At national agencies broadcast billings inch ahead
New research confirms public confidence in television
Showdown this week on veto of political-broadcasting bill
What that mixed-up WHDH case means to other broadcasters

FOR AP MEMBERS ONLY:

NOW AVAILABLE
THIS NEW AP SILENCING COVER
THAT FITS OVER YOUR AP TELETYPE
AND REDUCES NEWS NOISE BY AS MUCH AS 50%

FOR MORE NEWS AND LESS NOISE
GET FULL DETAILS FROM YOUR STATE AP BUREAU

THE ASSOCIATED PRESS 50 ROCKERFELLER PLAZA, NEW YORK, N.Y. 10020.
According to a reliable source...

"The Big News" is still the biggest news in Los Angeles. As it has been for nine straight years.

ARB confirms it again: "The Big News" on KNXT delivers more early evening news-viewing homes than the other two network stations combined.

So what else is news?

KNXT
CBS OWNED
CHANNEL 2, LOS ANGELES
REPRESENTED BY
CBS TELEVISION STATIONS
NATIONAL SALES

*ARB, October 1970 audience estimates. Subject to qualifications available on request.
HOUSTON CENTER
(CONSTRUCTION BEGINS 1971)

HELPING TO BUILD A BIGGER
AND BETTER HOUSTON ... 
TODAY AND TOMORROW

KTRK-TV 13
HOUSTON
-A CAPITAL CITIES STATION-

Represented by Blair
In these days of social tumult we are keenly aware of the responsibility to spotlight serious community problems, and to help solve them by creating a climate of informed and responsive concern. Hence, our most recent prime-time documentary — Dangerous Escape From Reality — a probing report on the critical problem of drugs. Written and produced by the WGAL-TV Public Affairs staff, this in-depth investigative report is another in a series of special programs prepared by WGAL-TV as part of its good citizenship commitment to the communities it serves.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Buyer to sellers
Archibald McG. Foster, chairman of Ted Bates & Co., unloaded some grievances against broadcast side of spot TV in rare, off-record talk at closed session of Television Bureau of Advertising membership in New York last week. Nub of complaint, according to some who heard it, was that check of recent buys showed that too often Bates is not getting what it ordered and that whoever is responsible, stations or reps, had better clean up rate cards and stop selling undeliverable spots just for sake of making sale. Though some heard it as “threatening” talk, others said it was more an urgent call for better cooperation, with no threats. But he left no doubt, they said, that he was talking seriously.

Mr. Foster, who made clear he was speaking for Bates, not as chairman of American Association of Advertising Agencies, also was said to have acknowledged errors occur on buying side, too. To this, number of broadcasters afterward said amen. In current climate, they contend, buyers in general often buy pre-emptible spots and then complain that broadcasters didn’t deliver if spots are legitimately pre-empted. Mr. Foster, who had addressed TVB luncheon few hours earlier, reportedly planned originally to air his complaints there but decided to substitute less explosive public talk (see page 44) and make complaints in private.

Charmed life?
Washington insiders who regard Sherman Unger’s nomination to FCC as dead letter—and their number increases weekly—may be in for surprise. Sources at least as knowledgeable as those who have written him off say Mr. Unger, long-time associate of President Nixon and, until his nomination to FCC, general counsel of Department of Housing and Urban Development, will yet be confirmed as member of commission.

Internal Revenue Service audit of Mr. Unger’s 1968 tax return, which was cause of hold originally put on nomination, has been completed, and while Mr. Unger will protest auditor’s finding, this matter is said no longer to be problem for him at White House. But clearly, Unger nomination, however it goes, has become one of most complicated ever made to FCC.

Down to wire
Moment of truth for off-again, on-again merger of St. Louis-based D’Arcy Advertising and Bloomfield Hills, Mich.-based MacManus, John & Adams (story page 24) could come earlier than most anticipate: this week. After three years’ courtship, lawyers for both firms were down to fine points last late week, and all that was left was for respective boards to say get married or forget it. Few product conflicts are involved, one bright sign.

Test case
First challenge to law banning cigarette advertising on air after Jan. 1, 1971, is expected to be filed in federal court in Washington this week. Suit, by group of Mutual radio affiliates, will charge violation of First and Fifth Amendments. Law applies only to TV and radio, does not touch newspapers, magazines, billboards and other forms of advertising. MBS group will seek temporary injunction to stay off enforcement until case is decided on merits. Law was signed by President last April after congressional passage despite charges of discrimination by broadcasters.

Program review
National Association of Broadcasters officials, downhearted at poor attendance and seeming apathy at early regional conferences this fall, have perked up with better registration and greater interaction during second round that ended Friday (Nov. 20) in San Francisco (see page 59). But over-all total of 1,610 for year, 259 below 1969’s 1,869 (although 66 more than 1968’s 1,544) is giving them pause.

Informal discussions at NAB headquarters on improving meetings next year have ranged from better program agenda to reducing number of meetings (four is number mentioned). At one time fall NAB conferences numbered 17; these were reduced to eight and then to present six. Consensus is, however, that any final decision should await appointment of new executive vice presidents authorized by board last month.

Now it’s CATV sets
National Cable Television Association is revving up drive to persuade FCC that need exists for “cable television receiver” if CATV’s multichannel programming potential is to be realized. In filing it’s preparing in commission’s CATV technical-standards proceeding, NCTA will hold that bottleneck in providing channels beyond present complement of 12 V’s lies not in cable systems but in TV receivers, which require extraneous converters or other devices to shift additional VHF channels to unoccupied UHF slots.

Canadian firm, Electrohome of Kitchener, Ont., is reportedly readying for market a type of receiver NCTA wants, incorporating multiple-channel electronic tuner with both over-the-air and cable input. NCTA is presently conducting technical quality tests of U.S.-made TV receivers, examining adjacent-channel rejection, cross-modulation, noise-vs.-input level figures, other data.

Renews under glass
House Investigations Subcommittee, showing few outward signs of activity in broadcasting areas of late, is quietly conducting staff study of FCC license-renewal procedures and policies. Content of study, ordered by Harley O. Staggers (D-W.Va.), chairman of both Investigations Subcommittee and parent Commerce Committee, is being kept under wraps. But some sources indicate subcommittee is concerned about commission policy on comparative hearings involving renewal applicants—policy subcommittee is said to feel gives too much advantage to incumbents.

