67).

- WSBW(AM) Terre Haute, Ind.: Sold by J. W. O'Connor to Eastern Broadcasting Corp. for $600,000. Mr. O'Connor also owns WRAC(AM) Racine, Wis., and 35% of WCGU-TV (ch. 26) Chicago. Roger Neuhoff is majority owner of Eastern Broadcasting. Eastern owns WCVS(AM) Springfield and WHUT(AM) Anderson, both Illinois, and WHAP(AM) Hopewell, Va., and is applicant to purchase WOHJ(AM) and WRTS(FM) East Liverpool, Ohio. WSOW is full time on 1230 khz with 1 kw day and 250 w night.
- KOKR(AM) Oxnard, Calif.: Sold by Paul R. Schneider and others to Howard A. Kalmenson for $398,000. Sellers will retain KPMJ(FM) Oxnard. Mr. Kal-

menson owns KWKW(AM) Pasadena, Calif., and KXNO(AM) Las Vegas. KOKR is full time on 910 khz with 5 kw day and 1 kw night.
- WERE-FM Cleveland: Sold by Atlantic States Industries Inc. to Alexander M. Tanger for $525,000. Sale is spin-off condition commission imposed on grant of sale of KFAC-AM-FM Los Angeles and WERE-AM-FM by Cleveland Broadcasting to ASI for $7.7 million (Broadcasting, Nov. 3, 1969). ASI, parent of station-representative, McGavren-Guild-PGW, also owns WYRT(AM) Boston; WLO-FM Portland, Me.; KJTV(TV) Bakersfield, KMAR-AM-FM Fresno and KROY(AM) Sacramento, all California. Mr. Tanger owns GCC Communications of Cleveland—were-FM's new licensee—were-FM-Houston; WILK-FM Providence, R.I.; WWSI(FM) Philadelphia, and has interest in WIOD-AM-FM-TV Boston. WERE-AM-FM is on 98.5 mhz with 40 kw and an antenna 600 feet above average terrain.
- WBKV-AM-FM West Bend, Wis.: Sold by estate of August C. Berkholz to Gazette Printing Co. for $300,000. Robert Bliss is chairman of Gazette Printing Co. which publishes the Janesville (Wis.) Gazette and owns WCLO(AM) and WJVL(FM) both Janesville. WBKV(AM) is a daytimer on 1470 khz with 1 kw; WJVL(FM) is on 92.5 mhz with 32 kw and an antenna 135 feet above average terrain.

Cable television:

Greater public role urged for broadcasters
Willard E. Walbridge, Capital Cities Broadcasting senior vice president for corporate affairs and board chairman of the National Association of Broad-
casters, called on broadcasters last week to lead in a campaign to impress on the American public "a spiritual awaken-
ing" to the "blessings of liberty. . . ."

Speaking to the Philadelphia chapter of the Broadcast Pioneers and that city's Poor Richard Club, Mr. Walbridge commented: "It may well be that we have inadvertently contributed to the feeling of the modern American's lack of security, his need to run to big brother as he gets hemmed in by the immediacy of the information that engulfs him."

Broadcasters, Mr. Walbridge said, must become more active in speaking out about matters affecting broad-
casting as well as other public issues. "Leaders of other industries and institutions have opinions about us and speak out when the issue relates only to broad-
casting. Isn't it proper [for the public's good] that we speak out on all public issues—not just those that affect us?"

Broadcasting, he added, "must move away from its traditional role of being just a passive conduit to becoming a mature and vital force in the affairs of our nation."

Broadcasters, he concluded, must not only speak out on the ills of today (hedonism, bigotry, injustice) but "we must show the public with all of our skills by word and by deed that broadcasting is their last best hope to hold to their freedom."

The Philadelphia meeting also saw the presentation of the Broadcast Pio-

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CALIFORNIA: —A non-directional fulltimer, one KW, in growing medium size multi-station market. Well equipped—top 40 format—combination operation. Price $350,000—29% down, terms ten years.

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Contact Ray V. Hamilton in our Washington office.
neer's Liberty Bowl award to Roger Clipp, retired broadcast vice president of Triangle Stations.

FCC asks Justice view on AT&T's CATV plan

The FCC has requested the views of the Justice Department's antitrust division on a policy statement by the American Telephone & Telegraph Co. about furnishing facilities to CATV operators.

In a letter to Richard W. McLaren, assistant attorney general of the antitrust division, FCC Common Carrier Bureau Chief Bernard Strassburg asked if the provision of pole attachments by telephone companies involves a public offering of communications service and whether such activity is prohibited by the 1956 antitrust consent decree between Justice and the Bell System.

Mr. Strassburg said AT&T maintained that its pole-attachment policy does not constitute an offering of common-carrier services and that providing the attachments or duct space was not inconsistent with the consent decree, which provides that Bell may engage in businesses incidental to furnishing common-carrier services.

Mr. Strassburg said Justice's opinion "may have a significant effect" on the outcome of the commission's hearing on its jurisdiction over pole attachments.

Cross-owner ban cited by FCC in CATV contest

The FCC, noting that it prefers to stay out of a local Santa Clara, Calif., CATV franchise contest, has advised city officials that while they could issue a franchise to San Jose Cable TV Service, commission rules forbid the broadcaster-owned cable firm from operating the system.

San Jose Cable is partly owned by Gill Industries, licensee of KNTV(TV) San Jose. The commission wrote the city officials that such a franchise grant would be contrary to policies against cross-ownership of TV and CATV facilities in the same locality.

The City of Santa Clara said the cable system indicated it would request a waiver or amendment of the cross-ownership rules, and would be able to perform under its franchise application. San Jose Cable's franchise request states that CATV service would begin in May of 1971, barring delays in "pole rearrangements," and that it had already "taken care" of the required licenses for the use of FCC-regulated facilities.

Waiver of the cross-ownership rules would not be granted, the commission said, in the absence of "very unusual circumstances."

Reinsch calls for unfettered CATV

Cox chairman says cable growth will benefit all, including broadcasters

Suggesting that the objectives in the FCC's sixth report and order of providing television channels for every community in America have not been realized, J. Leonard Reinsch, president and chairman of the board of Cox Cable Communications Inc., Atlanta, said last week that it was time the FCC "recognized that CATV can help" not only itself but the growth of UHF television. "A seventh report and order which would more nearly fulfill the mandate of the Congress embodied in the 1934 Radio Act is needed," he said. Mr. Reinsch is also president of Cox Broadcasting, station-group owner.

Speaking before the second annual California Community Television Association convention in Coronado, Calif., Mr. Reinsch contended that it was time the commission gave cable television "the freedom to grow, to reach maturity to make this important supplementary TV service available to the public with the marketplace determining the extent of that growth."

Mr. Reinsch touched on several experiments Cox Cable is conducting in three of its systems. In Lewistown, Pa., the company tried the "minimum" approach—minimum equipment, personnel and programing. "That could not provide us with the answers we were seeking in local origination," he says. "Since June when we started, we've upgraded the system and are hopeful of breaking even financially by the first quarter of next year."

In San Diego, Cox started with what he termed an efficient package of equipment—trained production, engineering and sales personnel and a programming format which Cox feels will become competitive over a period of time. An innovative approach is being tried by the multisystem owner in Warner Robins, Ga., site of a large military installation.

Mr. Reinsch concluded his luncheon speech by saying that he knew some system operators were "dragging their feet about local origination, hoping the FCC will say 'April fool!" He continued that local origination must become the first step in programming a cable system. "But beyond that," he added, "are all the revenue-producing facets of CATV yet to be developed. We won't get to these new profit centers overnight, but local origination may provide that transition."

The Cox board chairman later told Broadcasting that some of these new profit centers might include the syndication of programs to other CATV systems. He noted the parallels that exist between the early days of television's growth and the present stage of development of CATV. He added that the advancements in broadband cable communications will give a dimension to CATV "that no one at this convention can expect or anticipate."

A correction:

Rust Craft on CATV

Rust Craft Broadcasting's comments on the distant-signal importation aspect of the FCC's package of CATV proposals were incorrectly interpreted in the Nov. 2 issue of Broadcasting. Rust Craft filed in opposition to the use of distant signals by CATV.

Rust Craft's point was: "Since over-the-air free TV along with AM and FM broadcast services furnish the structural foundation for CATV, should that over-the-air local service to all the homes be reduced to a nonviable status (as a great deal of radio is today), cable would lose its economic base and capacity to render a public service."

If that happened, Rust Craft said, "cable could only support itself with program charges and become completely a pay-TV system."

Conflict complicates cable deliberations

Conflict-of-interest charges may be brewing over the CATV connections of members of a cable TV subcommittee organized several months ago by District of Columbia officials to study the possibility of bringing CATV to the
Big-time venture in small-time TV
Cox and Y&R team up for four-month trial of local programing-advertising on CATV

Many residents of Warner Robins, Ga., a community of 32,000 outside Macon, were able last week to tune in to a new cable-television channel that delivered "grass-roots" live programing.

Beginning Monday (Nov. 2) at 7:30 a.m., they watched a former speech teacher giving international, national and community news; a local woman exhorting viewers to join in an exercise class; high-school students discussing their activities; a secretary reading stories to children and singing to musical accompaniment; and the mayor of Warner Robins reporting on community issues.

The new channel 12 is an experimental project of Young & Rubicam, New York, and Cox Cable Communications Inc., a subsidiary of Cox Broadcasting Corp., Atlanta. The undertaking is reportedly the first joint venture of its kind. Cox is providing the origination facilities (black and white). Cox and Y&R share the job of programing.

The Warner Robins cable-TV system owned by Cox delivers 11 other TV channels to more than 7,000 subscribers (60% penetration). Both Cox and Y&R decided on Warner Robins for their test because the community has almost doubled in size since 1960 and is adjacent to the Robins Air Force Base, Georgia's largest single employer.

The project in Warner Robins will last at least four months. If successful, Y&R and Cox may extend the experiment to the 31 other cable systems owned wholly or in part by Cox Cable Communications. These systems have 186,000 subscribers serving 51 communities in 15 states.

In part, the undertaking in Georgia is a response to the FCC's ruling that, by April 1, 1971, a cable system of more than 3,500 subscribers must provide locally originated programing on one of its channels. The Cox-Y&R partnership, according to the two, is a logical one since the FCC also has announced it would permit advertising to be sold on such channels to offset origination costs. Cox and Y&R will divide the advertising revenue.

"We sold our first commercial for Monday, the first day we were on the air," said Warren Bahr, executive vice president of media services, Y&R. "It was for a local political candidate. We've also sold time to a local haberdasher who's bought one-half of a weekly, one-hour teen-age dance show."

Rates vary, depending on the program, and range from $40 to $60 for a half-hour show and $60 to $75 for an hour show, according to Mr. Bahr. He noted there will be only four commercials to the half-hour and no advertising in station breaks.

Clare L. Simpson, Y&R vice president in charge of programing, said the emphasis will be on "community-involved" shows. The schedule runs 27 hours a week, Monday through Friday, including some repeat programing. All programs are originally carried live, except a daily half-hour travel film obtained from airlines and other transportation companies. Programing also includes several game shows featuring residents; commentary shows spotlighting representatives of community groups; service segments devoted to gardening and arts and crafts; and a talent program for local performers.

"We feel the real key to success is to keep it real," Mr. Simpson observed. "We have to keep the appeal narrow and personal."

The channel has only two full-time employees, Arnold Huberman of Y&R, who is serving temporarily as program director, and Ted Bierne, hired locally, who is technical director and time salesman. The others are largely part-time workers drawn from the air-force base and nearby high schools and colleges. These workers were trained for about a month.

Y&R decided on this undertaking, Mr. Bahr said, for two reasons. One is that there is a trend toward localization of media, and the agency wanted to acquire experience in programing for CATV and test the advertising potential of cable. The other, Mr. Bahr stated, was to enlarge the base of advertising revenue of an agency from the national structure to the local-retail area in which CATV is expected to draw its main support.

Thomas Dowden, director of development for Cox Cable Communications, said, "We are pleased with the reaction to our programing for the first two days." He said he believed the four-month project should provide sufficient time to test the feasibility of programing for and selling time on cable.

He said Cox joined with Y&R because it felt the expertise of the agency in programing and advertising would supplement that of Cox in those areas. He indicated that other agencies also had indicated interest in a venture with Cox, but said Y&R was the furthest advanced in its willingness to participate on short notice.

"We put this project together in less than six weeks," Mr. Dowden said, "and we are very pleased with the results achieved in that short space of time."

Comments are asked on subcarrier use by FM's

The FCC last week proposed rules which would allow noncommercial educational FM stations to charge tuition fees for formal courses broadcast by a multiplex operation. The commission, in a separate rulemaking notice, also asked for comments on requests for expansion of the rules to permit a wider range of uses of the subcarriers of educational FM's, but did not forward a definite proposal.

The present rules require that multiplex broadcasting—simultaneous transmission of the main-channel program and one or more subchannel programs on a single FM carrier—by educational FM's be entirely nonprofit and noncommercial. The proposed rules would also amend regulations which permit educational FM's to broadcast programs produced or furnished by someone other than the FM station as long as no consideration is received by the licensee other than the furnishing of the material and costs incidental to production and broadcast.

The commission's proposal to allow FM facilities to charge a tuition fee was initiated by a petition by Educating Systems Inc., developer of an educational system involving four FM sub-
WOAI sale in works

Avco's San Antonio AM is ticketed for Roth

John T. Murphy, president of Avco Broadcasting Corp., and Jack Roth, president of Mission Central Co., announced last week an agreement in principle for Mission's purchase of Avco's WOAI(AM) San Antonio, Tex. The price was reputed to be $2 million to $3 million.

The agreement raises two problems because of Mission's ownership of KONO-(AM), a full-time facility, and KITY(FM) both in San Antonio: duopoly and one-to-a-customer.

The FCC's duopoly rules prohibit ownership of two facilities in the same service in the same community. KONO is a Canadian clear-channel station with 5 kw daytime and 1 kw night; WOAI operates on a clear channel with 50 kw full time.

Mr. Roth reported active talks are in progress "with a lot of people" to sell KONO, but a buyer has not been singled out as yet.

The one-to-a-customer rule forbids the owner of any full-time station from acquiring another in the same market.

While Mr. Roth would avoid the duopoly issue by making the purchase of WOAI contingent on the sale of KONO, he still must file with the commission and attempt to obtain a waiver of the one-to-a-customer rule if he retains the FM.

WOAI is one of only two stations in the U.S. to operate on exclusive frequencies. It is on 1200 kzh. The other station is Avco's WLW(AM) Cincinnati, a 50-kw facility on 700 kzh.

Besides WOAI and WLW, Avco owns WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-TV San Antonio, which is not involved in the agreement; WWDC-AM-FM Washington; KYA(AM) and KORT(FM) San Francisco; WRTH(AM) Wood River, Ill., and Avco Radio Television Sales Inc., station representatives.

Mr. Roth also owns WWOK Charlotte, N.C., and a construction permit for a new FM facility at Miami on 107.5 mhz with 100 kw.
channels. The commission said in the Educasting system, an instructor asks multiple-choice questions over one channel, and a student, "usually at home," answers with the push of one of four buttons. The student then receives a message over the channel he has selected, acknowledging a correct or incorrect answer, and evaluating and discussing his answer.

The commission added the new rules also would apply to courses that are "clearly of a public service nature" as in the presentation of material for the blind through federal or state government agencies, not only to courses presented by educational institutions.

Restrictions on the use of the Educasting system were also proposed to "avoid undue commercialization," the commission said. Rules would require that material be presented by or for a "bona fide" educational institution, or that the licensee investigate the material and deem it of educational or public service value; that payment be made to the educational institution or FM station, and that payment total no more than the approximate cost of conducting the subcarrier operation, general overhead, incidental operating costs and the usual tuition fees charged for similar material presented otherwise.

In asking for comments on possible expanded uses of subcarriers of non-commercial FM's, the commission acted in response to a proposal by the Educational Communications Division of the State of Wisconsin, licensee of non-commercial WHA(FM) Madison. The division is seeking permission to use a teaching device called an Electrowriter, which uses subcarrier tones to control a writing pen at a remote location.

N.C. AM owner explains why he ignored the FCC

Fred H. Whitley owns two radio stations in North Carolina, but the FCC has dismissed his renewal applications because he failed to respond to commission inquiries. Last week Mr. Whitley told the commission he has not been contemptuous of the commission's processes—he merely truing to keep the stations operating.

Last December the commission asked Mr. Whitley for more information concerning his survey of community needs for WAAK(AM) Dallas and WGLT(AM) Kannapolis, and the apparent discrepancy between the minimum amounts of programing he had proposed for the stations and that actually carried. He received no word from Mr. Whitley. Last March the commission again wrote him, warning that his renewal applications would be subject to dismissal if he did not reply in 15 days. In April it fined the stations $200 for not filing the renewal applications on time. Mr. Whitley paid the fines in June, but in September the FCC dismissed his renewal applications and deleted the war and WAAM call letters effective Oct. 30.

In his petition for reconsideration of the action, Mr. Whitley said that neither station has changed its programing and that "the apparent discrepancies result from inaccurate analysis of programing under the commission's definitions in 1966. It is believed that the analyses in the current applications are correct."

Mr. Whitley also said he undertook more formal ascertainment surveys during last April, May and June, but that the results did not change the knowledge he had "acquired informally and no program changes were deemed necessary."

Despite the tardiness of the filings, he concluded, he has not flaunted the FCC's processes; but "has yielded to the press of the immediate necessities of operation and meeting the stations' payroll with insufficient staff to deal with regulatory matters." He promised the tardiness would not continue.

Mr. Whitley indicated in his recon-
 Simmons expanding

W. R. Simmons & Associates Research Inc., New York, announced last week it will offer a new syndicated service of local market reports for television stations.

Simmons said the data for 30 local market reports will define each station’s audience by a large number of selective demographics and consumption by viewers of each of 130 to 140 product categories. Information is obtained by Simmons through personal interviews.

CBS is the first organization to sign for the new Simmons station index on behalf of its O-&-O TV stations. A spokesman for Simmons said the first report will be delivered to clients within a few months, and henceforth on an annual basis.

Hastie evaluates CATV sale

J. Drayton Hastie, president of Reeves Telecom Corp., said last week that the agreement in principle for Teleprompter Corp., New York, to buy Reeves’s seven cable systems (BROADCASTING, Nov. 2) will not adversely affect Reeves’s earnings.

The sale, for $17 million, will result in a $2 million to $3 million profit, depending upon pre-payment of notes, Mr. Hastie said.

The transaction has the approval of Reeves’s institutional lenders, he said, but will not cure all of the defaults under its loan agreements.

He said Reeves will remain in the fields of radio and television broadcasting, video-tape post-production and sound services, land development and international real estate service.

**Market-area planning: the first steps**

How cost data based on city can be made to yield useful equivalent figures for the entire market

The switch from spot planning by central metropolitan city to planning by market area can be both a benefit and a problem. The benefit, of course, is that the market is a more realistic basis for measurement at a time when more and more people are moving away from the city. New television market-area definitions (Nielsen’s Designated Market Area and American Research Bureau’s Area of Dominant Influence) make this measurement possible. The problem in converting is that the planner uses past buying experience as the yardstick for future planning, and this experience relates only to metro-area buying.

As one guide to the transition from metro to market planning, last month’s “Telestatus” presented market-by-market Nielsen data for conversion of rating-point goals (BROADCASTING, Oct. 5). This month, the Nielsen Station Index table shown below tells the planner how to use his metro-area cost data to estimate the cost of buying a given number of area rating points.

Here is the way a planner might use the data. The problem: Estimate a budget for an eight-week late fringe spot buy in New York with a goal of 100 area rating points a week.

1. The planner would start with his best current estimate of the cost per metre rating point. Suppose the figure is $175.

   To convert to an area cost-per-point, he would go to the New York market, late fringe column. The multiplier is 108.

   He determines that 108% of $175 is 189, or $189 per area rating point.

   2. The planner multiplies $189 times the weekly goal of 100 gross rating points. This produces the weekly budget estimate of $18,900.

   3. The planner multiplies the weekly budget by the duration of the schedule. The eight-week flight would be budgeted at $151,200 (or 8 x 18,900).

   The buyer then works with this budget and attempts to buy more effectively in the marketplace, either by achieving the goals for less money or by getting additional weight for the budget, depending on his instructions.

   The segments of the day referred to in the following table vary on the clock, according to time zones. For example: Morning is 9 a.m.-noon in all time zones.

   Afternoon is noon-5 p.m. in Eastern and Pacific time zones, noon-4 p.m. in Central and Mountain time zones.

   Early fringe is 5-7:30 p.m. in Eastern and Pacific zones, 4-6:30 p.m. in Central and Mountain zones.

   Prime is 7:30-11 p.m. in Eastern and Pacific zones, 6:30-11 p.m. in Central and Mountain zones.

   Late fringe is 11:30-1 a.m. in Eastern and Pacific zones, 10:30-midnight in Central and Mountain zones.

   “Telestatus” appears in BROADCASTING at the beginning of each month.
Vote of confidence in all news media

'Newsweek' survey finds general public approval, with TV leading the way

New evidence that most people think television and the other news media are doing a good job, despite high-level criticism in both government and non-government circles, was offered last week by Newsweek Magazine.

Newsweek reported in its issue dated Nov. 9 that a poll conducted for it by the Gallup organization showed that, in terms of "keeping people informed about important problems," television news received favorable ratings from 65% of 1,560 persons polled, newspapers from 60%, radio news from 59% and newsmagazines from 41%.

"As the least widely followed of the media," Newsweek said, newsmagazines got a high "don't know" rating.

These percentages evolved from polling all persons in the sample, whether they were regular users of all four media or not. When questions about a medium were directed only to people who used that medium regularly, Newsweek said, the results were as follows:

A total of 67% of the TV viewers had a favorable attitude toward TV news's performance of its job (49% said it does a good job, 18% said excellent); 68% of listeners gave radio news a favorable report (54% good, 14% excellent); 75% of the readers of newsmagazines were favorable toward newsmagazines' performance (49% good, 26% excellent) and 62% of newspaper readers were favorable toward the job newspapers do (47% good, 15% excellent).

Other findings reported by Newsweek:

- "Nearly everyone polled (89%) felt that radio and television newsmen ought to be accorded the same constitutional protection guaranteed to print journalists under the Bill of Rights—an issue which [Vice President] Agnew raised in his initial attack on television."
- "A majority (51%) denied that television is dominated by newsmen and commentators 'who are always looking for ways to criticize the administration.' A sizable minority, 33%, do agree with this contention, though."
- "Forty-one percent disagreed (as opposed to 34% who agreed) with the Vice President's view that there is too much power concentrated in the hands of a small group of men who direct radio and television news. Those who were worried about this concentration of power offered a variety of methods of correcting the situation."
- "But people did not seem to be of a mind to tamper very much with how the press is run—or owned." Sixty-four percent said common ownership of several newspapers in different cities should be permitted; 24% said not. Half of those approving of newspaper chains said a chain should also be allowed to control broadcasting stations; 35% said not. But on the question of joint ownership of the newspaper and a TV station in a one-paper city, 44% said it should not be permitted as against 41% who said it should.
- About a third of the TV viewers thought TV news treatment was too much on either the conservative (8%) or the liberal (25%) side, but 52% thought TV treated both viewpoints.

Reynolds is replaced by Reasoner on ABC-TV

In an effort to make ABC-TV more competitive with the other networks in its evening news presentation, ABC News last week named Harry Reasoner, a leading CBS newscaster and writer, as the New York anchorman of its weeknight, 7-7:30 p.m. EST program, starting Dec. 7.

Mr. Reasoner will succeed Frank Reynolds, who will be used as a special correspondent.

Mr. Reynolds recently criticized political advertising on television—and suggested such commercials be banned—at a time that President Nixon vetoed a bill that would have placed limits on such expenditures (Broadcasting, Oct. 19). But Elmer Lower, president of ABC News, denied that Mr. Reynolds's reassignment had any connection with the newsmen's commentary on political advertising and said he was unaware of any expression of displeasure from the White House. He continued:

"We believe that with Mr. Reasoner we can make a breakthrough in audience viewing. He has a great acceptability with audiences. He is an excellent writer and commentator and he will have an opportunity to express his views. It is my responsibility ultimately to maintain a balance in our commentary."

Mr. Reasoner is resigning from CBS-TV after a 14-year association. He has covered elections for the network, served as White House correspondent and has been a reporter and writer of documentaries. Since 1963 he has been anchorman on CBS-TV's Sunday news program. He also has been co-host of CBS-TV's 60 Minutes program. He has filled in for Walter Cronkite on CBS News' early evening newscasts when Mr. Cronkite was away.

Mr. Lower said that Mr. Reasoner in New York and Howard K. Smith in Washington will be the co-anchors of the weeknight news program, which will be retitled ABC Evening News with Howard K. Smith and Harry Reasoner.

It was said that as a special correspondent, Mr. Reynolds will cover major world events, will host of documentaries and will be the co-anchorman with ABC News science editor, Jules Bergman, on space shots.
equally and 15% said they didn't know. Roughly the same divisions of opinion were found for the other media, except that radio news had a lower rating for imbalance (9% said it favors the conservative viewpoint, 15% said it favors the liberal) and a higher percentage of undecided respondents (23%).

*Newsweek* concluded that “people seemed to think that on the whole the communications media were doing a pretty good job,” but said: “There was also a vigorous minority report to be read between the statistics of the survey—suspicions of partiality, doubts of accuracy, worries about the powers that the press lords and newsmen seem to be accumulating.” The criticism in part, *Newsweek* said, “boils down to a disagreement with journalists’ judgment as to what is really ‘news.’”

*Newsweek*—which is part of the communications complex that also includes The Washington Post and the Post-Newsweek Stations: WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., WPLO(TV) Miami and WCKY(AM) Cincinnati—said Gallup conducted the survey without telling interviewees who was sponsoring it.

Publication of the findings followed by a week the release of another study, done by R. H. Bruskin Associates for the Television Information Office, showing that despite the critical attacks of the past two years television has increased its standing both as the public's number-one news source and as its most believable source (*Broadcasting*, Nov. 2).

'Sesame Street' earns high marks as teacher

The Children's Television Workshop's *Sesame Street* program was given a high rating last week for its effectiveness in teaching youngsters a variety of basic facts and skills.

This evaluation was given to the first year of the TV program by the Educational Testing Service, Princeton, N.J., which conducted an independent evaluation of CTW. Its principal findings were that children who watched the program showed greater gains in learning than those who did not; children who watched the show the most gained the most; disadvantaged children who watched frequently made gains surpassing those of middle-class children who watched infrequently, and skills that received the most attention on the program were those that were best learned.

The study was conducted among 943 youngsters ranging in age from three to five. The children were questioned before *Sesame Street* went on the air last Nov. 10, 1969, and again at the end of the first season on May 29, 1970.

**SDX report raps Nixon conferences**

Says format for news parleys does not serve public interest

Strong criticism of the Nixon administration for the way it has communicated with the public is set forth in the annual report of the Freedom of Information Committee of Sigma Delta Chi, national journalistic society.

The report is to be presented to SDX delegates in Chicago this week at the society's annual convention at the Palmer House. The Nov. 11-14 meeting also will feature talks by Mrs. Katharine Graham, president of the Washington Post Co.; Nelson Poynter, chairman, St. Petersburg (Fla.) *Times and Independent*, and other industry representatives.

The Freedom of Information report is particularly critical of the nature of President Nixon's news conferences. It contends they have been reduced "essentially to a one-way proposition, convened when the President believes he has something to communicate."

The SDX report contends the news conference should not be scheduled for the convenience of either a President or the news media, but for the public convenience and interest. The public is best served by on-the-record questioning of the President at frequent intervals, the report continues, "preferably weekly, certainly no less often than bi-weekly."

The report observes that the television news conferences are not as wide-open and informative as they may seem because the President almost never allows a reporter to ask a follow-up question.

"SDX therefore suggests," the report says, "that the President consider experimenting with a monthly, one-hour, on-the-record, sit-down, nontelevised news conference with no more than 20 reporters: six from the regular White House press corps, including the two wire services, selected on a rotating basis by the newsmen themselves, and 14 drawn by lot for each occasion by the standing committee of correspondents, with no one eligible for two successive conferences."

Other administration officials, including Vice President Spiro Agnew and Attorney General John Mitchell, receive their share of criticism in the SDX committee report, which notes that "the year for broadcasters was hardly a bright one." The report also makes special mention of a rebuttal by Walter Cronkite to what he called an "undercover campaign" by the White House to discredit CBS news reporting from Vietnam.

The report recalls that Vice President Agnew "set the tone" for an attack on broadcast journalists, especially TV. "If this first year after his Des Moines speech is the beginning of the age of Agnew in journalism," it observes, "it does not portend to be a pleasant era for the journalist."

"Subpoenas of newsmen and their notes, repressive law enforcement toward student reporters at the scene of college disturbances, and continued secret meetings of school boards and other public groups netted guardians of a free press in the various states this year," the report continues. "Increasing use of the subpoenas at all judicial levels," it says, "will doubtless remain unless ultimately settled by flat of Congress or decision of the U.S. Supreme Court."

The question of "shield" laws to protect newsmen and their sources from subpoenas is certain to be revived in the new Congress in January, the SDX committee concludes.

The SDX committee comments also cover Chief Justice Warren Burger. The report notes that Mr. Burger on occasion bars radio-TV coverage of his public addresses and has attempted to control reprint rights to his "State of the Judiciary" address to the American Bar Association. It also cites his practice of

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*MORE THAN A DECADE OF CONSTRUCTIVE SERVICE TO BROADCASTERS AND THE BROADCASTING INDUSTRY*  
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"backgrounders" on Supreme Court actions by taking into his confidence just two regular wire-service reporters at the court.

Chairman of the SDX Freedom of Information Committee is Richard P. Kleeman, Washington correspondent for the Minneapolis Tribune. Vice chairmen are David J. Kraslow, Los Angeles Times; Vance Trimble, Kentucky Post and Times Star; William S. Small, CBS, Washington; Alvin E. Austin, University of North Dakota, and George Beebe, Miami Herald. SDX representative on the joint media committee on news coverage problems is Theodore F. Koop, CBS, Washington.

SDX expects more than 700 journalists at its Chicago meeting this week. Panel sessions will range from politics of the 1970's and problems of ecology and pollution to the challenges for journalism in the new decade. Co-chairmen of the convention are Ralph Orwell, managing editor, Chicago Sun-Times, and Harold Gully, Leo Burnett Co.

When is phony news unethical?

WPIX news chief won't say mislabeled film misleads viewers

Lee Nelson, WPIX(TV) New York news director, told the FCC hearing on the New York Daily News-owned station's license-renewal application last week that mislabeling television film was not unethical if it is unintentional.

Anchorman of WPIX's nightly news broadcast, Mr. Nelson was the first witness called last week by the station's attorneys during the eighth week of the FCC hearing. He also said he did not know if erroneous labeling of film would "mislead" television viewers.

Mr. Nelson was replying to questions from Michael Finkstein, attorney for Forum Communications Inc., which is challenging WPIX's license. Mr. Finkstein had asked whether labeling a film from Bucharest as being in Prague, or a film on the "Scissors Bridge" photographed in Fort Belvoir, Va., and labeling it Vietnam, was unethical.

"It depends," Mr. Nelson replied, on "whether it was intentional." "What conclusion would the viewer draw if the screen said 'Prague'?" Mr. Finkstein persisted.

"That he was seeing Prague," Mr. Nelson answered.

"Would the viewer be misled?" the Forum attorney asked.

"I don't know," Mr. Nelson replied. "He would be confused."

Last Wednesday (Nov. 4) the first day of his testimony, Mr. Nelson told the hearing that several news writers who charged WPIX with distortion lacked news-broadcast experience. He said that often stories for the evening broadcast show would come to him from the writers as a "draft" and "in pretty rough form."

Sometimes, Mr. Nelson testified, he would return the draft to the writer with suggestions for change. Other times, he added, generally if the writer were recently hired, he would make the changes himself.

With Mrs. Nancy McCarthy, an FCC witness who had testified earlier last week, Mr. Nelson said, he had less difficulty. She was the most experienced writer at the time (August to December 1968), he said.

Mrs. McCarthy ended her testimony Monday (Nov. 2). It was her letter to a friend alleging news distortion which precipitated the FCC investigation.

Mr. Nelson told her, Mrs. McCarthy said, that Fred M. Thrower, WPIX president, called almost every day about what was on the evening news show, and occasionally while the show was on the air.

Mrs. McCarthy, under cross-examination by John R. Schoemer Jr., WPIX lawyer, acknowledged she exaggerated when she complained Dec. 5, 1968, to Mr. Thrower that there were two or three news distortions nightly over the station.