FCC, meanwhile, has own study of renewal procedures under way, one aimed at speeding up procedures. First, step, comparison of performance of television stations in top-50 markets in terms of competition and their own financial resources, has been completed (“Closed Circuit,” Nov. 16). Message of study apparently depends on whose eyes view it. Some say it shows stations do “terrible” job; others that they do reasonably good job; still others, that study shows nothing. Study may lead to establishment of criteria for judging renewal applicants, but next step in that direction has not yet been taken.

Eye for business
Tape division of EUE-Screen Gems Inc., which has invested more than $2 million in production and post-production facilities in New York over past few years, is reported to be offering these facilities for rental to outside producers and directors of commercials for first time, starting in few weeks. Reason: EUE hopes to perk up revenues and help facilitate production of smaller tape producers by making one-stop production and post-production services available.
“News is not supposed to be some kind of baby’s pacifier.”

And Edwin Diamond is determined to see that it isn’t. Media critic Edwin Diamond’s job is unique. His commentaries, heard regularly during The Big News on WTOP TV, are unlike any others heard on any TV or radio station anywhere. He’s unique . . . and so is WTOP News.

WTOP’s staff of commentators and reporters—the largest in Washington—puts together “The best news you’ll get all day” . . . a magazine of news happenings—not headlines. There’s commentary that probes and provokes. Weather forecasts that don’t hedge. Sports reports filled with hisses and hoorays. And a wide range of opinion from both liberal and conservative political and social analysts.

WTOP News is a different, and better, approach to TV news coverage. If you’re lucky enough to be in the Washington area, get some great news—The Big News at 1:00, 6:00, and 11:00 PM on WTOP TV.

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

THE BEST NEWS YOU’LL GET ALL DAY
Television broadcasters at meeting of Television Bureau of Advertising last week hear predictions that 1971 sales year will be vast improvement over soft 1970, and news that retailers plan extensive use of TV. See...

Light at the end of a short tunnel...

Study conducted for Television Bureau of Advertising by R. H. Bruskin & Associates gives TV and TV advertising leads over other major media in terms of authority, believability and influence. See...

TV advertising: still most potent of all...

Fate of legislation imposing restrictions on use of radio and TV during election campaigns hangs in balance. Senate is scheduled to vote today (Nov. 23) on whether to override President's veto of bill. See...

Crisis today on cutrate politcals...

As appeals court upholds FCC denial of WHDH-TV Boston license renewal, station pledges vigorous contest, perhaps in Supreme Court. "Perspective" logs FCC's legal craftsmanship in "bulletproofing" decision. See...

An FCC repair job stands up in court...

ABC and CBS follow NBC in disclosing tentative plans for programming under FCC's prime-time access rule, scheduled to go into effect next fall. ABC will relinquish 7:30-8 p.m.; CBS will give up 10:30-11 p.m. period. See...

The lean outlook for network time...

Those fearing long arm of governmental intervention in news media operations won important victory in appeals court decision last week backing "Times" reporter who refused to testify in Black Panther investigation. See...

Court upholds refusal to testify...

Office of Management and Budget approves draft of questionnaire FCC will use in study of conglomerate ownership of broadcast stations. Form is expected to be submitted for FCC approval in next two weeks. See...

Conglomerate probe all but launched...

Washington lawyer and former FCC Chairman Rosel Hyde warns Denver broadcasters of FCC censorship evolving from licensing procedures into policies regulating program content in violation of Communications Act. See...

Rosel Hyde warns of creeping censorship...

U.S. and Mexico ceremoniously exchange agreements affecting their radio broadcasting; FCC adopts rules authorizing presunrise operations and power increases for border stations. See...

U.S., Mexico implement treaty...

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Big-time athletes are adults. They have adult problems, on the field and off.

That's what we talk about on "Man to Man."

Can an athlete work successfully with teammates he detests? Can he drink and still do his job? How does he deal with the subtle influences of gamblers?

Those are questions most TV sportscasters avoid like the plague.

They're our bread and butter. Co-hosts are Roman Gabriel and Merlin Olsen, quarterback and defensive tackle of the rugged Los Angeles Rams. Each week our guests include two articulate athletes and a sports-fan celebrity.

We pick people like Johnny Unitas, Chuck Connors, Pancho Gonzales, Jim Bouton, Mario Andretti, Lance Alworth, George Plimpton, and Johnny Sample, because we know they have something to say.

And we make sure they say it.

26 half-hours now available from MGM Television. (212) 262-2727

MAN TO MAN
The first adult sports show.
NBC drops appeal of prime-time rule
It will live with rule—then ask FCC to scrap it

NBC and NBC-TV affiliates association said Friday (Nov. 20) they would withdraw their appeals of FCC's prime-time access rule and seek to overturn it another way—by using experience gained in actual operation to show commission that rule is against public interest and will not accomplish what commission says it will.

Rule is not left without opponents in court, however: CBS, CBS television association, WCAX-TV Burlington, Vt., MCA Inc. and Van Curler Broadcasting Corp. and WLKY Inc., subsidiaries of Sonderling Broadcasting Corp., are continuing to oppose rule.

NBC and affiliates, in separate disclosures, said pursuit of appeal was academic because it cannot be heard and decided before next fall's program schedule must be put together. They must do that now, NBC officials said, and as practical matter can plan for only three hours of network programming between 7 and 11 p.m.—maximum rule allows, effective next Oct. 1—because to commit for more in anticipation of court victory would result in "economic shambles" if court victory did not materialize.

Since at least one year's operation under rule is inevitable, NBC officials added, experience gained during actual operation can be used to demonstrate rule's unworkability in evidentiary hearing they said they would seek from FCC as soon as full effects of shortened schedule can be appraised.

Harold O. Grams, chairman of NBC Television Affiliates Board of Delegates, took similar position, saying board believes next season "should provide a test of the prime-time access rule. He added that board doubts that "significant amount of nonnetwork prime-time programming of acceptable quality will be forthcoming from film makers and syndicators."

He said board is withdrawing its appeal of prime-time access rule and urging others to do same in order to "facilitate film makers and syndicators getting on with job of creating new nonnetwork programs." If commission's hope is realized and adequate programming is produced "within financial means of local stations, particularly small-market stations, well and good," Mr. Grams said. If it is not, he said, affiliates board will petition commission for expedited reconsideration of prime-time access rule.

NBC officials said petition for withdrawal of appeal, which is pending in U.S. Second Circuit Court of Appeals in New York, probably would be filed today (Nov. 23). They emphasized, however, that they were not withdrawing appeal of two companion rules: one barring networks from acquiring financial interests in programs produced for them by others, and one barring networks from domestic syndication.

Move by NBC and its television affiliates association came as surprise even though there had been talk earlier that some appellants might withdraw (Broadcasting, Oct. 26).

Court some weeks ago scheduled hearing on merits of appeals for early January in move to expedite decision, which other sources thought might then come by March or April. Expedited scheduling came when court refused to stay effective date of access rule. Court did, however, stay effectiveness of subsidiary-interests ban—which had gone into effect Oct. 1—pending hearing on appeal. FCC itself had already stayed effectiveness of domestic-syndication ban from Oct. 1, 1971, "until further order" (Broadcasting, Oct. 19).

Unease over liquor ads

Announcement by Philadelphia-based group that its five UHF stations will accept liquor advertising after Jan. 1, 1971 (Broadcasting, Nov. 16), has sparked action by National Association of Broadcasters and interest on Capitol Hill.

Vincent T. Wasilewski, NAB president, wired Frank H. Minner Jr., president of U.S. Communications Corp., asking for meeting to discuss that company's decision to accept liquor advertising. And Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee which handles broadcast legislation, asked Mr. Wasilewski what NAB intends to do about it.

Leonard B. Stevens, executive vice president of U.S. Communications, said Friday (Nov. 20) that company representatives would be glad to meet with Mr. Wasilewski. Noting that firm announced stringent restrictions on potential liquor advertising (none before 9 p.m., no health claims, no drinking), Mr. Stevens expressed belief that such advertising on air is legal and is not against public interest. Both Mr. Minner and Mr. Stevens were in California late last week and had not seen Mr. Wasilewski's wire.

U.S. Communications's WPHL-TV Philadelphia used to be member of NAB Code, which since its inception has forbidden carriage of liquor advertising. However, company resigned three years ago in dispute about carrying commercials for personal-hygiene products. Station still is member of NAB.

Advertising on air is also banned by Distilled Spirits Institute, reportedly representing 60% of liquor companies.

ABC-TV punts rate hikes

ABC-TV plans to pass on to affiliates increase in AT&T rates for network interconnection which ABC has been absorbing since October 1969 ("Closed Circuit," Oct. 19). Change is set for Jan. 1, 1971.

This action—and others concerning programming (see story, page 52)—emerged from ABC-TV affiliates board of governors meeting in St. Croix last Wednesday and Thursday.

According to reports Friday (Nov. 20), network executives said ABC could no longer afford to absorb cost particularly in view of current economy and expected loss of cigarette business after Jan. 2. After discussion of subject, it was reported board members sought compromise which network subsequently rejected. Accordingly, interconnected affiliates will have their network station rates reduced by 6.5% and noninterconnected outlets by 3.25% initially, resolution of question of rate-hike hinged also in large part on extent of affiliates' clearances of ABC-TV programs. ABC has estimated that it will have absorbed $7.3 million in rate boost over 15-month period.

Officials of both board of governors and ABC expressed preference at meeting that all networks program 8-11 p.m. EST next fall when FCC prime-time access rule is to go into effect, but ABC officials also retained option to program 7:30-10:30 p.m. should network be forced to do so because of competitive reasons.

At meeting, ABC-TV network president James E. Duffy said full schedule would be announced in late February or early March. Affiliates were assured ABC would program three full hours each night next fall.

Affiliates also were told that Lever Brothers deal that would insert This is Your Life at 8:30-9 p.m. Monday at...
Viacom goes on big board

CBS Inc. reported Friday (Nov. 20) that board of governors of New York Stock Exchange has accepted stock of Viacom International Inc. for listing and will commence trading on when issued basis Dec. 3. Regular trading of stock is to begin Jan. 4.

CBS is spinning off its domestic cable-TV and program-syndication operations into Viacom. Each CBS shareholder will receive one share of Viacom stock for every seven shares of CBS common he holds at close of business on Dec. 17. Internal Revenue Service has given clearance for tax-free distribution to CBS shareholders of Viacom stock (BROADCASTING, Nov. 16).

Application for listing on NYSE reveals four million shares of Viacom stock are to be issued initially to CBS Inc., which will distribute it on pro rata basis to its shareholders. Prior to Dec. 31, CBS will transfer all capital stock of CBS Enterprises Inc. (program-syndication operation) to Viacom in return for shares of Viacom, and also will transfer all capital stock owned by CBS in following corporations as contribution to Viacom: Viacom do Brasil Services de Televisao Ltda., Viacom Canada Ltd., Viacom Enterprises Pty. Ltd., Viacom Japan Inc., Viacom Latino America Inc., Viacom S.A., Viacom International Ltd., Clear View Cable Systems Inc., Martin Cable Television Inc., Nor Cal Cablevision Inc., Television Signal Corp. and Tele-Vue Systems Inc.

Prior to these transfers, CBS will take action to cancel about $9.3 million of outstanding amounts due to CBS from Tele-Vue Systems. On Dec. 31, according to application, CBS will distribute its entire interest in Viacom to CBS shareholders and thereafter will have no interest in management or outstanding capital stock of Viacom. On date of distribution, CBS Enterprises

Week's Headliners

Robert T. Goldman, VP, planning and analysis, ABC, New York, elected financial VP, and Harry Pape Jr., assistant treasurer, ABC, elected treasurer succeeding Roland S. Tremble, who held both positions but whose duties have been terminated, according to ABC, because "of disagreement as to management policies." He had been with ABC since July 1969.

Alfred Di Scipio, director and group VP, North Atlantic Consumer Products Group, division of Singer Co., New York, joins Filmways, New York, as VP, director and member of executive committee. He will participate in general management of company, concentrating on TV-related activities.

Ves Box, president, KDFW-TV Dallas, elected chairman of the CBS-TV Affiliates Advisory Board, replacing Kenneth Bagwell, VP-general manager, WJW-TV Cleveland. Charles B. Brakefield, president-general manager, WREC-TV Memphis, named secretary. Elections took place at the group's annual fall meeting last week in Acapulco, Mexico.