"Was that true?" Mr. Schoemer asked. "No. Not so. It was an exaggeration," she replied. Mrs. McCarthy also told the hearing that the letter to a friend was written hastily. "I don't like the grammar," she told Mr. Schoemer. "It was a letter to a friend. On yellow copy paper. Not a document I would present ... Mr. (Arthur) Alpert [to whom the letter was sent] took the initiative ... without either my general or specific permission."

Shortly before she was fired, Mrs. McCarthy met Mr. Nelson at a restaurant, he said. During this meeting she told him she was dissatisfied with the news operation, unhappy about technical problems of the show, and mostly, unhappy with Ted Kamp, then producer-director of WPIX's evening news show.

When he asked Mrs. McCarthy to cite instances of news distortion, Mr. Nelson said, she would not be specific.

"I began to wonder if she was attempting to get Kamp replaced and advance her position in some way," Mr. Nelson said. She seemed to want to stay at the station, he added, and suggested she could be made assignment editor or producer of the news shows.

In a subsequent meeting with Mr. Thrower, Mr. Nelson said they discussed Mrs. McCarthy's employment status. "We felt she was a disruptive element for many reasons," he said, adding that they also felt perhaps she should be fired.

Reasons for describing Mrs. McCarthy as being disruptive, Mr. Nelson said, included her being difficult to get along with and refusing some assignments.

Leavitt Pope, WPIX vice president in charge of operations, said he received hundreds of memos and reports from WPIX lawyers and others dealing with the subject of distortion, once he began investigating charges the station had distorted news.

WWJ-TV renewal challenged again

AM-FM also hit this time as theater owners charge fairness violations

WWJ-TV Detroit last week saw its license-renewal application on the wrong end of a second petition to deny. Unlike the first petition, the one last week did not involve charges that the station has failed to serve the interests of Detroit area blacks (Broadcasting, Nov. 2), but it did have a familiar ring.

It was filed by the National Association of Theater Owners of Michigan, which alleges that the station, along with its AM and FM affiliates, violated the fairness doctrine in coverage of the question of whether Michigan should exempt itself from the Federal Uniform Time Act of 1966. All three stations are targets of the petition to deny renewal.

The association, which claims to represent some 400 theater owners in the state, had filed fairness complaints against a number of Michigan stations, including WWJ-AM-FM-TV, in connection with the same issue in 1967. The legislature enacted an exemption statute in that year—thus allowing Michigan to remain on eastern standard time all-year 'round—and the voters affirmed that action after the matter was petitioned to a referendum in 1968.

The stations had opposed exemption, and the theater-owners association said last week that, during the drive to petition the matter to referendum, they had flooded the "airwaves with propaganda in the guise of newscasts, in total disregard of the fairness doctrine."

The association said WWJ-AM-FM-TV had ceased the practices alleged in the complaint after it was filed with the commission. But, it added, after the commission ruled, on Nov. 6, 1968, that there was no basis for denying the WWJ-AM-FM-TV license-renewal applications, 56 (Programings)
those stations "immediately resumed committing acts in violation of the fairness doctrine and in contravention of the public interest." The association said the stations promoted efforts to overturn the results of the referendum.

The association cited the Evening News Association's ownership of the Detroit News as another critical factor in the issue. It said that the licensee was using its "monopoly of news dissemination" in the Detroit metropolitan area "to manipulate and influence public opinion on the controversial issue" of daylight saving time for its "own selfish business interests."

A similar fairness complaint had been filed by theater owners in Indiana against stations in that state. The commission rejected the complaint in July, but the matter is back before it in a petition for reconsideration.

**MGM turns off the turned on**

**Ban put on groups, records suggesting use of drugs; move draws positive response**

The antidrug movement has gained the full support of MGM's Record Division with the announcement by Mike Curb, division president, that 18 groups, whose song lyrics suggest that something positive can be gained by using drugs, have been dropped by the company. The decision was further prompted, Mr. Curb said, by the fact that groups with this pro-drug thinking were "unreliable and could not be counted on to appear for television shows or concerts."

Mr. Curb emphasized that he felt it was the record company's responsibility to keep watch over the product rather than the programer or broadcaster. "How does a record company feel knowing they put out an album that turned X number of kids on to drugs that are not familiar to them?" he asked. "The responsibility for seeing that doesn't happen should rest with the record companies."

Reaction so far has been generally favorable, Mr. Curb noted, with the most positive response coming from Gordon McLendon, Dallas-based group radio station owner. "He said he will never again play a record that had anything to do with drugs," Mr. Curb reported. "In fact, I may have his entire statement distributed around the country. We are trying to make it no longer the 'in' thing for record companies to market groups that are under the influence of drugs. I feel it is a tremendous detriment to young people who may be

exposed to drugs for the first time by an artist they musically may enjoy," he adds.

Any financial loss MGM may experience as a result of this decision is expected to be made up through promotion of other artists who do not rely on the drug culture for successful lyrics, Mr. Curb said. He pointed out that the fourth-quarter report put the company into the black for the first time in at least two years. "We expect to continue operating at a profit," he said. "MGM will be putting out an album with some of our artists singing antidrug songs. In general, the move has met with a positive response, and we feel we made the right decision."

**Duffy: TV 'relevance' is a disappointment**

A sampling of this season's "new social-conscious programing" on the TV networks "has left much to be desired" and as a result, according to James E. Duffy, ABC-TV network president, the networks are already reacting by changing their thinking.

Though Mr. Duffy was not explicit as to which series are to be affected, there were reports last week that the networks are effecting changes in scripts and creating new character roles for various shows which generally fit the description of reflecting social consciousness.

In a speech in Milwaukee Oct. 31 at the seventh annual Wisconsin Broadcasters Association-sponsored seminar for broadcast-career students, Mr. Duffy said that this poor showing in program sampling "has already, in fact, begun to alter the thinking of all three commercial networks for mid-season, and next season."

Mr. Duffy said that the TV networks "have made considerable progress in upgrading our programing." He said: "We are no longer all westerns or all action-adventures or all game shows or all comedies. But our own thing, with something to say and the talent with which to say it." He said the networks have found "new, creative ways to express today's issues and conflicts" in the attempt to reflect the social changes taking place in the U.S.

Mr. Duffy said, however, the networks may have "over-reacted to relevance—both the word and the idea—sometimes employing it for its own sake rather than the sake of a program," and that "perhaps we have not done all that we might to attract, and be of more profound service to, the youth of our nation." He suggested TV seek to attract more young people to "our creative community, particularly writers, those who speak not only the language but the aspirations of their contemporaries."

**New attack on TV violence**

**Suit will allege horror shows violate child viewer's rights**

A group aiming to take the violence out of children's television programing says it plans to sue to establish a new legal principle: that children have a Fifth-Amendment right "to be free from the mental harm caused by the viewing of television programs that portray fictional violence and horror."

The suit, scheduled to be filed Thursday (Nov. 12) against an unidentified Washington TV station, is being undertaken by the 18-month-old Foundation to Improve Television (FIT), headquartered in Boston. FIT asked the FCC last fall to impose such a ban, but the commission announced last September it was delaying action on the petition, pending a report from the surgeon general's study of TV and violence (Broadcasting, Sept. 28).

The $1-million surgeon general's study, initiated early last year at the behest of Senator John O. Pastore (D-R.I.), who is the chairman of the Communications Subcommittee of the Senate Commerce Committee, is expected to be completed by midsummer next year.

FIT's president is Boston lawyer William S. Abbott, a selectman of Arlington, Mass., and father of a boy, 5, and a girl, 7. Mr. Abbott was a White House fellow with the Department of Agriculture in 1966-67 and was with the Agency for International Development, 1967-68.

The eight directors of FIT are Robert R. Pauley, former president of Mutual and ABC Radio; Katherine Peden, president of WTVL(AM) Nicholasville, Ky.;

- Mr. Duffy

Broadcasting, Nov. 9, 1970
who had been a member of the Presidential Commission on Civil Disorder; Orville L. Freeman, former Secretary of Agriculture; Dr. Roy W. Menninger of the Menninger Foundation, Topeka, Kan.; Dr. Jerome Kagan, professor of human development, Harvard University; Charles G. Berwind, Berwind Corp., Philadelphia, chairman of the Big Brothers of America; Gerald W. Blakeley Jr., Cabot, Cabot & Forbes Co., Boston real estate firm; and Mr. Abbott.

Mr. Pauley told Broadcasting last week that he had been invited to become a director of FIT by Mr. Blakeley, a personal friend.

And, Mr. Pauley added, although he had "several" offers he never could be interested in working in TV because "I could not equate good broadcasting and the violence in children's programs." He also said TV's dependence on ratings offended him.

The suit, which the U.S. District Court in Washington to issue an injunction prohibiting the selected station (FIT sources declined to identify the station last week), its network and those who advertise on the station from telecasting a violence-oriented program during prime child-viewing times. It also is asking for a declaratory judgment that would apply this injunction to all TV stations.

The FIT action is one of a series of recent moves involving citizens groups and children's programming. Pending before the FCC is a petition for rule-making from another Boston group, Action for Children's Television, that asked the commission to eliminate all commercials from children's programs and to require all stations to program for children at least 14 hours a week. This is under consideration at the FCC ("Closed Circuit," Nov. 2). In recent talks, FCC Chairman Dean Burch urged broadcasters to better their programming for children (Broadcasting, Sept. 28, 21).

Network suit criticized at theater owners' meet

The suit filed last month by seven leading motion-picture companies seeking to put ABC and CBS out of the motion-picture making business is "asinine," Wometco Enterprises Senior Vice President Louis Wolfson II said last week.

Delivering the keynote address at the Miami convention of the National Association of Theater Owners, Mr. Wolfson said the suit, which if successful would enjoin ABC and CBS from producing entertainment programs for themselves, for theater distribution or for anyone else (Broadcasting, Oct. 5), "is not in the best interests of motion picture exhibitors . . . At a time when we need product so desperately, I believe it is unhealthy for a segment of our industry to try to restrict the quantity of available product and try to eliminate substantial competition."

"From an exhibitor's standpoint," he added, "I believe the more responsible people making movies the better. And certainly ABC and CBS have given us some fine product over the past year or so."

Touching on another broadcast-related matter, Mr. Wolfson said: "Pay-TV will not work nationally and will never be a truly viable, significant industry . . . Pay-TV is not in the public interest. The most [it] could ever hope to achieve would be to have people pay for what they are now and have always been receiving free."

Mr. Wolfson said he considered pay-TV and CATV to be "similar.

Commenting on the potential competitive effect of the miniprint cassette industry, Mr. Wolfson said "Nobody is quite sure where the cassette idea will go. I personally believe there will be a tremendous market for it . . . I believe its primary competitive impact will be on the home entertainment market, whether radio, commercial TV, pay-TV or CATV."

Wometco is a diversified entertainment operation, which includes motion picture theaters, radio and TV stations and CATV systems among its holdings.

Mr. Wolfson also heard ABC Inc. President Leonard H. Goldenson use strong language to refute the contention that ABC is interested in making motion pictures mainly for television.

He called such an attitude "unadulterated nonsense," and pledged to his audience that all ABC-produced films would run their course in theatrical showings. But he repeated that because of the high cost and scarcity of quality features, ABC planned to continue Movie of the Week production for the television network.

"Mr. Goldenson, who was honored with the association's Walt Disney award, said there was a need for more and better motion pictures. He attacked the "smut, sex and profanity" found in films and said ABC was "not overly proud" of its association with "Candy" and "The Killing of Sister George." In the future, he added, ABC will forego X-rated productions in favor of more family-style movies.

Texan stresses import of minority programming

A Texas broadcaster who is president of the Association of Maximum Service Telecasters and who has been a hard-nosed leader in the fight against unrestricted CATV was scheduled to say today (Nov. 9) that TV and radio must provide "more programing, not less" for minority audiences.

Jack Harris, president of the Houston Post's KPRC-TV Houston, was to tell the Broadcasters Promotion Association in Houston that broadcasting's image in the public mind has retrogressed.

In the 1970's, Mr. Harris is to say, broadcasters "must provide more and better informational services, with expanded budgets, increased manpower, greater skills."

Stressing that news "has already become the most important segment of any self-respecting television station," Mr. Harris said that news departments must have "priority consideration and support of top management."

Attacks on broadcasting, he said, have come from government, but today they come from viewers.

In analyzing what's wrong, Mr. Harris said he starts with the general manager, who generally comes up from sales, and whose interest is sales.

But, Mr. Harris stated, "success in sales should be the result of success in programing and promotion, which add up to broad public acceptance." Service, he said, is "the total output on the tube. . . ."

Although TV is and should continue to be a mass medium, the Southwest broadcaster said, "many minorities have a right to expect and demand some of the things their interests call for, some of the time—a great deal more than they are now receiving."

"If we fail to provide it—and soon," he said, "I am afraid it will be required by government order."

Among other factors noted by Mr. Harris was the practice of pre-empting network time when the network is sending a minority program down the line.

If there is a truly local program that needs to be carried, that is one thing, he said, but when the time is filled with old movies or off-network reruns, there

Al Capp on radio

John Thayer/Don Bruce Together Inc., a new Memphis production firm, has signed cartoonist-radio commentator Al Capp to produce a series of five-minute daily features for national television syndication. The series, titled The Al Capp TV Commentary, already in production with a pilot ready for screening, will offer Mr. Capp and an occasional guest in a session of commentary, much in tune with his radio series which is syndicated in 120 cities. The cartoon character: "L'il Abner" will also be featured on occasion to illustrate one of Mr. Capp's points.
is only one reason: money. And, he added, when it is done by the largest and most profitable network affiliates, the reason is "greed."

Mr. Harris said he is also troubled that many large broadcasting groups are traded on the stock exchanges. "I fear fluctuation in market prices may become an undue concern of management holding stock options, and this may influence objectives and decisions.

"Stock market prices are tied to profits, not service, and I believe we broadcasters are entitled to profits only when we provide service."

A big gap is seen in TV news coverage

Charles E. Walker, under secretary of the treasury, told the Joint Council on Economic Education in New York last week that TV didn't report economic news.

Addressing the council at a dinner meeting in New York, Mr. Walker said that, while "news magazines have expanded their coverage of economic news and analysis," and news-oriented radio stations have appointed economics or business editors, "television runs a poor last when it comes to the quantity and quality of economic coverage."

Although there are "some very good TV journalists who report from time to time on the Washington economic scene," Mr. Walker observed, "there is not a single person in the nation's capital who specializes in covering such developments for television."

---

**Changing Formats**

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

- **WKTC(AM)** Charlotte, N.C.—Action City Broadcasting Corp., effective Sept. 21, changed format from country and western to inspirational music with religious programing. Bill Hicks, program director, said the station draws heavily on contemporary religious music. He added that listener and advertiser response alike "has been most exciting."

  Ken Rogers, general manager, noted that WKTC is the only religious-oriented AM daytimer in the Charlotte market. WKTC operates on 1310 kHz with 1 kW.

- **KBMR-FM** Bismarck, N.D.—KBMR Radio Inc., effective Oct. 26, switched from a stereo, middle-of-the-road, automated tape service to country-and-western music. Mark Swendsen, program director, said the change resulted because affiliate KBMR(AM) has accumulated an extensive country-and-western music library and because of disappointment with the tape service. The AM facility is a daytimer on 1350 kHz with 500 w. KBMR-FM operates on 94.5 mhz with 100 kw and an antenna 450 feet above average terrain.

- **WHAG-FM** Halfway, Md.—Regional Broadcasting Co., effective Oct. 12, dropped automated stereo service of middle-of-the-road music to program progressive rock from 6 p.m. to midnight. FM facility continues to use tape service from 9 a.m. to 6 p.m. and simulcasts AM affiliate's contemporary MOR music from 6 a.m. to 9 a.m. each day. Dick Snyder, assistant general manager, said the "market was in need of progressive rock," noting several colleges and universities are in the station's listening area. WHAG(AM) is a daytimer on 1410 kHz with 1 kW. FM facility operates on 96.7 mhz with 3 kw and an antenna 160 feet above average terrain.

**AP group takes new name**

The Associated Press Radio-Television Association has officially changed its name to the Associated Press Broadcasters Association. An overwhelming majority of the more than 3,200 broadcast members of the AP voted for the new name, according to APBA president Thomas Powell. The board of directors voted to submit the proposal for the name change at its annual meeting in New York (Broadcasting, Sept. 28).

**Avco keeps Reds' games**

Avco Broadcasting Corp., Cincinnati, which has been televising Cincinnati Reds' games since 1956, has been awarded rights to Reds telecasts for the 1971-72-73 seasons. The schedule for the three-year contract will include 35 games per season, predominantly away, and also the rights to playoffs. Principal sponsor for the broadcasts will be the Burger Brewing Co., Cincinnati.