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

Together today

Merger of Jack Tinker & Partners and Pritchard Wood Associates to form Tinker-Pritchard Wood Associates is to be announced today (Nov. 23) by Robert E. Healy, chairman and president, Interpublic Group.

James R. Heekin Jr., Interpublic executive vice president, will be president and chief executive officer of merged agency. M. Carl Johnson, chairman and chief operating officer of Pritchard Wood, continues in that capacity with new agency.

Chester L. Posey, managing partner of Jack Tinker, has resigned and will announce future plans after merger is completed. Agencies combined are billing now at rate of $18 million.

ABC-TV takes ratings lead

ABC-TV won Nielsen 70-market multi-network area (MANA) average ratings 7:30-11 p.m. for week ended Nov. 15. Averages in report out Friday (Nov. 20) were ABC 19.7, NBC 19.1 and CBS 18.7. ABC noted it was up 13% in rating and 11% in share over same week last year. In nights of week, CBS took Monday, Wednesday, Thursday, Friday, ABC Tuesday and Sunday, and NBC Saturday.

Judicial slap at FCC

FCC was strongly criticized for "irregularities" and inability to make final judgement in CATV case by U.S. Circuit Court of Appeals in Washington Friday (Nov. 20). Court told commission to reopen four-year-old case involving question of whether Everett (Wash.) CATV system should provide exclusivity to kiro-tv Seattle or kvos-tv Bellingham, Wash.

Commission had ruled for kiro-tv in September last year, but reversed itself three months later at request of cable TV firm.

Court said case was full of administrative errors and that FCC should take evidence all over again to determine correctness of claims by both stations.
ATTENTION: ALL NETWORK AFFILS!

For the immensely valuable time being returned to you...

IT LOOKS LIKE MCA TV HAS TWO ALL-TIME SUCCESSES!

Dragnet
98 COLOR HALF HOURS

It Takes A Thief
65 COLOR HOURS

A phenomenal record in ratings and demographics is emerging with every new report! To start with:

**CHICAGO, WGN-TV**
DRAGNET and THIEF more than double last year’s ratings.

**NASHVILLE, WSM-TV**
DRAGNET dominates pre-empted NBC-TV time slot with 50% share.

**MILWAUKEE, WISN-TV**
DRAGNET dominates time period with 49% share of 18-49 audience.

**MIAMI, WPLG-TV**
THIEF doubles last spring’s audience; DRAGNET quadruples News’ lead-in rating, share and 18-49 audience.

**PORTLAND, KPTV**
DRAGNET and THIEF highest-rated shows on station.

**PROVIDENCE, WJAR-TV**
THIEF leads in pre-empted NBC-TV time slot in 18-49 men.

**DENVER, KWGN**
DRAGNET doubles last spring’s rating and 18-49 audience.

**DETROIT, CKLW-TV**
THIEF highest-rated show on station.

And with every rating book — another success. Ask our men. They’re getting all the facts as fast as they roll in.

Source: ARB, Oct. 1970 (Subject to survey limitations.)

mca tv
"New England's well-known changeable weather sometimes requires the issue by the U. S. Weather Bureau of warnings for the protection of life and property. At such times, prompt action by the public is a must. The task of distributing such weather warnings, as well as routine forecasts and other weather information, requires the cooperation of the media: press, radio and television.

For more than three decades, the cooperation of radio station WHDH with the Weather Bureau has been second to none in the Boston area.

Scheduled direct radio broadcasts from the Bureau — on WHDH AM and FM have brought authentic up-to-the-minute weather information to the general public. Without WHDH's cooperation, the Weather Bureau would find itself severely handicapped in trying to fulfill its responsibility to the public."

Dr. Oscar Tenenbaum, Meteorologist in Charge
National Weather Service Forecast Office, Boston

Dr. Oscar Tenenbaum is one of the nation's foremost meteorologists and a distinguished member of the WHDH Program Advisory Committee. Serving community needs with its facilities and its people has been a WHDH tradition for a quarter century.
**November**

- Nov. 27-29—Convention, National Association of Farm Broadcasters, Chicago.

**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. 18930).
- Dec. 3-4—Special meeting of board of directors, Association of Maximum Service Telecasters, Mauna Kea Beach hotel, Hawaii.
- Dec. 4—Annual fall meeting, Arizona Broadcasters Association, Mountain Shadows, Scottsdale.
- Dec. 4—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 Conkite, Jerry Dellas Famina 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 of CATV (Doc. 18892). Previous deadline was Oct. 22.
- Dec. 7—New deadline for comments on FCC’s proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.
- Dec. 7—New deadline for 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.
- Dec. 7—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.

**January, 1971**

- Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
- Jan. 8—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—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.
- Jan. 8—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—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.

**February, 1971**

- Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
- Feb. 4-5—Spring meeting, Louisiana Association of Cable TV Operators. Ramada Inn, Monroe.
- Feb. 6-8—New Mexico Broadcasters Association convention. Pueblo motor hotel, Las Cruces, N.M.

**March, 1971**

- March 1-3—National Cable Television Association cablecasting seminar. Boston.

**April, 1971**

- April 1—New deadline set by FCC for origination of programming by CATV systems with 3500 or more subscribers. Previous deadline was Jan. 1.
- April 19-25—2nd close-meeting, International Film, TV Film and Documentary Market (MIFED). Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

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**OpenMike**

**Post-election echoes**

**EDITOR:** A "menace" ("The Menace Goes Out of the Medium," Broadcasting, Nov. 9) to the American political system was never in the media—television or otherwise. If more political consultants recognized that the American voter is not the patsy they make him out to be, there would be precious few surprises on election night... .

If the politician has a viable product to market, television can be great for him. But make no mistake about it: Political sham is like any other phony product. No matter how hard you try to sell it, you run a high risk of falling flat on your face.—Herschel Shostock, Herschel Shostock Associates, Silver Spring, Md. (one winner, no losers).

**EDITOR:** Broadcasters in Georgia fared well in this year's general election. As your Nov. 9 issue states, TV newsmen Dawson Mathis of WALB Albany was elected to Congress. True, Republican gubernatorial candidate Hal Sult, an Atlanta TV newsmen, lost. Republicans just have a hard time in Georgia.

In the House of Representatives we picked up two additional radio men—Hanson Carter, owner of WNGA(AM) Nashville, Ga., and John Adams, local sales manager of WLAQ(AM) Rome, Ga.