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**Equipment & Engineering**

**Spectrum impact data sought**

NAE report rejects validity of 'formulas' for 'ideal' system

The problem of defining the public interest in spectrum management is "elusive," and much more data on possible impacts of spectrum decisions is urgently needed, a National Academy of Engineering group has concluded.

In a report titled "The Application of Social and Economic Values to Spectrum Management," NAE's Committee on Telecommunications' Panel on Spectrum Value found that an "ideal system" for spectrum management "is the same as that sought through the ages for the improvement of all phases of government, and no solution beyond the selection of wise human judges using the best available information has been found."

The report is NAE's response to a 1968 request of the Office of Telecommunications Management (now the Office of Telecommunications Policy) for a review of problems in defining the public interest in electromagnetic-spectrum management.

The panel, chaired by NAE member Henri G. Busignies, senior vice president and chief scientist of International Telephone and Telegraph Corp., found that "formulas" for optimal spectrum allocation were exercises in frustration: "The ideal system . . . would be a systematic procedure that could be applied to determine and assess the social and economic values associated with the spectrum management decisions . . . Our search found no such system. It was concluded that some type of formula employing numerical values represented the only hope, but the study led to the conclusion that such an ideal system does not exist, nor can it be formulated."

Systematic analyses to develop models or formulas could be valuable to spectrum management, the panel found, but they cannot be used to compare the uncomparable or delineate relative social values.

In testing possible models, the panel found that it was doubtful whether value per dollar or per person are the same for different applications. It notes: "The people and the value associated with them in a TV application are not the same as those in a mobile-radio application. The people affected by a
FCl buying facsimile manufacturing company

Facsimile Communications Inc., New York, announced last week it has agreed to acquire Information Utility Systems Inc., New York. Terms of the transaction, which is subject to approval by the FCI board of directors, were not disclosed.

Arnold Bloom, president of FCI, said the acquisition will give FCI, now operating a national facsimile network, "the hardware which will transmit by facsimile techniques from hard copy to hard copy and from microfilm to hard copy." In the take-over, FCI will be acquiring IUSI's proprietary technology and staff.

Ira Kamen is board chairman of IUSI, which holds patents in the facsimile communications field. The patented developments to be acquired, Mr. Bloom said, will create "lower-cost facsimile at high speed and economic access to the computer-stored microform documents which have become the records for corporate business, education and government."

Phone company gets OK on CATV role

Continental Telephone Co. of California last week was granted a waiver of FCC rules prohibiting telephone companies from providing facilities for affiliated CATV systems in the same service area.

Continental plans to construct additional distribution lines and trunk cable for its affiliate, Continental Transmission Corp., Victorville, Calif. The construction will enable the affiliate—the only company authorized to provide CATV service in the city—to serve about 1,200 subscribers.

The commission may authorize waivers to provide CATV service in communities that could receive such service only through a system related to a local telephone company.

The commission granted the waiver by a 5-to-0 vote, but made it subject to the condition that Continental Telephone make pole attachment or conduit space available within technical limits to any other CATV system within the same telephone service area at reasonable rates. The construction is to be discontinued by March 16, 1974.

The commission noted that it cannot determine if any other CATV operator will be available to operate the system by 1974 and that a permanent waiver would be premature.

A customer shows its EVR recording

CBS's Electronic Video Recording system received its first customer demonstration last week when an EVR recording made by converting an Equitable Life Assurance Society training presentation was shown in New York.

The picture quality was adjudged only fair, but CBS sources said the conversion not only had been from a one-inch tape but had been done hurriedly and that improvements would be made in the future. During the demonstration, Motorola Inc., which manufactures the EVR units under CBS license, turned over to Equitable the first EVR teleplayer, and CBS gave the insurance company the first customer tape converted to EVR.

BPA retains theme for '70 seminar

Group will develop motif from last year; youth culture will get special attention

Participants in the 15th annual seminar of the Broadcasters Promotion Association meeting this week (Nov. 9-11) in Houston will continue their focus on the "Responsibility and Challenges of Broadcast Promotion."

Last year's BPA seminar in Philadelphia considered by BPA officers as one of the more successful annual meetings in the organization's history bore the same title. But this year's adds the Roman numeral II to indicate a continuation in emphasis on involvement of the promotion manager in helping station management deal with broadcast problems of the 1970's.

Several veteran broadcasters will help BPA participants in that endeavor: James E. Duffy, president of ABC-TV, is to be the opening speaker today (Nov. 9) to be followed by Jack Harris, KPBC-AM-TV Houston, and J. Leonard Reinsch, Cox Broadcasting Corp. and Cox Cable Communications Inc.

On Wednesday morning (Nov. 11), Marcus Cohn, Cohn and Marks, Washington law firm, and Willard Walbridge, of Capital Cities Broadcasting and board chairman of the National Association of Broadcasters, will address the seminar.

An underlying theme of the seminar will accent communication with youth. Keynote speaker at the Monday luncheon is Robben W. Fleming, president of the University of Michigan, and the main panel on Tuesday morning considers "How Can Broadcasters Better Reach and Relate to Today's Youth..."
Culture." This session, produced by Andrew C. Ersh, director of advertising and promotion of the ABC-owned radio stations, includes as panelists Erich Segal, Yale University professor and author of "Yellow Submarine" and "The Love Story"; Joseph Rhodes Jr., Harvard University graduate student and member of the President's campus commission, and Melanie, winner of Europe's Edison award for the world's top female vocalist.

Workshops sessions on promoting radio; news-and-sports; TV-on-radio and radio-on-TV; and movies on a TV station, will be held this afternoon. Also slated is a concluding session of the seminar on Wednesday morning, with panelists Larry Laurent, Washington Post; David Victor, creator-executive producer of CBS's Marcus Welby, M.D. and Barbara Walters of NBC's Today show. Mike Shapiro, A. H. Belo Corp. (station and newspaper owner), is moderator.

At the awards luncheon on Tuesday, Paul Haney, former "voice" of the National Aeronautics and Space Administration's mission control, will be the speaker. A workshop and business meeting follow in the afternoon, with a trade-press cocktail party and banquet held that evening. Also scheduled prior to BPA are independent meetings held by station-representation firms and station groups for promotion managers.

KABC-TV, KGO each win two BPA awards

KABC-TV Los Angeles and KGO(AM) San Francisco took two first prizes in the annual awards competition of the Broadcasters Promotion Association. Winners are being announced today (Nov. 9) in Houston, where the BPA is holding its annual seminar.

Categories and winners: Audience promotion in TV, WLS-TV Chicago (on-air), KABC-TV Los Angeles (other media) and KABC-TV (total campaign); in radio, WCBS(AM) New York and WPBN(AM) Indianapolis (both on-air); WNEW(AM) New York (other media); TV sales promotion, Harrington, Righter & Parsons, station representative, in the category of networks, groups, reps and stations in top 10 markets (KTVU[TV] Oakland-San Francisco, honorable mention), and KSL-TV Salt Lake City in category of stations in all other markets (CHCH-TV Hamilton, Ont., honorable mention).

Also, radio sales promotion, KGO(AM) San Francisco (audio-visual material) and WIOO(AM) Miami (print material); community involvement in TV, WFBM-TV Indianapolis and honorable mentions to KABC-TV and to WQAD-TV Moline, Ill., in radio, KGO, and honorable mentions to WNEW and to WSB(AM) Atlanta.

NAB to honor women's clubs

The National Association of Broadcasters has expanded its long-time cooperation with the General Federation of Women's Clubs with a new program aimed at recognizing clubwomen for their work in radio and TV.

The program—which is commencing with broadcasting's 50th anniversary—is designed to promote better understanding of radio-TV by clubwomen and assist local broadcasters in pinpointing community needs.

A citation and a Broadcasters Rose Bush will be presented in the spring of 1972 to the women's club in each state which has done the most to increase member involvement with the country's radio and TV stations.

**FocusOnFinance**

What next for broadcast stocks?

Analysts disagree on reasons for dip and on outlook for immediate future

Broadcast and related stocks slipped a bit in October, but Wall Street analysts last week tended to view this as a sort of consolidation after a period in which the issues as a group had shown good bounce and outperformed the market as a whole.

There was some feeling that stocks in and associated with broadcasting were, as one specialist put it, "just sitting there waiting for a resumption of growth." Some analysts also thought most broadcast-related stocks might tend to "mark time for a while" and possibly "pull back a little"—which, one noted, "is normal reaction after a strong recovery."

Others thought the next strong resurgence was not apt to come before the second quarter of 1971, thanks in part to uncertainty about what effect the loss of cigarette billings, effective Jan. 2, may have on first-quarter earnings.

In general, it has been felt that the imminent cigarette-billings loss has already been discounted in Wall Street trading and is not, in itself, apt to cause any further dislocations of a substantial nature (Broadcasting, Oct. 5).

Beyond that, several analysts last week noted that the FCC's prime-time access rule, which goes into effect no later than Oct. 1, 1971, will remove more commercial time from network inventories than loss of the cigarette business will add, and thus eventually may enable networks to raise their rates.

Differences also were reflected in other ways. At one extreme, for example, one analyst said that "because so many things are still up in the air, I don't have any generally positive thought towards this industry." More optimistically, another felt that "broadcasters are building up quite a bit of leverage" for the future and that even though the situation right now may not be "exactly rosy," at least "it is stable."

The slightly off-month for broadcast and related issues also follows the down-

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Broadcasting, Nov. 9, 1970
ward pattern of the market as a whole, which is in part attributable to the inevitable anxieties preceding last week's elections. The over-all market showing, indicated by Standard & Poor's industrial average, was down .5% and the BROADCASTING INDEX followed with a 2.2% loss. By categories, broadcasting stocks fell 4.8%, and broadcasting with other major interests was also down, 1.3%. Some individual issues in the two groups did advance, however: Rahall Communications was up 18.6% and Turner Communications, trading at 3%, was ahead 31.6%.

Service firms gained nearly 8% during October with Creative Management, now trading on the American Stock Exchange, pulling the category up with a 52.8% jump. Two agencies, Ogilvy & Mather and Wells, Rich, Greene, also made advances, 13.1% and 47%, respectively. Movielab, trading at $2.75, was up nearly 30%.

Manufacturers and CATV companies fell back during the same period, with respective 2.1% and 4.2% losses. Telecommunication, an equipment manufacturer in Salt Lake City trading at 13, surged during the past month 48.5% and Burnup & Sims, a Florida CATV concern recently added to the index, was up 16.3%.

Programmers fared the worst with the category off 6.7% and only the Wrather Corp., showing a 36% gain.

Added to the index this month are two firms categorized with the service issues. Elkins Institute, with executive offices in Dallas, trains TV and radio announcers, operators and engineers, and is traded over the counter. Marketing Resources and Applications, another over-the-counter stock, is a New York-based time-buying firm.

The Broadcasting stock index
A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 5</th>
<th>Closing Oct. 29</th>
<th>% Change Month of Oct.</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tbody>
<tr>
<td><strong>Broadcasting</strong></td>
<td></td>
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<tr>
<td>ABC</td>
<td>NBC</td>
<td>23%</td>
<td>23%</td>
<td>-17</td>
<td>39%</td>
<td>19%</td>
<td>7,073</td>
<td>146,765</td>
</tr>
<tr>
<td>ASI</td>
<td>ABC</td>
<td>26%</td>
<td>26%</td>
<td>-10</td>
<td>17%</td>
<td>17%</td>
<td>7,073</td>
<td>146,765</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBS</td>
<td>28%</td>
<td>28%</td>
<td>-13</td>
<td>36%</td>
<td>20%</td>
<td>6,051</td>
<td>168,578</td>
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<tr>
<td>CBS</td>
<td>CBS</td>
<td>28%</td>
<td>28%</td>
<td>-10</td>
<td>49%</td>
<td>20%</td>
<td>1,988</td>
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<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>29%</td>
<td>29%</td>
<td>-14</td>
<td>33%</td>
<td>19%</td>
<td>1,391</td>
<td>92,978</td>
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<tr>
<td>Cox</td>
<td>COX</td>
<td>17%</td>
<td>17%</td>
<td>-7</td>
<td>24%</td>
<td>18%</td>
<td>5,789</td>
<td>97,660</td>
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<td>Gross Telecasting</td>
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<td>Metromedia</td>
<td>MET</td>
<td>16%</td>
<td>16%</td>
<td>-13</td>
<td>13%</td>
<td>9%</td>
<td>800</td>
<td>9,321</td>
</tr>
<tr>
<td>Mooney</td>
<td>O</td>
<td>6%</td>
<td>6%</td>
<td>-12%</td>
<td>2%</td>
<td>4%</td>
<td>533</td>
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<td>Pacific Southern</td>
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<td>13%</td>
<td>13%</td>
<td>-6%</td>
<td>18%</td>
<td>7%</td>
<td>533</td>
<td>92,416</td>
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<tr>
<td>Rahall</td>
<td>RG</td>
<td>15%</td>
<td>15%</td>
<td>+16.8%</td>
<td>5%</td>
<td>1%</td>
<td>1,040</td>
<td>15,725</td>
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<td>Reeves Telecon</td>
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<tr>
<td>Scipio-Howard</td>
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<td>Sonderling</td>
<td>SDB</td>
<td>23%</td>
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<td>10%</td>
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<tr>
<td>Starr</td>
<td>SBB</td>
<td>8%</td>
<td>8%</td>
<td>-7.2%</td>
<td>18%</td>
<td>12%</td>
<td>461</td>
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<td>Teft</td>
<td>TFB</td>
<td>19%</td>
<td>20%</td>
<td>-6.4%</td>
<td>23%</td>
<td>13%</td>
<td>3,712</td>
<td>74,240</td>
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</tbody>
</table>

| **Broadcasting with other major interests** |
| Avco         | AV       | 10%           | 10%            | -24.1%                 | 25%       | 9%      | 11,470                | 121,911                      |
| Ballantine   | BMC      | 5%            | 5%             | -26.9%                 | 14%       | 3%      | 2,054                 | 11,540                       |
| Boston Herald-Traveler |
| Chris-Craft  | CON      | 9%            | 9%             | -19.1%                 | 11%       | 4%      | 3,797                 | 24,167                       |
| Combined Communications |
| Cowles Communications |
| Fudga        | FUA      | 12%           | 12%            | -9.9%                  | 31%       | 7%      | 2,059                 | 73,118                       |
| Gannett      | GCI      | 28%           | 28%            | -7.7%                  | 29%       | 18%     | 7,117                 | 199,276                      |
| General Tire |
| Gray Communications |
| Lamb Communications |
| Lee Entrepreneurs |
| Liberty Corp. |
| LIN          | LC       | 15%           | 15%            | -16.3%                 | 21%       | 13%     | 7,404                 | 102,239                      |
| Meredith Corp. |
| Outlet Co.   | OTU      | 12%           | 12%            | -7.5%                  | 17%       | 10%     | 3,332                 | 14,829                       |
| Plowog Inc.  | PLO      | 7%            | 7%             | -31.4%                 | 10%       | 3%      | 9,369                 | 29,252                       |
| Post Corp.   | 10%      | 10%           | 10%            | -9.9%                  | 31%       | 7%      | 3,979                 | 73,118                       |
| Ridder Publications |
| Rollins      | ROL      | 25%           | 25%            | -10.3%                 | 20%       | 12%     | 18,426                | 303,299                      |
| Rust Craft   | RUB      | 26%           | 26%            | -11.8%                 | 32%       | 16%     | 4,115                 | 30,134                       |
| Storer       | SBK      | 19%           | 19%            | -17.7%                 | 32%       | 14%     | 4,223                 | 80,281                       |
| Time Inc.    | TL       | 33%           | 33%            | -3.3%                  | 43%       | 25%     | 7,257                 | 240,207                      |
| Trans National Comm. |
| Turner Communications |
| Wometco      | WOM      | 17%           | 17%            | -6.6%                  | 20%       | 13%     | 5,817                 | 88,889                       |

| CATV |
| Acmea       | ACO      | 6%            | 6%             | -15.2%                 | 16%       | 4%      | 1,200                 | 7,500                        |
| American TV & Comm. |
| Burnup & Sims |
| Cablecom-General |
| Cable Information Systems |
| Citizens Financial Corp. |
| Columbia Cable |
| Communications Properties |
| Cox Cable Communications |
| Cypress Communications |
| Entron      | ENT      | 3%            | 3%             | 0%                    | 8%        | 2%      | 3,320                 | 8,450                        |
| General Instrument Corp. |
| Sterling Communications |
| Tele-Communications |
| Telecomputer |
| Television Communications |
| Vikor       | VIK      | 8%            | 8%             | -19.5%                 | 27%       | 6%      | 2,316                 | 19,107                       |

Total: 32,651 447,688
Company reports:

A. C. Nielsen Co., Chicago, reported record consolidated sales for fiscal 1970, a trend that the ratings-services firm said has continued for 37 years. Record earnings for the year also were reported. For fiscal year ended Aug. 31:

- Consolidated sales: $108,225,684
- Net income: $7,727,465

Post Corp., Appleton, Wis., publisher and group broadcaster, reported increases in profits of 14% for the third quarter and 6% for the nine months of fiscal 1970, as compared to last year. Post's board also declared a regular quarterly dividend of 4 cents per share payable Nov. 20 to stockholders of record Nov. 9.