The undersigned was re-elected to the Georgia legislature for a third time—this time without opposition. That is the best way to run, of course.—Ed Mul inux, president-general manager, WLAQ (AM) LaGrange, Ga.

**EDITOR:** In your Nov. 9 story on broadcasters in the election, you possibly meant only major offices. But, our chief engineer, C. W. (Bill) Baker was re-elected chairman of the Ward county board of commissioners and was elected a delegate to the North Dakota Con-
How to make money in a bear market.

Put your dollars in livestock. Buy Gentle Ben.

There's none livelier. Because Gentle Ben is the creation of Ivan Tors, whose specialty is adventure series that are big as all outdoors. And just as crammed with action.

Gentle Ben, about a bear, a boy and his game-warden father, is warm, wholesome entertainment. The 56 color half hours were filmed entirely in the color-drenched swamps and forests of the Everglades. There's excitement at every turn.

All of which explains Gentle Ben's terrific family appeal (adults: 68%; teens: 10%; children: 22%). In his first season on CBS prime time, Ben shot to the top among new shows. Outrating even “Laugh-In” and Carol Burnett. During his network run, Ben averaged better than one-third of the national audience.

So here is today's tip for your market: play it bearish. No bull. ©CBS ENTERPRISES

New York, Chicago, San Francisco, Dallas, Atlanta
institutional Convention called for 1972.
Mr. Baker is a former (five terms) member of the North Dakota House; two terms in the Senate and four years a member of the State Board of Higher Education.
Oh, yes. We watched Terry Montgomery in the sixth district in Minnesota very carefully. He started his broadcast career as an announcer on our staff.
—Leslie E. Maupin, general manager.
KLPM (AM) Minot, N.D.
(Mr. Montgomery, who lost to incumbent J. W. Zwatch [R-Minn.] was formerly a former radio-TN Minneapolis-St. Paul [Broadcasting, Nov. 9])

A handy chronology
EDITOR: I found the issue on the 50th anniversary of broadcasting (Broadcasting, Nov. 2) most interesting and educational . . . inasmuch as my students found it hard to believe that radio was, and still is, such an influence.
Are reprints available?—Professor Martin M. Goldberg, department of communication arts, New York Institute of Technology, Old Westbury, L.I., N.Y.
(Reprints of the special report are not available. However, a limited number of complete copies may be procured by writing to Broadcasting headquarters, 1733 DeSales Street, N.W., Washington, D.C. 20036. Price: $2 each.)

Some questions of time
EDITOR: Your Nov. 2 anniversary report is an excellent piece of work, as Broadcasting always is, except that it should have been published in August to coincide with the actual anniversary of broadcasting which is Aug. 20—the date WWJ first went on the air in 1920.
However, your discreet listing of chronological events on page 74 is accurate, and your handling of the delicate issue of "Who's on first?" on page 86 demonstrated your usual sensitive perspective on our great industry.
The issue is a fine addition to the memorabilia of broadcasting.—Don F. DeGroot, general manager, WWJ-AM-FM-TV Detroit.
EDITOR: The caption for the photograph on page 144 of your 50th anniversary "Special Report" (Nov. 2) is inaccuracy. Nikita Khrushchev did not attend John F. Kennedy's funeral in 1963. Perhaps the photo was taken during the premier's visit to the United States in 1959.—David G. Kanzeg, Syracuse University, Syracuse, N.Y.
(Mr. Kanzeg is correct. The photo, appearing originally in Broadcasting Sept. 22, 1959, was misfiled in a reorganization of the magazine's picture library.)

Numbers expedite search
EDITOR: This is to commend your inclusion of docket numbers in the weekly "Datebook listings of FCC deadlines. This information is indeed helpful to non-Washington based citizens concerned about broadcasting and wishing to keep current with relevant cases. The FCC's office of public information would be grateful for resulting increased clarity of requests for public documents.
Jon Paul Davidson, vice president, marketing and information, Ecumedia, 320 Cathedral Street, Baltimore.

More about beginners
EDITOR: The letters from Laurence C. Lancit and Mitch Davis (Broadcasting, Nov. 2) scoring broadcasters for not giving the college radio-TV major a chance, give me one big laugh.
Last year we received a brochure from a university with pictures and statistics on 40 or so of their recent radio-TV graduates. We wrote to 15 inviting a response and perhaps an interview. Only one replied and, since he was going on to graduate work, he wasn't interested.
I called the faculty member who sent the brochure to point out it was terrible waste of money to send the brochure if the students themselves weren't interested. He said I was lucky; several other stations had called and they didn't even get one answer.—Chuck Norman, president, WGNU (AM) St. Louis.

EDITOR: The plight of the beginner in this profession is not much unlike the apprenticeship in any other profession. Doctors, lawyers, engineers, etc., all must serve a period of applying what they learned in school in the "minor leagues." Interns do not operate alone until after many years of practice. Lawyers begin with traffic cases, and engineers with drafting.
There are 1,000-and-one intricacies in this business. By the time you get to the major market or even medium market, "The Man" is going to expect you to know most of them. He doesn't have the time to sit down and explain. I know, because I was the greatest thing to hit broadcasting. But, after two weeks at a 250-watt country-and-western daytime, I realized that the plight of the beginner is justly deserved and necessary. Why? Because, like all other professions, the degree is only a "license to learn." So, start small until you are the best in the area. Then, and only then, apply to a larger market.—Patrick L. Martin, WRAM (AM) Dallas.

Help for the sightless
EDITOR: Thank you for granting us the permission to record excerpts from Broadcasting Magazine for the use of our blind subscribers. Broadcasting is now available on a seven reel of tape each month for the blind and the handicapped. Anyone interested in more information may write to Science for the Blind, 221 Rockhill Road, Bala-Cynwyd, Pa., for full particulars.—Mrs. Ded Duncam, Science for the Blind, Bala-Cynwyd, Pa.
What cable television can—and cannot—do for marketing

It is certain that cable TV will have a significant effect on TV as we now know it. This influence is already beginning and it should become dominant within the relatively near future—say seven to 10 years.

During this time, we will see a good deal of activity by the federal regulatory agencies, municipal authorities and in the courts, aimed at interpreting and modifying existing regulations on such matters as original programming and distant-signal importation. No one seems to think the current FCC attitudes are totally frozen and no one seems to think existing rules and court decisions will stand without additional adjudication.