For the nine months ended Sept. 30:

- Earned per share: 1970 $0.69, 1969 $0.85
- Revenues: 1970 $8,905,200, 1969 $7,890,733

John Blair & Co., New York, reported an increase in revenues and a slight decline in net earnings for the first nine months of the year, ended Sept. 30. Francis Martin Jr., Blair president, said the reduction in earnings for the period was attributable to City News Printing Corp., acquired last November. He added that the operations of this subsidiary "have begun to reflect the turn-around program begun earlier this year."

For the nine months ended Sept. 30:

- Earned per share: 1970 $1.02, 1969 $1.08
- Revenues: 1970 $47,731,000, 1969 $44,925,000
- Net income: 1970 $2,648,000, 1969 $2,811,000

Cohu Electronics Inc., San Diego-based broadcast equipment manufacturer, re-

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**Cohu Electronics Inc., San Diego-based broadcast equipment manufacturer, re-**
reported continued losses 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>($0.13)</td>
<td>$0.25</td>
</tr>
<tr>
<td>Revenues</td>
<td>5,427,969</td>
<td>7,623,811</td>
</tr>
<tr>
<td>Net income</td>
<td>(176,166)</td>
<td>394,855</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,491,152</td>
<td>1,357,500</td>
</tr>
</tbody>
</table>

Combined Communications Corp., Phoenix-based group broadcaster, reported a 55% increase in profits 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>$0.41</td>
<td>$0.33</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>17,373,179</td>
<td>13,316,190</td>
</tr>
<tr>
<td>Net income</td>
<td>852,511</td>
<td>548,416</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,945,929</td>
<td>1,650,965</td>
</tr>
</tbody>
</table>

Note: Extraordinary income in 1969 amounted to $0.07 per share.

Creative Management Associations Inc., Los Angeles-based talent agency, has reported an increase of over 50% in profits for the first nine months of the current fiscal year and a 62% increase in income for the third quarter from $207,670 or 20 cents per share to $336,588 or 30 cents per share.

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>$0.53</td>
<td>$0.38</td>
</tr>
<tr>
<td>Revenues</td>
<td>8,105,749</td>
<td>7,691,024</td>
</tr>
<tr>
<td>Net income</td>
<td>584,651</td>
<td>386,632</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,101,642</td>
<td>1,008,676</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Burbank, Calif., has estimated results for its fiscal year to be the best in the company's history. Revenues were up 13% while income increased 41%. Those figures do not include an adjustment for the loss incurred by Penn Central Commercial Paper which Disney plans to write off and deduct for tax purposes. The net effect would be to reduce net income by $740,000 or 13 cents per share. Estimates are subject to final audit. For the year ended Oct. 3:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$3.79</td>
<td>$2.82</td>
</tr>
<tr>
<td>Revenues</td>
<td>167,000,000</td>
<td>148,367,000</td>
</tr>
<tr>
<td>Net income</td>
<td>22,400,000</td>
<td>15,804,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,905,000</td>
<td>5,597,000</td>
</tr>
</tbody>
</table>

Filmways Inc., New York, reported that gross revenues slipped substantially for its fiscal year ended last Aug. 31 and the 1970 period ended with a net loss of more than $1 million resulting from an extraordinary loss of $1,905,146 in connection with Filmways' shutdown of its auto-racing facilities at Sears Point, Calif.

For the fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>($0.72)</td>
<td>$1.43</td>
</tr>
<tr>
<td>Revenues</td>
<td>78,841,853</td>
<td>86,269,657</td>
</tr>
<tr>
<td>Net income</td>
<td>(1,129,856)</td>
<td>2,504,080</td>
</tr>
</tbody>
</table>

Note: 1970 net income before extraordinary loss totals $775,250 or $0.32 per share.

Media General Inc., Richmond, Va., publisher and group broadcaster, reported a 12% increase in profits and an 8% increase in total revenue 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>$1.40</td>
<td>$1.39</td>
</tr>
<tr>
<td>Revenues</td>
<td>93,521,336</td>
<td>86,958,763</td>
</tr>
<tr>
<td>Net income</td>
<td>4,721,273</td>
<td>4,218,575</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,442,242</td>
<td>3,031,295</td>
</tr>
</tbody>
</table>

Times Mirror Corp., New York, reported declines in revenues and profits for both the third quarter and nine months ended Oct. 4, as compared to the same periods last year. The drop was attributed to a continuing softness in the economy which affects newspaper advertising line.

For the nine months ended Oct. 4:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.24</td>
<td>$1.52</td>
</tr>
<tr>
<td>Revenues</td>
<td>337,600,000</td>
<td>314,200,000</td>
</tr>
<tr>
<td>Net operating income</td>
<td>18,900,000</td>
<td>22,800,000</td>
</tr>
</tbody>
</table>

Note: Extraordinary income from sale of KRLD-AM-FM Dallas added 4.5 million to net income and 30 cents per share to 1970 earnings. An extraordinary item last year increased earnings 31 cents per share. Results for 1970 include the operations of the Dallas Times Herald and KDFW-TV Dallas accounted for as pooling of interests and figures for 1969 have been restated to reflect this. Also included is 51% interest in Newsday Inc., Long Island, New York, from the date of acquisition (May 19, 1970). Operating net income does not include minority interest income which amounted to $390,633 for the 40 weeks and $258,179 for the 12 weeks.

United Artists' Theatre Circuit Inc., New York, which has interests in CATV, reported fiscal 1970 revenues of $75,155,104, as compared to $68,691,138 for 1969, but a decline of about $1 million in net income.

For year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.50</td>
<td>$2.19</td>
</tr>
<tr>
<td>Revenues</td>
<td>75,155,104</td>
<td>68,691,138</td>
</tr>
<tr>
<td>Net income</td>
<td>2,422,209</td>
<td>3,494,055</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,617,888</td>
<td>1,594,675</td>
</tr>
</tbody>
</table>

Fuqua up this quarter but down for the year

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a 24% increase in profits for the third quarter, but a decrease in profits for the nine-month period, as compared to similar periods last year.

The lower net income level for the nine months is the result of a poor second quarter which Fuqua attributed to the effect of the Teamsters' strike and "timing differences of sales and income" of its luxury residential development subsidiary. J. B. Fuqua, chairman, added that broadcasting and theater operations so far this year have been more profitable than last year.

Fuqua net operating income rose to $3,028,000 or 46 cents per share in the third quarter versus $2,473,000 or 37 cents in 1969. Sales for the July-September period were $80,440,000 against $72,315,000 last year. Both sales and earnings were the largest ever reported by Fuqua in a third-quarter 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>$0.79</td>
<td>$1.30</td>
</tr>
<tr>
<td>Net sales and other income</td>
<td>232,460,000</td>
<td>223,962,000</td>
</tr>
<tr>
<td>Net income</td>
<td>5,333,000</td>
<td>8,480,000</td>
</tr>
</tbody>
</table>

Note: 1969 figures restated, on a pooling of interests basis, to include business acquired in 1969 and 1970 and year-end adjustments applicable to the first nine months of 1969.

Financial notes:

■ CBS Inc has bought 49% of Klingbli Co., Columbus, Ohio, developer and manager of residential communities in nine states since 1961. In 1969, Klingbli's construction volume was about $30 million. Under the agreement, concluded Oct. 31, CBS paid $5 million to Klingbli for new and treasury shares equivalent to a 24 1/2% interest and $5 million to present Klingbli shareholders for a 24 1/2% interest. CBS also has an option to buy the balance of the firm's stock in 1975.

■ Doyle Dane Bernbach, New York, has completed the acquisition of Snark Products Inc., Fort Lee, N.J., wholesaler and distributor of pleasure boats for an undisclosed amount of stock. Agreement was first announced last summer (Broadcasting, Aug. 31). Alex Roth, president and chief executive officer, and James W. McMullern, executive vice president and sales manager, will continue to head Snark.

THE LEADING CONTEMPORARY SHOULD GROSS $2.50...

per person in its metropolitan area annually.

(That's $2,500,000 annually in a metro of 1,000,000 persons.)

We help contemporary stations exceed $2.50 by persuading major retail advertisers to spend more.

Our device is the Key Account Plan — KAP.

YOUNG ADULT MARKETING INC.
KEVIN B. SWEENEY, PRESIDENT
19525 VENTURA BLVD. • TARZANA, CALIF. • (213) 881-7017

64 (FOCUS ON FINANCE) BROADCASTING, Nov. 9, 1970
Broadcast advertising


Michael G. Turner, executive VP, SSC&B, New York, rejoins Ogilvy & Mather there, as member of board, senior VP and director of agency’s Houston office.


Marvin D. McQueen, senior VP, D’Arcy Advertising, New York, named managing director of New York office. He succeeds D. H. Lewis, who resigns.

Norman J. Muse, VP, Leo Burnett, Chicago, named executive creative director.

Eugene Bove, executive art director; Mary Cotter and Roz Reynolds, copy supervisors, and Martin J. Waters, associate media planning director, BBDO, New York, elected VPs.

Martin C. Riklin, director of print production and traffic, and administrator of art studio, Benton & Bowles, New York, elected VP.

James W. Thomas, general sales manager, Sheaffer Pen Co., Fort Madison, Iowa, named VP of marketing. He assumes responsibility for total marketing functions of Sheaffer.

W. Thomas Dawson, general sales executive, CBS Radio Spot Sales, New York, appointed to newly created position of director of development.


Albert Holt, manager of sales, WCBS-TV New York, appointed sales manager, special projects. Vance Harrison, national sales manager, WCBS-TV, appointed local sales manager. Albert Jerome, automotive sales manager, WCBS-TV, succeeds Mr. Harrison.

Goldstein, retail sales manager, WCRS-TV, appointed sales manager, retail/development.

Joseph D. Lastort, local sales manager, WFBG-TV Altoona, Pa., appointed general sales manager. He is succeeded by J. Thomas Conners, with WFBG-TV.

Austen G. Smithers, manager, sales development, Group W Radio, New York, named general sales manager, WEEF-AM/FM Boston.

Sue H. Anderson, with KMOX-FM St. Louis, appointed sales manager.

Wallace B. Waters, with WAVS(AM) Fort Lauderdale, Fla., named sales manager.

James G. King, with Tatham-Laird & Kudner, Chicago, joins D’Arcy Advertising, St. Louis, as media supervisor.

Morton M. Siegel, general manager, WINE-AM-FM Danbury, Conn., joins Benanti Advertising, Danbury, as general manager.

Jerry Houle, account executive, N. W. Ayer, Boston, joins Hill, Holiday, Cosmopolis, Boston, in same capacity.

Stephen M. Sandler, Eastern region advertising manager, Ralston-Purina, St. Louis, joins Winius-Brandon, St. Louis agency, as account executive.

Glenn T. Potter, with WTTG-TV Washington, appointed to newly created position of local sales manager.

Media

L. William White, general manager, WKBG-TV Boston, joins WKBK-TV Detroit, in same capacity. He succeeds Richard L. Freeman, named area VP, Kaiser Broadcasting, licensee of both stations. Mr. White is succeeded by Jay Q. Berkson, general manager of Kaiser’s WKBF-TV Cleveland. Mr. Berkson is succeeded by Arthur R. Hook, program manager, WKBK-TV.


Lucky Cordell, assistant manager, W von(AM) Cicero, Ill., appointed general manager, succeeding Robert Bell, appointed to executive position with station operator, Globetroter Communications.


Thomas W. Kipple, president, Northern Entertainment, permittee of WITU-TV Traverse City, Mich., also appointed manager of station, which is not yet on air.

Philip Stigleman, with WKBV-AM-FM Richmond, Ind., appointed assistant general manager and sales manager succeeding late James F. Wickemeyer.


Robert M. Chase, with WGLN(FM) Sylvania, Ohio, appointed general manager.


Robert H. Schied, Eastern regional director, CATV Marketing, Dublin, Calif., joins TM Communications, Tampa, Fla., group-CATV operator, as marketing manager for Florida operations.

Kenneth R. Clark, for four years in Kano, Nigeria, developing closed-circuit TV system under program sponsored by Ohio University, Athens, joins Corp. for Public Broadcasting, Washington, as project administrator. He will be responsible for coordinating administration of CPB grants and contracts and conducting project analyses.

Roy Walters, supervisor of customer service, Mid-Continent Telephone System, Fort Wayne, Ind., joins Essex International there as manager, customer service and planning, of firm’s communications and CATV division.

John Montgomery, executive director, Iowa Educational Broadcasting Network, and general manager of noncommercial KDIN-TV Des Moines, Iowa, and KIIN-TV Iowa City, named consultant in instructional services, National Association of Educational Broadcasters, Wash-


Gordon Tuell, formerly with noncommercial KCTS-TV Seattle, appointed general manager, noncommercial KWSU-AM-TV Pullman, Wash.

David J. Bruggcr, executive producer of children's programming, Iowa Educational Broadcasting Network, Des Moines, appointed network operations manager.

Programming

William G. Rhodes, president, Kittyhawk Television, owners of WKTR-TV Dayton, Ohio, joins Avco Broadcasting as sales manager, syndication division at Avco's WLWD(TV) Dayton.

Joseph Cesilk, director of research, United Artists TV, New York, elected assistant VP.

Edwin Cooperstein, president-general manager, WJHU-TV Linden-Newark, N.J., joins Canyon Films, Phoenix, as director of sales development.

Michael F. Gammer, operations director, WBAL-TV Baltimore, appointed producer-director.

Barbara Fenhagen, formerly with Academy Film Productions, Baltimore, joins WJZ-TV there as associate producer.

William P. Tilghman, with WEAT-TV West Palm Beach, Fla., appointed production manager.

James P. Van de Velde, program director, WJNC-TV New Haven, Conn., joins Triangle Educational Services, division of Triangle Communications, Radnor, Pa., as director of program development.

News

Breck Harris, with WBAP-AM-FM-TV Fort Worth, appointed radio news director.

Dick Darby, assistant news director, WALA-TV Mobile, Ala., appointed news director.

Jim Steer, news anchorman, KMSP-TV Minneapolis, and Fred Thomas, news reporter and anchorman, WMAG-TV Chicago, join WMAL-TV Washington as anchormen.


Richard Hocler, with WHIO-TV Dayton, Ohio, joins KMBC-TV Kansas City, Mo., as weathercaster.


Richard N. Braude, state-house correspondent, Quincy (Mass.) Patriot Ledger, joins WEEI-AM-FM Boston as director, editorial and public affairs.

Bob George, executive producer, KOO-TV San Francisco, joins KING-TV Seattle as news producer.

Albert Johnson, news writer, WNBC-TV New York, joins WRC-TV Washington as staff reporter. Both are NBC-owned stations.

Ralph Neill, senior correspondent, Australian Broadcasting Commission, joins WJZ-TV Baltimore as news reporter.

William Nagy, assistant to director of accounting, ABC, New York, appointed business manager, ABC News there.


Promotion

Tim Perrin, with KPRO(AM) Riverside, Calif., joins KMFS(FM) San Francisco as promotion director.

John Machado, director of information services, WGEM(TV)-WQEX(TV) Pittsburgh, appointed director of special events. He is succeeded by Robert M. Adams, promotion manager, WNBC-AM-FM New York.

Equipment & engineering

Herman Schkolnick, formerly video product manager, closed-circuit TV, Riker Information Systems, subsidiary of Riker-Maxon, appointed product manager, commercial video systems, audio-video systems division, Philips Broadcast Equipment Corp. (Norelco), subsidiary of North American Philips, Montvale, N.J. He will be responsible for video systems in CATV, educational, industrial and institutional fields.

John R. Eastling, head of operations, systems division, and William F. Emmons Jr., in charge of engineering group field sales, Memorex Corp., Santa Clara, Calif., named VP's, equipment group.

Mr. Schkolnick

Philip A. Rubin, manager of educational communications systems, space division, North American Rockwell, Downey, Calif., joins Corp. for Public Broadcasting, Washington, in newly created position of director of engineering, research and development. He will have responsibility for developing CPB policies in all technical areas.

R. Terry Hoffman, with Telemation, Salt Lake City equipment manufacturer, appointed to newly created position of assistant to president.


Allied fields


Deaths

Bertram B. (Pat) Geyer, 79, co-founder in 1911 of Geyer Advertising, Dayton, Ohio, which eventually was to become Lennen & Newell, died Oct. 31 at Doctors hospital, New York. He is survived by his wife, Esther, and three sons.

Lawrence S. Thees, retired VP, RCA electronic components division, Harrison, N.J., died Oct. 27 at his home in Sea Girt, N.J. He is survived by his wife, Ethel, son and daughter.

Don Kellet, 62, sports director for Triangle Stations, 1948 to 1953, with headquarters at WFLR-TV Philadelphia, and more recently general manager of Baltimore Colts of American Football Conference, died of heart attack at his home in Fort Lauderdale, Fla., Nov. 4. He is survived by his wife, Dorothea, and two daughters.

Steve Smillanich, 42, UPI newcomer and assistant sports editor, New York, died Oct. 2 in automobile accident near Mount Pleasant, N.Y. He is survived by his wife and three sons.
As compiled by Broadcasting, Oct. 27 through Nov. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. sur.—surplus. aux.—auxiliary. CATV—community antenna television. CR—critical hours. CP—construction permit. D.—day. DA—di- rectional antenna. ERF—effective radiated power. kHz—kilohertz. kw—kilowatts. LS—local sunset. MHz—megahertz. mod.—modification. N.—night. PSA—presumed service authority. SCA—subsidary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. tran.—transmitter. UHF—ultra-high frequency. VHF—very high frequency. vis.—visual. w—watts. wms.—watts.

**New TV stations**

**Actions on motions**

- **Chief Hearing Examiner Arthur A. Gladdstone in Homewood and Birmingham, both Alabama (Chairman Radio and Television Co., et al.), TV proceeding, granted petition by Golden Orange Broadcasting Inc. for leave to amend application to supply current information with respect to proposed general manager. (Doct. 18269, 18267-8, 18300). Action Oct. 23.

- **Hearing Examiner Forest L. McClenning in Jacksonville, Fla., Miami, and Asheville, N.C. (Florida-Georgia Television Inc., et al.), TV proceeding, referred to review board for such action as it deems appropriate for relief to be allowed by Florida-Georgia Television Inc. (Doct. 10834, 17582-6). Action Oct. 28.

**Other action**


**Existing TV stations**

**Final action**

- **WBTV-TV** in Charlotte, N.C.—rejected application for review filed by Bay Video Inc., permitted proceeding by review board denying additional time to construct station. Action Oct. 28.

**Action on motion**

- **Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [NORTH TV], and Furniture City Television Inc.), TV proceeding, granted petition by Southern Broadcasting Co. for leave to amend application to reflect deletion of business interests, change call sign, and deletion or diminution of business interests of Messrs. Robb, Slick and Coons. (Doct. 18906-7). Action Oct. 21.

**Rulemaking petition**

- **KZA-TV** in Nogales, Ariz.—FCC denied application for review filed by Bay Video Inc., permitted proceeding by review board denying additional time to construct station. Action Oct. 28.

**Call letter action**

- **KVET-TV** in Austin, Texas.—Granted KVUZ(TV).

**Network affiliations**

**ABC**

- **Formula**: In arriving at clearance payments ABC multiplied by the station rate by a compensation percentage (which varies according to the fraction of the hour substantially occupied by program for which compensation is paid, then by the fraction of gate length of all commercial availabilities during program occupied by network commercials. ABC deduces 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.


- **KFBF-TV** in Great Falls, Mont. (Harriscove Broadcasting Corp.) Amendment dated Sept. 15, 1970, extends effective date from Oct. 1, 1970, to Oct. 1, 1972, and decreases network rate to $411.


**CBS**


**New AM stations**

**Actions on motions**


- **Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Media Inc. for leave to amend application to make minor corrections in location of site; granted petition by Jud to amend application to note that premises has been president and director of National Cable Television since 1966. (Doct. 18766-2). Action Oct. 4.


- **Hearing Examiner David I. Krausha in Seattle and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, on request of M. W. Cooper, applied for scheduled prehearing conference for Nov. 6. (Doc. 13341-2, 13344). Action Oct. 30.

**Existing AM stations**

**Final actions**


- **WGUN Atlanta — Broadcast Bureau granted CP to change ant. trans. and studio location to Battle Forrest Drive at Doolittle Creek, Decatur, Ga., and increase ant. and ground system. Action Oct. 22.


- **WAAAK Dallas and WGTL Kannapolis, both North Carolina — FCC granted petition by licensee for stay of effective date of action discrediting renewal applications. Action Oct. 22.

- **WBOO Greeneville, Tenn. — Broadcast Bureau granted CP to increase D power to 1 kw; remote control permitted. Action Oct. 26.

**Other action**

- **KTRM-AM-FM Beaumont, Tex. — FCC granted...
Summary of broadcasting

Complied by FCC, Oct. 1, 1976

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed STA</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>On Air</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CPs</td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,289</td>
<td>2</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,114</td>
<td>0</td>
</tr>
<tr>
<td>Commercial CTV</td>
<td>406</td>
<td>1</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>140</td>
<td>0</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>645</td>
<td>2</td>
</tr>
<tr>
<td>Educational FM</td>
<td>405</td>
<td>0</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>78</td>
<td>0</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>176</td>
<td>0</td>
</tr>
</tbody>
</table>

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

request by Dynamic Broadcasting Corp. to assume temporary control of KTRM-AM-FM until action is taken on application for purchase of KTRM Inc., licensed for period not exceeding 90 days. Action Oct. 28.

Actions on motions


■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, scheduled prehearing conference for Nov. 9 (Docs 18901-2). Action Oct. 28.

Fines

■ KIST Santa Barbara, Calif.—FCC notified Western States Radio Inc., licensee, that it has inconsiderate authorization for fee of $4,000 for willful or repeated violation of Communication Commissions rules stated in sections 73.93 (operating log) and 73.113 (operating log) of rules.

■ WKKR Pickens, S.C.—FCC granted application by Pick Radio Co. for reconsideration of commission action dismissing application for renewal of license of WKKR for period ending Dec. 1, 1972, notified Pick that it has incurred apparent liability of $1,000 for willful or repeated violation of rules for failure to file 1968 and 1969 financial reports on time. Action Oct. 28.

Call letter application

■ WELA Radio Elizabeth Inc., Elizabeth, N.J.—Request W优D.

Call letter actions

■ KRNO San Bernardino Broadcasting Co., San Bernardino, Calif.—Agreed to change call letters from KJMB to WMJM.

■ WMJU Dome Broadcasting Inc., Lancaster, N.Y.—Granted WXRL.

New FM stations

Applicants


■ Case, Puerto Rico—San Juan (Does, Inc.), AM proceeding, proposed grant of renewal of WPLK(AM) 97.1, granted permission to assign call letters WPLK(AM) 97.1. First-year operating cost $32,000; revenue $22,000. Principals: W. A. Mosier, president; S. W. G. Lowe, senior vice president; D. D. Reed, secretary, treasurer; and E. F. Shurrick, vice president (each 16%). (Does, Inc.) Colby ATY 106.7, in Colby. Granted permission to assign call letters WATY 106.7. First-year operating cost $10,000; revenue $10,000. Principals: W. A. Mosier, president; W. M. Taylor, secretary, treasurer; and R. W. Reed, vice president (each 16%). Ross. Oct. 26.

■ Prince Frederick, Md.—Calvert County Broadcasting Co. in Broadus granted 92.7 mhz, 2.4 kw. Ant. height above average terrain 505 ft. P.O. address Highway 25 south, 1055 South Range, Box 27, Colby 67701. Estimated construction cost $6,431.67; first-year operating cost $10,320; revenue $12,385. Principals: W. A. Mosier, president; S. W. G. Lowe, senior vice president; D. D. Reed, secretary, treasurer, and E. F. Shurrick, vice president (each 16%). (Does, Inc.) Sacramento Calif. Oct. 26.

■ Melford, Mass.—Tufts University—Broadcast Bureau granted 91.5 mhz, 10 kw. Ant. height above average terrain 505 ft. P.O. address Tufts University, Box 65, Medford 02155. Estimated construction cost $5,000; revenue $5,000. Principals: W. J. Cram and T. Jones (each 50%). Durgin and Jones are partners in consulting engineering and communications and electronics. Ant. height 500 ft. Oct. 26.

■ Newport, R.I.—Broadcast Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 505 ft. P.O. address Newport Radio, 252 Hope St. Est. construction cost $1,500; first-year operating cost $1,500; revenue $2,200. Principals: Burt H. Oliphant (50%), Roy E. Folmer, Robert D. Booth, Richard H. Smith, and Adella L. Smith (each 10%). Mr. and Mrs. Oliphant each own 50% of WJFM(AM) Providence, R.I.; Adella Smith owns 25% of WDJF(AM) Providence, R.I.; Robert Booth owns 25% of WJFM(AM) Providence, R.I. Oct. 26.

■ Dilton, Mont.—Vigilante Broadcasting Inc. in Broadcast Bureau granted 98.3 mhz, 1 kw. Ant. height above average terrain 480 ft. P.O. address Box 950, Dillon 59725. Estimated construction cost $12,800; first-year operating cost $1,400; revenue $7,200. Principals: Burt H. Oliphant (50%), Roy E. Folmer, Robert D. Booth, Richard H. Smith, and Adella L. Smith (each 10%). Oct. 26.

■ Newport, R.I.—Broadcast Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 505 ft. P.O. address Newport Radio, 252 Hope St. Est. construction cost $1,500; first-year operating cost $1,500; revenue $2,200. Principals: Burt H. Oliphant, Robert D. Booth, Richard H. Smith, and Adella L. Smith (each 10%). Mr. and Mrs. Oliphant each own 50% of WJFM(AM) Providence, R.I.; Adella Smith owns 25% of WDJF(AM) Providence, R.I.; Robert Booth owns 25% of WJFM(AM) Providence, R.I. Oct. 26.

■ Onewa, N.Z.—Warren Broadcasting Inc. in Broadcast Bureau granted 106.3 mhz, 3 kw. Ant. height above average terrain 186 ft. P.O. address Genesee Street, Oneida 13421. Estimated construction cost $18,553.52; first-year operating cost $7,000; revenue $20,000. Principals: W. F. Oriole, Jr., and Vivian Warren (jointly 100%). Mr. Warren owns WMCR(AM) Onewa and WHL(AM) Hunting-
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<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400</td>
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<td>Member AFCCE</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer Suite 402, Park Building 6400 Coldshore Road Bethesda, Md. 20034 (301) 229-6600 Member AFCCE</td>
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<td>PAUL GODLEY CO.</td>
<td>CONSULTING ENGINEERS Box 796, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFCCE</td>
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<td>CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Mursey Building 783-0111 Washington, D.C. 20004 (202) 347-8215 Member AFCCE</td>
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<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers Everett L. Dillard Edward F. Lorentz PRUDENTIAL BLDG. 347-3139 WASHINGTON, D.C. 20005 Member AFCCE</td>
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<td>A. D. Ring &amp; Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D.C. 20036 Member AFCCE</td>
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<td>GAUTNEY &amp; JONES</td>
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<td>LTHONES &amp; CULVER</td>
<td>Consulting Engineers 1242 Munsey Building Washington, D.C. 20004 (202) 223-4664 Member AFCCE</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1902 18th St., N.W. Hudson 3-9000 WASHINGTON, D.C. 20036 Member AFCCE</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</td>
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<td>SILLIMAN, MOFFET</td>
<td>&amp; KOWALSKI 711 14th St., N.W. Washington, D.C. 20005 Member AFCCE</td>
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<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>CONSULTING ENGINEERS 2029 K Street N.W. Washington, D.C. 20006 (202) 223-4664 Member AFCCE</td>
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<td>HAMMETT &amp; EDSON</td>
<td>CONSULTING ENGINEERS Radio 6 Television Box 68, International Airport San Francisco, California 94128 415) 342-5208 Member AFCCE</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114 Member AFCCE</td>
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<td>JULES COHEN &amp;</td>
<td>ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D.C. 20036 Member AFCCE</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</td>
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<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 Data Fox (303) 353-7607 DENVER, COLORADO Member AFCCE</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733 Member AFCCE</td>
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<td>ROSNER TELEVISION</td>
<td>SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903 Member AFCCE</td>
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<td>Orrin W. Towner</td>
<td>Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673 Member AFCCE</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Heskins Street Lufkin, Texas 75901 634-9558 632-2821 Member AFCCE</td>
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<td>SPOT YOUR FIRM’S NAME</td>
<td>HERE To Be Seen by 100,000* readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for engineering and related positions. *ARB Continuing Readership Study</td>
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<td>BROADCASTING MAGAZINE</td>
<td>contact 1735 DeSales St, N.W. Washington, D.C. 20036 Phone: (202) 638-1022 Member AFCCE</td>
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<td>A. PROSE WALKER ASSOC.</td>
<td>TELECOMMUNICATION CONSULTANTS Domestic—International Telephones—Satellite 12200 Pendorette Court Fairfax, Virginia 22030 703-591-6462 Member AFCCE</td>
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<td>COMMERCIAL RADIO</td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 445 Concord Ave Cambridge, Mass. 02138 Phone: (617) 876-2810 Member AFCCE</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave Cambridge, Mass. 02138 Phone: (617) 876-2810 Member AFCCE</td>
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<td>BFM ASSOCIATES</td>
<td>Management Consultants Specializing in Music License Fees Traffic—Billing—Acquisitions JOSEPH J. MADDEN Managing Partner 41-39 58 St., N.Y., N.Y. 11377 Tel. 212-651-1470-75 Member AFCCE</td>
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CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted: $1.20 per classified ad, minimum.

Announcers

Spanish format. Need experienced announcer for new California AM daytimer. Box L-14, BROADCASTING.

Need experienced announcer for new California AM daytimer. Box L-14, BROADCASTING.

Three stations are now managers with an interest in stations. Start at $12,500. Must travel for interview at your expense. Cell or write Michael Schwartz, 1-203-552-1550, or 599 Farmington Ave, West Hartford, Conn.

Annoyed announcer with first ticket . . . able to do play by play . . . for responsibility position with midwest group. Station in midwest market. Full charge or over billboards, skywriting, billboards, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly disclaims any liability or responsibility for the correctness or currency of these ads. Deadline for copy: Must be received by Monday next. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted Management

Help Wanted Management

Spanish format. Need experienced announcer for new California AM daytimer. Box L-13, BROADCASTING.

Black and white general manager and sales manager wanted for new AM station in growing Negro oriented market. A top 25 market in South. Unusual opportunity for midwest expander. Send resume with complete details, background and salary expected to Box L-17, BROADCASTING.


Situations Wanted: $1.20 per classified ad, minimum.

Help Wanted Salesman

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Situations Wanted: $1.20 per classified ad, minimum.
Sales continued

Announcers
Radio-TV play-by-play announcer wants to relocate before basketball season. Box L-12, BROADCASTING.

Professionally trained announcer. Prefer news. Will relocate. Box L-19, BROADCASTING.

Experienced program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-40, BROADCASTING.

First phone, highly experienced. News, DJ or combination. $150 & better. Personal interview, no tape. Within reasonable proximity to New York City. Box L-61, BROADCASTING.

First phone, fifteen years experience, seek announcer-engineer. Prefer south. Box L-62, BROADCASTING.

First phone, WTTA-School, grad college -27-must be complete -single want something everything. Reply to Box L-67, BROADCASTING or 714-420-8156.

Love my listeners. One year experience. One station. Want larger station Virginia area. Box. 3rd endorsed. Hold positions of program director, music director, program director. Box L-71, BROADCASTING.

Military complete. Box L-71, BROADCASTING.

I'm young, experienced and will move anywhere to work for a rock or progressive rock station that doesn't sound like a joke box. Box L-72, BROADCASTING.

Job need yesterday, not the greatest salary, three years experience, want a gut for your station. Box L-73, BROADCASTING.

Experienced first phone announcer available. 413-759-9241, 7-PM Box L-74, BROADCASTING.

Disc jockey, 3rd phone beginner, no experience. Top 40 or MOR plus news, commercials, 25, married, military free. Box L-76, BROADCASTING.