So we are in for a period of legal and administrative unrest. This will tend to confuse the emerging trends in the short run and clarify and reinforce these trends over the longer run.

At the same time, there is no question that CATV will be authorized to originate its own programs as a supplement to network programming as we know it today. This will apparently turn out to be a major aspect of locally available programming.

Engineering studies now going forward in many major U.S. communities project CATV systems in the 1970’s providing service on anywhere from 10 to 30 different channels. For example, 20 channels may be so divided as to include current commercial and educational channels, one or more pay-TV channels, or more independent channels coming from outside of the metropolitan area from a relatively distant point, one or more municipal channels reserved to the city for its own use, one or more school district channels reserved to the municipal school district for the use of particular neighborhood areas within the community.

It is not certain exactly how the FCC will lay down the ground rules for all these kinds of service but it is clear that this proliferation of television broadcasting activity is not only physically possible, but imminent. The consensus seems to be that this kind of expanded programming activity will be commercially feasible, too, at least for CATV operators in major markets.

What is the significance of this development for marketing? At the moment, operating systems in smaller markets offer a significant opportunity for TV-commercial testing, test marketing, the testing of experimental programs and the like. In short, any of the traditional marketing research uses of TV as a vehicle for presenting test materials can also be made over existing CATV systems.

Since many of the existing systems have at least one TV channel reserved for their own programing use, a new dimension has been opened up for marketing research.

Any marketing-research work which depends on the presentation of visual material can utilize the CATV channel for this presentation. This might include tests of the visual elements of packages; print magazine tests; tests of rough commercials; tests of finished commercials, and perhaps of new-product concepts and even new-product ideas.

Anything that is now done by taking an object or document into a home, exposing it visually and asking for consumer response, can, in theory, be done by CATV over the reserved channel.

The procedure is to call subscribers on the phone and ask them to view the reserved channel at a particular time during which the test material would be exposed. After this exposure has occurred, the pre-recruited respondents are interviewed again either by phone or by questionnaire.

This opens up the possibility of replacing in-home interviewing with telephone interviewing in situations that heretofore demanded personal presentation of material to be researched. All of this implies speedier research results and better research quality. It may also imply lower marketing research costs.

At J. Walter Thompson, we found close and predictable relationships between the results of normal commercial testing done on the air in large cosmopolitan markets and tests of the same commercials following identical procedures in smaller CATV markets.

However, our experience with the recruiting of audiences to test programs on the CATV channel reserved for the proprietor’s use indicates a need to develop fairly elaborate techniques, perhaps including incentives, to induce potential respondents to cooperate in looking at test material on the CATV channel at the pre-determined time. Though we have not satisfactorily solved all problems related to this, we are satisfied that acceptable solutions can rapidly be developed.

This experience illustrates the important conclusion to be drawn in any discussion of cable television and marketing: For the marketer, CATV is an additional tool, and only that. It will do certain kinds of marketing job: better, faster, probably more cheaply, and with greater security than is possible with current procedures. It can work for the marketer who is willing to make it work. It is not, however, a miraculous short-cut to sales, creativity or anything else.

There is nothing academic about CATV at all. It is just like television; it is television. Anything that can be done on television can be done on CATV. But because CATV represents a proliferation of television transmission capability it offers marketing practitioners many benefits of television that have not previously been available.

William M. Weilbacher has spent 19 years in media and marketing research for such companies as Jack Tinker & Partners and Dancer-Fitzgerald-Sample. He was vice president and research director of J. Walter Thompson Co. when he delivered speech before seminar of Association of National Advertisers on which this article is based. Mr. Weilbacher, who has recently resigned from IWT, is expected to announce his future plans shortly. He is author or co-author of several books on advertising and marketing research.

BROADCASTING, Nov. 23, 1970
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!

WSJv 28
SOUTH BEND-ELKHART

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
TV-radio billings top '69—but barely

Thompson number-one agency for 13th straight year, but Bates scores the biggest gain with $34 million

The slow-down in the general economy throughout the year exerted a predictably depressant effect on the TV-radio investments of the leading 50 broadcast agencies in 1970.

Broadcasting's annual compilation of domestic billing estimates of these agencies as 1970 draws to a close reveals that total spending by the group in network and spot television and radio is barely above the 1969 level, exceeding last year's figure by an estimated $10 million.

The decelerated growth pattern of TV-radio advertising this year can be illustrated by earlier statistics. In 1969, TV-radio spending by the leading broadcast agencies was $288 million higher than in 1968. Figures for 1968, in turn, were an estimated $137 million above those of 1967.

The television billings of the 50 leading agencies, including network and spot, grew by approximately $6 million. Radio expenditures increased by slightly more than $4 million.

Indicative of the generally reduced spending in TV-radio, the top-10 broadcast agencies invested a combined total of $1.67 billion in the media, as against $1.66 billion in 1969, which had risen sharply from $1.52 billion in 1968.

For the 13th consecutive year in Broadcasting's annual compilation of domestic spending, the number-one spot was garnered by J. Walter Thompson Co. But even this vaunted agency slipped slightly from its 1969 pace, losing slightly more than $4 million but still winding up with a hefty $280.6 million.

Ted Bates & Co. earned the distinction of having the largest TV-radio increase, adding almost $34 million during the year. Other agencies with substantial gains in broadcast expenditures were Doyle Dane Bernbach, up almost $26 million, and Ogilvy & Mather, up $30.8 million.

A agencies registering the largest billing decreases in broadcast during 1970 were Young & Rubicam, down almost $23 million; Grey Advertising, down $11 million; BBDO, down almost $9 million and William Esty Co., down $8 million.

An analysis of the top-50 agency billings for the year that were not included in last year's compilation. In contrast, in 1969, 37 agencies reported increases, 10 decreases, one remained the same and two were new to the listing.

Agencies that broke into the top 50 broadcast list this year that were not included in 1969 are Edward Weiss & Co., DKG Inc., Marsteller Inc., Knox Reeves, Henderson Advertising and Daniel & Charles.

An alphabetical listing of the first 50 broadcast spending agencies follows (in most cases figures were obtained from the agencies themselves; in some others, estimates were compiled from best available sources):

Carl Ally

Combined TV-radio billings $9.9 million; $8.9 million in TV ($3.3 million in network, $5.6 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billings: 41%.