Announcer, 26, first phone, creative, dependable, with a sense of humor. At present location 3 years. Tired of Mickey mouse radio. Prefer rock or MOR. Excellent knowledge of pop music, can write and talk with a time and tempo that I would like to relocate in Wisconsin. Will consider any position. Box L-81, BROADCASTING.

I'm a more music first phone jock, draft exempt, single, and ready to rock. Winter's on its way; the snow's here to stay. I dream of California radio and longingly breathe a sigh. I'm negotiable when it comes to the type of station you send for my tape and resume. Box L-81, BROADCASTING.

First phone...L-A. pro available within 100 miles of L.A. Any format. Box L-83, BROADCASTING.

Personally-rock jock. College grad, '15 years broadcasting experience. 3rd ticket. For tape & resume. Box L-85, BROADCASTING.

Disc jockey, limited experience, 3rd phone, married, 2 children, Seeking top 40 late evening or all night position. Upper New England area preferred. Box L-86, BROADCASTING.

Audience builder. Experienced DJ/salesman. Available immediately. Phone 803-794-3636. Box L-93, BROADCASTING.

Groovy young English guy, experienced in heavy voice, will travel, no ticket. N.Y.C. school grad. Box L-95, BROADCASTING.

First phone, reliable DJ-announcer-production experience in radio and TV looking for permanent position. Box L-103, BROADCASTING.

Small MOR south. Want a rock block? Can give you a voice to grow in to big jocks' encroachment. Would like it too. First/Congental. Box L-104, BROADCASTING.

First phone. Experienced, versatile. Want small medium or coast music. Family...no problems. Box L-105, BROADCASTING.

Voice characteristics, experienced, 3rd, dependable, draft exempt. Box L-111, BROADCASTING.

Announcers continued
First phone drive-time host-good music required. Personnel: Male. Would consider female. Would consider TV. 219-456-2449 or write Box L-112, BROADCASTING.

Someone told me that if I put a broken record under my pillow at night, the good fairy would get me a radio show. Unfortunately, I'm still open for any late evening or all night offers. 3rd phone. Box L-116, BROADCASTING.

3rd phone—broadcasting school graduate—Navy—veteran—21-got phone. (503) 602-5737 after 5 PM EDT.

Talk show host—MOR d.j. unique, repeat, unique format, no fights, no bosses, makes friends for sponsors, station, northeast preferred, will relocate for right offer. Box L-127, BROADCASTING, major market Calif. M. Sandler, 229 Smith St., Perham, Minn. 56571. Collect (218)442-3488.

Announcer—three years experience with classical station. Comes to relocate in metropolitan area. Write Gary Williams, 619 Surry Street, Portsmouth, Virginia.

Top 40 jock seeks good job. One year experience; news OK, tight board, good production. Box L-129, BROADCASTING.

13 months experience as D.J. and assisted sports director. Top 40 or MOR, 1st class license. Hours not important. Apply on Box L-130, BROAD-CASTING or 714-240-8156.

News director—radio-TV move anywhere—for right salary. Must be stable and interested in becoming best. Box L-117, BROADCASTING.

Newsmen, 32 years experience, with right credentials. Currently in major market, seeking the same in midwest. Family man. Call John, 317-639-4111.

I want a radio news job where I can deal with issues. BA English, veteran, 27, married, trained, some experience. Will relocate, prefer west coast or progressive city. Tape. resumes Frank Warlick, 5575 16th Street North, Arlington, Virginia 22205, 703-534-0309.

Radio-TV anchor-reporter available immediately for West Coast. Married. 35 and completely prof-essional. Twelve years experience in major markets including network feeds. David Stone, 3823 34th Ave- nue West, Seattle, Wash. (206) Attwater 4-7156.

Newsmen, write, announce, produce, wants position in major market. Experienced. For resumes: Jim Ritchie, Box 482, Federal Blvd., Dulpur, Minn. 55801.

Experienced newsmen seeks position with medium or major market operation. Will relocate. Married and draft exempt. Call evenings: Genia Steinberg, 803-556-3885.

Programing, Production, Others
Copywriter, prefers New England area. 203 -658-6196 or Box K-140, BROADCASTING.

Experience, flexibility and production know-how: I'm looking for a secondary market up tempo MOR or rocker to do my thing for you. Third endorsed, college and professional. If interested call (212) 241-7108 for air check and resume.

Television Help Wanted
Sales
 Experienced local TV salesman call Mr. K. Sabo for interview, WISH-TV, Indianapolis 317-924-4381.

Announcers

Technical

News
Look, I'll tell, write & produce, interview, write & deliver news but let's make money. I'm qualified, mature. Call (405)233-3063. Box L-7B, BROAD-CASTING.


News director—radio-TV move anywhere—for right salary. Must be stable and interested in becoming best. Box L-117, BROADCASTING.


Box L-254, BROADCASTING.

Staff technician: Needed for a middle Western TV station. Full color operation, new equipment, top one hundred market area, fine city. Must have first phone, experience desirable, but not absolutely necessary. Reply to Box L-5, BROADCASTING.

Engineer with first class license. Some experience preferred in studio operation, station management, maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary $12,000 plus generous retirement and benefits. Box K-254, BROADCASTING.

TV studio engineer: upstate New York Educational production center. Production operations, video-tape editing, VR1200 editor/director and maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary $12,000 plus generous retirement and benefits. Box K-254, BROADCASTING.
Television Help Wanted

Proogaming, Production, Others

Reporter major eastern affiliate seeks top flight sports director. Send resume to Box L-6, BROADCASTING. An equal opportunity employer.

Producer-director—must have experience in producing commercials, newscasts and live shows. Creativity, showmanship, and good judgment. Send resume to Sharan A. Strickhous, Program Manager, WJAR-TV, 125 Broadway, Providence, Rhode Island 02903. Equal opportunity employer.

Television Situation Wanted

Management

Marketing and management: Successful young CATV and communications professional as marketing rep for telco, PCC office, and private industry. Seeking challenging position in CATV/Broadcast, or similar, as executive assistant to executive or in marketing with management opportunities. Ambitious, energetic, capable and highly motivated. BSEE/MBA/MBE degrees. Box L-77, BROADCASTING.

Program director desires of more opportunity. Over 10 years experience programming and commercial production. Public affairs expertise—medium market oriented. Send reply to Box L-96, BROADCASTING.

General sales manager—with VHF in top 40 market. Currently seeking two positions for the year (will relocate). Desires to discuss opportunities with progressive broadcast and cable companies. 40+, affable, articulate, and experienced. Contact Box L-109, BROADCASTING.

Announcers

Currently employed announcer-personality, with the accent on announcer. Help me put the accent on personality. My voice works in news, sports, weather, and commercials. Let me do one or more of those for you if you are 18% ahead of the competition and can afford real talent. Tape and resume on request. Box L-63, BROADCASTING.

Sincere, friendly, enthusiastic TV personality. Finest through 14 years as newscaster, weatherman, announcer, in market 131. Top ratings. Will consider all disciplines. Gene Beck, 1309 Aucilla Avenue North, Minnesota, 55427.

Sales

See Television Situation Wanted Management ad Box L-77, BROADCASTING.

Masters degree: Broadcasting management. Five years radio experience, writing and performing. Desire job in the television sales or management. First phone. Experienced in audience research. Box L-82, BROADCASTING.

Technical

First phone, transmitter experience. Married. car. Rural area preferred. Box L-114, BROADCASTING.

Swichter, first, studio, transmitter, New York—anywhere, 312-478-8896. Box L-115, BROADCASTING.

News

Assignment editor or news director, can manage your news gathering or direct your department. Major market experience. Anchorman for 11 years. Excellent references including present Detroit em- ployer. Box L-3, BROADCASTING.

News director—radio—TV anywhere—for right salary—must be stable company. Best news or interest- in becoming best. Box L-118, BROADCASTING.

Programing, Production, Others

Director-producer ready to move up. Moderate ex- perience—7 months at small top 10 market. Heavy live and taped. Consistent innovative idea man who de- mands a creative challenge. Mature, highly resource- ful, lastly a good communicator. WANTED: 24/7 BA in EATM, 25, L.Y. single. Should my creden- tials be consistent with your needs, please contact Box L-89, BROADCASTING.

Film production. Recent honors graduate of major university. Single and draft-exempt. Primarily inter- ested in writing, shooting, and/or editing film. Familiar with all film and electronic production equip- ment. Strong background in photojournalism and still pho- tography. Box L-99, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know production, sales development, production—will work for area radio and/or TV. Please contact your growing company. Box L-107, BROADCASTING.
Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KEK(FM) Sacramento, Calif., Dec. 31; WFSEO(CW) Atlantic City, N.J., Dec. 31; and WAKD(CW) Oklahoma City, Okla., Dec. 31.
- Broadcast Bureau granted CP(s) to change channel (s) for following: WPFE(FM) Atlantic City, N.J., Dec. 31; and WJOY(FM) New York, N.Y., Dec. 31.

Other actions, all stations

- FCC extended effective date of amendments to commission educational broadcasting rules governing parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- Chicago—FCC granted request by group of Chicago radio licensees for extension of two weeks to file petitions to deny renewal of license of number of Chicago radio and television stations for period of two weeks. Action Nov. 2.

Translator actions

- K76AQ Maboue county, Ariz.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Oct. 27.
- K72AE and K8QAZ, both Needles, Calif., and Salt Lake City, Utah—Broadcast Bureau granted CP to change type trans. of UHF translators. Action Oct. 27.
- KHM1V Solvang, Calif.—Broadcast Bureau granted CP to add amp. to trans. and increase output power of VHF translator. Action Oct. 27.
- South Lake Tahoe, Calif., Circle L Inc.—Broadcast Bureau granted CP for new VHF translator to serve South Lake Tahoe and Meyers, Calif., on ch. 11 by rebroadcasting KCRL-FM. Action Oct. 27.
- South Lake Tahoe, Calif., Washoe Empire—Broadcast Bureau granted CP for new VHF translator to serve Stateline, Nev., on ch. 12 by rebroadcasting KTVE-FM. Action Oct. 27.
- K09GB Derby Mesa, Colo.—Broadcast Bureau granted CP to change frequency from 111.7 to 111.9 to file request. Action Oct. 27.
- K205B Dotsero and area between Cabin Creek and Hayden, Colo.—Broadcast Bureau granted CP to make changes in ant. system. Action Oct. 27.
- K6G6C Drummond, New Mexico, rural area south of New Mexico and Hail, all Montana—Broadcast Bureau granted CP to serve parties furnishing programs and funds for new translator to serve all Ariz. region to file request. Action Oct. 27.
- K159Y Zuni, N.M.—Broadcast Bureau granted CP to serve party(s) furnishing programs and funds for new translator to serve Zuni, N.M. Action Oct. 27.
- K189F Dam and Bullhead, both Needles, Calif., and Yuma, Ariz.—Broadcast Bureau granted CP to serve parties furnishing programs and funds for new translator to serve Yuma and Imperial, Calif., on ch. 13 by rebroadcasting KGGM-TV. Action Oct. 27.
- K140F Desert, Ariz., and K140F Klamath Falls, Ore.—Broadcast Bureau granted CP to add amp. in ant. system of translator. Action Oct. 27.
- K126F Wheatland, Wyo.—Broadcast Bureau granted CP to change type trans. of translator to add amp. and increase output power. Action Oct. 27.

Ownership changes

Applications

- KVOY(AM) Yuma, Ariz.—Seeks transfer of control of KVOY Radio Inc. from Neil Sargent, Clara Lou Willers and William L. Lindsey (100%)

Renewal of licenses, all stations


Call letter action

- Burroughs Broadcasting, Santa Rosa, Calif.—Granted KZST(AM). Action Nov. 9.

Existing FM stations

Final actions

- KBCB(AM) Los Angeles—Broadcast Bureau granted CP to change call to WCTW(AM). Action Oct. 22.
- WQAL(AM) Rockland, Me.—Broadcast Bureau granted request for SCA on 93.3 mhz. Action Oct. 22.
- KFMP(AM) Cape Girardeau, Mo.—Broadcast Bureau granted mod. of CP to change station location for following: WCMQ(AM) Cape Girardeau, Mo., by employees of station only (second remote control location). Action Oct. 22.
- KXITE-TV Redding, Calif.—Broadcast Bureau granted mod. of CP to change type trans. Action Oct. 22.
- WTSD(FM) Decatur, Ill.—Broadcast Bureau granted CP to change channel (s) and type ant. Action Oct. 22.
- WSIF-FM Ft. Lauderdale, Fla.—Broadcast Bureau granted CP to change channel (s) and type ant. Action Oct. 22.
- WDBO-FM Orlando, Fla.—Broadcast Bureau granted CP to change channel (s) and type ant. Action Oct. 22.
- WOIV(FM) Las Vegas, Nev.—Broadcast Bureau granted CP to change channel (s) and type ant. Action Oct. 22.
- KREP(FM) Santa Clara, Calif.—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- KBE185 Russell, Ky.—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- KREP-FM Santa Clara, Calif.—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- WFXI(AM) Cleveland, Ohio—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- WFXI(AM) Cleveland, Ohio—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- WFXI(AM) Cleveland, Ohio—Broadcast Bureau granted CP to serve parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.

Call letter application


ADRESS 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.

BROADCASTING, Nov. 9, 1970
by a 10-year franchise.

CATV

Final actions


WPKM(FM) Tampa, Fla.—Broadcast Bureau granted sale of stock of Technico Leasing Inc., from Don E. Hofmann (33 1/3% before, none after) to Lloyd A. Wenzlenn (33 1/3% after). Consideration: $1,330. Action Oct. 7.


CDT—Cable Television

Tape

Cartridge

Racks

Free standing

Table top

Wall mounting

Enjoy real fingertip convenience with these Specially designed racks. Strong, free standing, up to 200 cassettes, most every need, RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, $47.50. LS-100 lazy Susan rack holds 100 cartridges on table top, $75.00. RS-100 rolling rack is on casters for floor storage and mobility, accepts 200 cartridges, $145.00. RS-200 rolling rack, holds 25 cartridges, may be wall mounted individually; rugged steel construction.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.

A Filmore Company

8810 Brookville Rd., Silver Spring, Md. 20910

TEXAS, (Community Cablevision Corp), CATV proceeding, denied motion by Community Cablevision Corp. to extend time for filing proposed findings of facts and conclusions of law (Doc. 21). Action Oct. 26.


Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 3. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in italics.

Saratoga, Calif.—California Cable Television Corp's franchise, awarded 18 months ago, has been revoked because company was unable to bear cost of placing cables underground as stipulated in ordinance.

South Gate, Calif.—Thea California has applied for franchise to operate system with initial capacity of 25 video channels plus FM. Installation charge will be $19.50, with $6.50 monthly fee. Will receive 20 channels in first year.

Dreta Cable is owned by Hughes Aircraft and Telecommunications, Inc., (multichannel system.)

Estes Park, Colo.—Estes Park CATV Inc. has been awarded a 10-year franchise.

Lafayette, Calif.—Franchise has been granted to Mountain Stations Video with specification that 15 channels of service be provided. (This corrects earlier report in which city of grant was listed as Lafayette, Ind.)

Decatur, Ill.—Sentinel Communications Inc. has applied for franchise to operate CATV system, which would be in addition to system presently operated by General Electric Cablevision Corp.

Charlestown, Ind.—GRC-TV has received franchise to operate CATV system. Will take $4.75, rising to $5.00, initial, $3.00, monthly charge. City will receive revenue on any new franchise in proportion to amount of cable sold to city. City has 7% of gross from companies' gross receipts.

Salisbury, Mass.—New American Communications Inc. has applied for franchise.

St. Paul—Community Tele-Communications Inc. has applied for 20-year franchise. Firm will provide up to 20 channels at average monthly fee of $5.

Wynmor, Neb.—D and M Cable Construction Co. has been granted non-exclusive, 20-year franchise.

Andover, N.H.—Garden State Cable Television has received non-exclusive franchise for $4.00, rising to $4.75, monthly charge. City will receive revenue on any future franchise in proportion to amount of cable sold to city.

Wilton, N.H.—Young's Community Television has been granted franchise.

Montgomery, N.Y.—Comax Cable Corp. has applied for franchise.

Hudson Falls, N.Y.—Normandy TV Cable Co., has been awarded franchise, installation charge will be $15, with $5.00 monthly fee.

Portville, N.Y.—Allband Cablevision has applied for franchise, supervised by Southern Tier TV Cable Inc.

Reedsport, Ore.—Cable TV of Reedsport has requested a rate increase. Company wants hike to $6.00 for those now paying $5.75 per month and from presently served 1,500 customers to take up to $4.00 effective Jan. 1, 1972, followed by an increase of 25 cents monthly until rate of $6.00 is reached.