Carl Ally's broadcast was $3.3 million under its 1969 mark, with the broadcast share of over-all billings dropping 12%. The billings decline was only slight in network TV and spot radio but substantial in spot TV—down $2.2 million. During the year, Carl Ally resigned Pearl Brewing's Country Club malt liquor, an account it had picked up only the year before. That beer account, however, spent approximately $2 million in network broadcasting (in heavy in TV, also in spot radio). Accounts gained included Travelers Insurance, Pan American World Airways, Service America (RCA) and Evelyn Wood Reading Dynamics.

N. W. Ayer & Son

Combined TV-radio billings $48 million; $45 million in TV ($25 million in network, $20 million in spot); $3 million in radio ($1 million in network, $2 million in spot); TV-radio share of over-all billings: 44%.

Ayer's broadcast share of total billings dropped substantially in the past year—from 48% in 1969 to 44% of an estimated $140 million in total billing in 1970. In dollar figures, the drop came to $6 million, with declines of $2 million in network TV, $3 million in spot TV and $1 million in network radio. Spot radio remained the same.

The year was also the first full period without Atlantic-Richfield, extensive user of spot TV and radio, which Ayer resigned in November 1969. Alberto-Culver moved out Rinse Away shampoo as of this month. On the plus side of the account ledger, Gino's Inc. (restaurants and take-out stores), a spot-TV and spot-radio advertiser, was acquired in December 1969. This was followed by

These agencies led in these categories

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<td>J. Walter Thompson</td>
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<td>Biggest broadcast gain</td>
<td>Ted Bates</td>
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International Pharmaceutical Corp.; Coronet brandy and DuBouchett cordial brands of Schenley; the Milani foods division of Alberto-Culver, which is in spot TV; Calavo Growers of California; Industrial National Bank of Rhode Island; First National Bank of Nevada; Scott Paper Co. (for a new brand), Western Publishing Co. (Golden Books), Alberto-Culver, AT&T (specials), Dr. Scholl foot-care products, DuPont's Lucite paints and Teflon provide the bulk of network-TV business. These same advertisers, with the exception of AT&T but with the addition of Bell System operating companies, Sealtest Foods (Kraftco), Gino's, Scott Paper and Carling's Heidelberg beer, make up the spot-TV roster. AT&T is in network radio; Bell, Gino's and Heidelberg are in spot radio.

Ted Bates & Co.

Combined TV-radio billings $196.1 million; $184.9 million in television ($111 million in network, $73.9 million in spot); $11.2 million in radio ($1.1 million in network, $10.1 million in spot); TV-radio share of over-all billings: 79%.

Bates broadcast billings this year show a more than $30 million increase. The agency's broadcast share dipped a few percentage points.

During the year, Bates added Prudential Insurance Co. of America with approximately 73% of its billings in TV and a nonbroadcast account, Endo Laboratories. Also picked up were Chase Manhattan and Playtex gloves, but their billing will not show till 1971. U.S.V. Pharmaceutical, also a nonbroadcast account, was resigned.

Colgate-Palmolive is Bates' account in all phases of broadcast (network participation and program sponsorship [The Doctorz] in TV, spot radio and TV, network radio). Brown & Williamson billed in network-TV participations, spot TV and spot radio, as did ITT-Continental Baking and Standard Brands (sales division). Spot-TV users also included Bristol-Myers, M&M/Mars, International Playtex and National Biscuit, all except Bristol-Myers also in network participations. Warner-Lambert in network-TV participations, network and spot radio, and National Biscuit was in network radio.

BBDO

Combined TV-radio billings $173.9 million; $146.8 million in television ($90.6 million in network, $56.2 million in spot); $27.1 million in radio ($3.3 million in network, $23.6 million in spot); TV-radio share of over-all billing: 60%.

BBDO has the largest of the $9 million in broadcast billings, though its TV-radio share remained about the same, indicating a loss in over-all spending by agency clients.

During the year the agency lost the Book of the Month Club, S. D. Warren, Southern New England Telephone, First National Bank of Boston and Citizens & Southern Bank. It acquired Chrysler (corporate) and portions of Block Drug.

Advertisers contributing heavily to BBDO's broadcast billings during the year were Armstrong Cork, Campbell Soup, American Tobacco Co., Block Drug, Chevron Oil, Dow Chemical, Pepsi-Cola Co. and its bottlers, 3M Co., F. & M. Schaefer Brewing Co., General Electric Co., DuPont and Scott Paper Co.

Benton & Bowles

Combined TV-radio billings $127 million; $121.4 million in television ($81 million in network, $40.4 million in spot); $5.6 million in radio ($1 million in network, $4.6 million in spot); TV-radio share of over-all billings: 83%.

Benton & Bowles continued upward in broadcast, moving ahead $2 million. Most of the increase was in television and there was $600,000 more in radio. During the year B&B added Peter Paul, which has $1 million in broadcast.

Biggest broadcast spenders at B&B are Procter & Gamble, General Foods, Vick Chemical, Texaco and Glass Container Manufacturers, all in network with program sponsorships and spot TV and in spot radio (Texaco and Glass Container are also in network radio); S. C. Johnson, Morton-Norwich, both in network and spot TV and in spot radio; Hasbro in network sponsorship and spot in TV, and Sterling Drug and Avis in both network and spot TV.

Leo Burnett Co.

Combined TV-radio billings $202 million; $189 million in TV ($124.3 million in network, $64.7 million in spot); $13 million in radio ($1.8 million in network, $11.2 million in spot); TV-radio share of over-all billings: 75.1%.

After years of consecutive gains, Chicago-based Burnett plateaued this year due largely to slow automotive business of its subsidiary, D. P. Brother in Detroit, which holds Oldsmobile and other General Motors accounts affected by the strike now being settled. Burnett figures its estimates on basis of true media billing and not total gross that includes commercial production costs, fees and other non-media income some other firms quote in total billing estimates.

Burnett has long list of heavy broadcast users. Among them are Allstate, Campbell Soup, Green Giant, Keebler, Kellogg, Kentucky Fried Chicken, Lewis-Howe, Nestle, Philip Morris (Marlboro, Virginia Slims), Pillsbury, Procter & Gamble, Schlitz, Star-Kist, Union Carbide, Union Oil, United Air Lines and Vick Chemical.