Sweet Home, Ore.—City council approved last month rate increase of 5 cents, such as $6.00, $6.50, $7.00. Should be applied to $200 for last month's and $30 for month's for apartments and mobile homes. New base rate is $4.00 with rates for two and $4.75 for three and $9 for mobile homes and mobiles. Half rate has been assessed this fall and other half Oct. 1, 1971.

Kutztown, Pa.—Keystone Cable TV Inc. has received license for non-exclusive franchise. Installation fee will be $7.95, with monthly fee of $4.95. Borough will get 5% of gross annual receipts, plus $2.50 for each 1,000 feet of cable and $2.50 for each utility pole used.

Tyler, Tex.—Television Cable Service Co., (area's General Communications and Entertainment Co.) has received permit.

Vernon, Tex.—Vernon CATV Inc. has been granted franchise.
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. Enrollment closes Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 2075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

REI-FCC 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: 1-800-337-2251. 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 Caroline St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205. Phone: 213-244-0777.

REI in mid-America, 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

Radio Help Wanted

Management

The McLendon Corporation is actively soliciting inquiries from those interested in the position of General Manager at WWW in Detroit. Please reply to:

Ken Dow
National Director of Operations
McLendon Executive Offices
1917 Elm Street
Dallas, Texas 75201

Sales

SALES REPS
A few choice territories have just opened for qualified reps who can sell Fairchild's full line of professional audio equipment, and custom-built consoles to the broadcast market. Send complete details including area covered and sales record.

David Bain, Sales Manager
Fairchild Sound Equipment Corp.
1040 45th Avenue
Long Island City, N.Y. 11101

Announcers

KLIF-DALLAS has an immediate position available for a morning personality who is:
1) topical
2) witty
3) warm and sincere
If you can satisfy any or all of the above criteria, rush your aircheck and resume to:

Ken Dow
National Director of Operations
McLendon Executive Offices
1917 Elm St.
Dallas, Texas 75201

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-337-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 25 to 35 weeks. New classes start every Monday. Housing can be arranged for $15.15 per week. Total tuition $330. 2820 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best on G & A courses. Our next Intensive Theory Course will begin January 11th, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HC 2-2281.

B.E.S.T. FCC license prep-course . . . prepare now for your future in broadcasting . . . 304 N. Market St., Frederick, Md. 21701. Write for brochure.

Help Wanted

Announcers continued

TOP TEN FM ROCK
Major group owner needs experienced jocks to entertain within a format. Rush air-check, resume and photo to:

BOX L-64, BROADCASTING
Equal Opportunity Employer

Are you a $50,000 a year morning man? A genuine Personality? Unique? One of a kind? Send tape and resume to:

BOX L-120, BROADCASTING

Programmers, Production, Others

ASSISTANT TRAFFIC MANAGER
Top 20 midwestern major station with network affiliations has an immediate opening for an Assistant Traffic Manager. Position offers good starting salary and fringe benefits, plus excellent chance for promotion. Please send complete resume in confidence to Box L-47, BROADCASTING

Situations Wanted

Announcers

When your present situation no longer poses a challenge, you naturally look for something new. Two highly rated top-50 market O&P's find themselves in a quandary. The financial inroads are so sizeable that our creativity would be to form a team. If you are looking for dedicated pros . . . so are we.

BOX L-66, BROADCASTING

FILM MAKER
Young, progressive department within Midwest advertising, looking for all-purpose commercial producer. Lighting, camera experience necessary. Writing experience and editing knowledge helpful. Send resume and/or sample reel.

Reply BOX L-84, BROADCASTING

Television Help Wanted

Management

BROADCAST EQUIPMENT SALES MANAGER WANTED
Major television equipment manufacturer has immediate opening for national broadcast sales manager. Should have experience in selling sophisticated equipment to independent and network broadcasters and be able to supervise national broadcast sales force. Apply at NAEB exhibit booth number 50, Sheraton Park Hotel, Washington, D.C. 9-11 or call 405-686-7554 and ask for VP Marketing, Tele- 

Programmers, Production, Others

PRODUCER-DIRECTOR
Must have experience in producing commercials, newscasts and live shows. Creativity a must. Send resume and audition tapes to Sherman A. Strickhouser, Program Mgr., WJAR-TV, 176 Weybosset Street, Providence, Rhode Island 02903
Equal Opportunity Employer
Transmission Help Wanted continued

Technical

TRANSMITTER SUPERVISOR
Transmitter Technicians
Studio Control Room Technicians
Studio Maintenance Technicians

Immediate openings for transmitter supervisors, transmitter technicians, studio control room technicians and studio maintenance technicians in a major market television station. Although the I.B.E.W. is now striking us, we are still operating and have the above jobs available for men and women who are looking for steady, permanent employment with a future.

(WE DO NOT WANT STRIKE BREAKERS)

We do want people who are interested in good jobs, fine wages and top fringe benefits on a permanent basis. Our group-owned station is located in southeastern New England. Send complete resume to:

BOX L-35, BROADCASTING
An Equal Opportunity Employer

Overseas Opportunity

Audio field engineering is a worldwide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia.

“Broadcast Engineers”

Five years’ current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonuses—per diem or housing—equal to $18,500.00 plus transportation and all company benefits. Liberal vacation policy.

Please call W. J. Dobberstein, 513/772-1963, or send resume to confidence to Industrial Relations.

AVCO
FIELD ENGINEERING
P.O. Box 41300
Cincinnati, Ohio 45241

(An equal opportunity employer)

Employment Services continued

Station Managers

Why look for personnel? Call Radio-TV Personnel Placements 5958 South Broadway Englewood, Colorado 80110 Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted to Buy Stations

QUALIFIED—READY TO BUY

East—small or medium market AM radio station. Profitable or unprofitable. Details and terms. First letter please. Your confidence respected.

BOX L-101, BROADCASTING

For Sale Stations continued

LARSON/WALKER & COMPANY
Brokers, Consultants, Appraisers
Los Angeles, Calif. 90067
Waikiki, O.C. 20066
1725 Eye St., N.W.
Century City, Suite 501
Suite 714
213/223-1587
202/222-1553

For sale: Full time regional AM station in Dallas area.

KELLEY ASSOCIATES
2317 Antiqua
Wichita Falls, Texas 76308
Telephone (817) 692-7722

ILLNESS FORCES SALE

2 MIDWEST RADIO STATIONS

6th U.S. metro market AM and FM with new equipment, staff program, but oldest station in city. Stations now profitable indicate greater potential. Price $415,000. With $130,000 down, assume $135,000 balance. 7 years at 7½%. Sale by owner.

BOX L-119, BROADCASTING

Ga. small daytime 90M 29% Miss. small daytime 55M 15M
La. small fulltime 70M cash Ky. small AM & FM 136.5M 29%
N.Y. med daytime 200M 29% Wash. med daytime 40M nego
South metro daytime 275M 29% Ariz. med fulltime 300M sold
East metro fulltime 300M 100M Calif. metro daytime 200M 29%

2045 Peachtree Road
Atlanta, Ga. 30309

C H A P M A N A S S O C I A T E S
media brokerage service

2600 Century City, Suite 1113
Los Angeles, California 90067

Phone 213/223-1587

Broadcasting, Nov. 9, 1970
Fred Silverman's main preoccupation as a youngster and later as a college student was radio and TV programing. He was an ardent devotee of The Shadow and The Lone Ranger and other dramatic radio serials of the late nineteen-forties. When he was 11, he visited the offices of the networks and independent producers in New York and obtained scripts, from which he and several other friends re-enacted the dramas in the basement of his home. Subsequently, he majored in radio and television at Syracuse University and received his master's degree in television programing and theater from Ohio State University.

Today, Mr. Silverman has parlayed his youthful interest into a successful career in broadcast programing. Last June, at the age of 32, he was named vice president, programs CBS-TV.

"I don't know if many other youngsters used to do the sort of thing I did," he observed, "but this whetted my interest in programing and helped move me to a career in broadcasting."

Mr. Silverman was tabbed as a youngster to watch in TV programing in 1963. Four years after his university training was completed, he was chosen, at 26, as director of daytime programing for CBS-TV. His prowess at fashioning innovative and commercially successful daytime schedules, plus a brief interlude earlier this year as vice president, program planning and development, led to his selection as the successor to Michael H. Dann, who has departed CBS-TV and commercial broadcasting to become a vice president of the Children's Television Workshop.

Mr. Silverman is a medium-sized, solidly built bachelor who displays no flourish or flamboyance in speech and manner. But he shows a quiet confidence that he can fill his new job.

"Of course, luck has played a part in my career," he said in reply to a question. "Luck and timing are important in many phases of life. But once you have the opportunity, you have to show what you can do."

Mr. Silverman said he played a minimal role last winter in molding CBS-TV's prime-time schedule for 1970-71 but pointed out that he worked with network President Robert D. Wood in shifting programs from their original spots before the season began. His imprint will be felt more clearly on CBS-TV's 1971-72 programing alignment.

Though Mr. Silverman seems to shun publicity, he has displayed a penchant for adept self-merchandising. For example, he wrote his thesis for a master's degree from Ohio State on a historical analysis of ABC-TV programing from 1952 until 1959. He conducted extensive research in New York with top ABC-TV executives, became acquainted with them, and sent copies of the thesis to each of the three networks.

Several years later, when he was on the staff of wgn-TV Chicago, he voluntarily wrote a critique of CBS-TV programing on a single night in which the network ratings were weak, and suggested certain moves. He recalls that Oscar Katz, who was then vice president for programs, CBS-TV, disagreed with Mr. Silverman's conclusion but found the analysis impressive. Mr. Katz remembered the young program analyst in 1963 when the position of director of daytime programs was available and offered him the job.

Mr. Silverman considers the work involved in his thesis and the background

From 'The Shadow' to the substance of TV programing

he acquired at wgn-TV, where he remained for about three years, as the two main springboards of his early career. He advises TV programing aspirants to join independent stations for their early training.

"An independent outlet is a network in microcosm," he commented. "At wgn-TV, we had to program for 19 hours a day against three network O-k-O's. I think I was fortunate to be with wgn-TV, which I regard as the best-run TV station in the country."

"At an independent station with fierce network competition, you learn how to counterprogram; how to find the weak spots in network schedules; how to experiment with innovative programing. At wgn-TV, we were among the first stations to go with seven nights a week of movies."

Since June Mr. Silverman has been functioning at a whirlwind pace, working about 12 to 14 hours a day. Initially, he was preoccupied with helping to iron out some kinks in this fall's programing scheduling, and more recently he has been immersed in program planning for the next season.

In recent weeks, the load has lightened, he said, and he is hopeful he will be able to slip away for a brief vacation. He enjoys traveling to places as distant as Europe and South America.

"We are pleased with the way the '70-'71 line-up is working out," he remarked, "but in this business, we have to keep looking out. We've put together about 20 projects and pilots for next season, which is a high number for CBS."

For next season, according to Mr. Silverman, CBS-TV is accentuating the "star" performer. It has pilots in preparation or properties already set centering around David Janssen, Don Rickles, Dick Van Dyke and Sandy Duncan, a young Broadway actress with "tremendous potential for stardom."

"We feel that in television today the most important ingredient is the star," he said. "If you have the star, you can tailor the material to fit the person."

Though prime-time programing is now Mr. Silverman's main concern, he still casts an affectionate eye at daytime, which was his domain at CBS-TV for almost seven years. He pointed out that CBS-TV now has a substantial lead-in ratings in this sector over the other networks and is attracting an increasing percentage of the young.

The 1971-72 season occupies much of Fred Silverman's mind, but not all of it. When asked about his long-range ambitions, Mr. Silverman replied: "My main ambition now is to have a successful season next year, but some day I would like to teach broadcasting in a university."
Nothing fuzzy here

Apart from the claims of the parties (each won a stunning victory if you believe its spokesmen) there was at least one conclusive outcome of last Tuesday's elections. It proved that the television blitz and the alleged buying of elections through domination of the air are political figments.

This is not to say that the broadcast media are not effective when properly used. None are better. Yet the results in such populous states as New York and Ohio, where millionaire candidates who ran lavish campaigns lost out, gives the lie to the hitherto unchallenged claims.

What these off-year elections prove is that the criteria for successful selling are the same for candidates, products or services. In Florida, State Senator Lawton Chiles, the successful Democratic candidate for the U.S. Senate, walked a thousand miles, shaking hands, because he said he couldn't afford TV, radio or airplanes. On the other hand, Milt Shapp, the millionaire CATV pioneer who used the broadcast media extensively four years ago when he was virtually unknown but lost, won the gubernatorial election this time because he was known and had the Democratic party backing that had been denied him in 1966.

If a thread of agreement was to be found in all of the post-election analysis it was that the American voter had made up his own mind about issues and candidates. As many television-using candidates lost as won. In this major test, television was proved to have no magic of its own. It cannot elect a candidate the public doesn't want.

The outcome of last week's election should contribute to more prudent consideration at the next session of Congress of a workable nondiscriminatory bill to control campaign expenditures.

The take-over

The principal power to make and execute federal policy in broadcast regulation is being captured from the Congress and the FCC by the United States Court of Appeals for the District of Columbia. As a result of decisions issuing from that one court in recent years the direction and intensity of regulation have been profoundly altered.

Two decisions handed down a fortnight ago were in character. In one the court instructed the FCC to exert more supervision over programing. In the other it suggested that the fairness doctrine should be extended to cover advertising that may in any way be judged controversial. Neither instruction was issued in so many words, but the implications were chillingly obvious.

The programing case arose after the FCC denied a protest against a transfer of WGKA-AM-FM Atlanta to a buyer who proposed to change the stations' musical format from classical to popular. The protest came from a group of citizens who had been roused to action by a columnist for the Atlanta Journal. In ordering the FCC to give the group the hearing that had been denied, the court has as much as told it to reject the transfer of the stations unless the original format is restored.

Nor did the opinion stop at that. The court said that in Atlanta there were some 20 radio "channels" that are "all owned by the people as a whole, classics lovers and rock enthusiasts alike." The court said it was in the public interest "for all major aspects of contemporary culture to be accommodated by the commonly owned public resources whenever that is technically and economically feasible."

Here the court was directing the FCC to decree that acid rock, bubble-gum chart tunes, country and western, the big-band sound and so on to the fugues of Bach will be played in proportion to the incidence of such tastes in the total audience. Is the next step to program the whole radio system out of a cartridge rack in Washington?

In the other case, extending the fairness doctrine beyond cigarette advertising—to which the same court once said the doctrine would be uniquely applied—the appellate justices remanded an FCC denial of a protest by a union of retail clerks against the license renewal of WREO(AM) Ash	abula, Ohio. The union complained to the FCC that the station canceled a union campaign of paid announcements urging listeners to boycott a store where the union was on strike but continued to carry the store's conventional advertising. (The station had broadcast 322 of the union's announcements before canceling.)

The appellate court told the FCC to look more deeply into the allegations of discrimination against the union and to consider whether the fairness doctrine should be applied. Citing the cigarette case as precedent, the court said that labor dispute in Ash tabula was a controversial issue of public importance. The hint was that any advertising involving an issue that met that test could trigger the fairness doctrine and an accommodation of messages to counteract the advertising.

Thus in one week the appellate court has moved the FCC well beyond its former boundaries, and there is little the FCC can do but go where it is sent. If it fails to act as the court suggests, the agency merely faces another reversal. It will find little refuge in appeals beyond. The Supreme Court has been as expansionist as the appellate court on broadcast regulation.

Only the Congress has the power to reverse the alarming course that the courts are setting. The better legal minds available to broadcasting ought to be drafting legislation now, in the hope of getting congressional action before other licensees begin heeding the examples of those that have recently gotten out of the business.

"You're on panel shows, you're on interview shows, you're on game shows—but just between us, what do you do?"

Drawn for Broadcasting by Sidney Harris

BROADCASTING, Nov. 9, 1970
whoever heard of a two-city, live, color community service program shown at prime time on friday night?

KOVR

On Friday, September 18th, from 10 to 11 p.m., KOVR brought together a panel of community leaders in both its Stockton and Sacramento color studios.

The two panels, moderated by KOVR newsmen, discussed the future of their cities in the twentieth century. This program, the first of a series, was called "Community Challenge: The City in a Changing World."

Why devote a full hour of prime time—and two color studios—to community service? Because at KOVR, community service means a vigorous and relevant commitment to the progress of the Stockton/Sacramento area.

That's why in both Stockton and Sacramento, KOVR has earned the reputation as a true service to the community.
If you lived in San Francisco...

...you'd be sold on KRON-TV