Campbell-Ewald

Combined TV-radio billings $49.0 million; $39.3 million in TV ($26 million in network, $13.3 million in spot); $9.7 million in radio ($800,000 in network, $8.9 million in spot); TV-radio share of over-all billings: 38.8%.

Despite the General Motors strike, Campbell-Ewald's broadcast billings are not suffering as much as might be thought because much of the GM buys were tied into network situations. With settlement of the strike expected to be ratified soon, a heavy GM spot barrage is set to fill out calendar year, recovering much of the spot loss and ending up 1970 a bit ahead in radio-TV billings for this agency.

Chevrolet continues to be the biggest broadcast account at Campbell-Ewald. Other General Motors divisions such as Delco, United Motors Service and GM Acceptance Corp. are also in broadcast. Non-GM accounts in broadcast include Admiral Corp., National Steel, North American Rockwell and Marathon Oil.

Campbell-Mithun

Combined TV-radio billings $33.2 million; $26.3 million in TV ($8.8 million in network, $17.5 million in spot); $6.9 million in radio ($900,000 in network, $6 million in spot); TV-radio share of over-all billings: 44%.

Minneapolis-based Campbell-Mithun was running about 5% ahead in all billings this year until now when the outlook for client budget adjustments in December indicates the agency probably will plateau out at approximately the same level as last year. Among the problems is Northwest Orient Airlines' continuing strike. Other broadcast-active accounts there include G. Heileman Brewing Co., A'cent, General Mills, Gold Seal, Dairy Queen, Kroger, Land O'Lakes, Top Value Stamps, Toro and Wilson Meats.

Carson/Roberts

Combined TV-radio billings $16.7 million; $15.9 million in TV ($11.3 million in network, $4.6 million in spot); $800,000 in radio ($20,000 in network, $780,000 in spot); TV-radio share of over-all billings: 50.7%.

This year the agency's broadcast billings rose $2.3 million and its broadcast share of over-all billings went up 2.3%. Carson/Roberts made its biggest gain in network TV, up $1.9 million, and in spot radio which it more than doubled.

Accounts added in the year: Fairchild semiconductors, Flying Tiger Lines, Hunt-Wesson Foods, Yardman/Snobuck division of Leisure Group and Royal Castle; resigned were Nalley's
Fine Foods and Performance Systems Inc. Mattel, Hunt-Wesson and Purex sponsor participations in network TV and are in spot TV as are Lincoln-Mercury and Universal Tours. Leisure Group is the network-radio user. Mattel, Purex, Lincoln-Mercury and Baskin-Robbins are spot-radio clients.

Clyne-Maxon

Combined TV-radio billings $16.1 million; $15.6 million in television ($8 million in network, $7.6 million in spot); $500,000 in radio (all in spot); TV-radio share of over-all billings: 61%.

Clyne-Maxon's broadcast billings are down substantially ($5.9 million) from 1969, a year when the agency had actually increased its broadcast (all in television). The bigger decline this year is in spot TV (down $4.8 million). The drop is also reflected in the broadcast share of over-all billings, 65% last year, 61% this year.

Despite the fall-off in spot TV, most of the agency's broadcast-oriented clients are active in that category: General Electric (personal care products, portable and clocks), Dristan Mist, Primatene (Mist and Tablets), Anacin Arthritis Formula, Heet Ointment, Total Beauty and Concern. All of these, with the exception of Total Beauty and Concern, also bought network participations. GE's personal care and portable products were in spot radio, as were Dristan, the Primatene products, the Anacin product and Total Beauty.

Compton Advertising

Combined TV-radio billings $71.9 mil-
illons: $68.8 million in television ($43 million in television, $25.8 million in spot); $3.1 million in radio ($2.5 million in network, $600,000 in spot); TV-radio share of over-all billings: 59.9%.

Broadcast billings at Compton declined $5.4 million as the TV-radio share of billings decreased by 6% over 1969. Television expenditures fell by almost $5 million while radio took a modest dip.

Procter & Gamble continues as Compton's leading account, active in spot and network TV. Other mainstays during the year have been New York Life Insurance in network TV; Consolidated Cigar in both network and spot TV and the American Dairy Association in spot TV. New accounts that promise to swell the agency's broadcast spending in 1971 are AAMCO, Dunkin' Donuts and the Diner's Club.

Cunningham & Walsh

Combined TV-radio billings $49.5 million; $46.4 million in television ($25 million in network, $21.4 million in spot); $3.1 million in radio ($1 million in network, $2.1 million in spot); TV-radio share of over-all billings: 65%.

This agency showed little change in broadcast billing, according to best estimates available on account activity. C&W is up about $500,000 in broadcast for the year. According to the agency, its most active network and spot-TV advertisers are American Home Products, AT&T Yellow Pages, Anderson Clayton Foods, Andrew Jergens, Ralston-Purina and Sterling Drug.

Also in the shop are network-TV users MEM and Western Electric; spot-TV users P&G's Folger Coffee, Geigy Chemical and Joseph Schlitz. Geigy, among others, is in radio.

Dancer-Fitzgerald-Sample

Combined TV-radio billings $130 million; $125 million in television ($55 million in network, $70 million in spot); $5 million in radio ($500,000 in network, $25 million in spot); $3.1 million in radio ($2.5 million in network, $600,000 in spot); TV-radio share of over-all billings: 80%.

As D-F-S this year added more accounts, its broadcast billing increased $5 million over 1969's figure. Share of agency's total billing, however, dropped three percentage points.

A host of package goods agency, D-F-S picked up mines Hoskier, United Fruit, Beech-Nut and S. E. Massengill. It lost Washington State Apple Commission.

Its bigger account is Daytona, which D-F-S received in December. Its billings $49.5 million.

Daniel & Charles

Combined TV-radio billings $12.8 million; $11.2 million in television ($4.5 million in network, $6.7 million in spot); $1.6 million in radio (all in spot); TV-radio share of over-all billings: 40%.

Daniel & Charles was not included in the top-50 listing last year. New business includes Ban, Bristol-Myers (Moisturel), Abbott Tresses, Nutrament, and Gorton's fish cakes. Agency lost the Arpeage account.

Among D&C's broadcast-active clients are GAF and Block Drug, in network and spot-TV and spot-radio; Bristol-Myers, in network and spot-TV; Supp-Hose, in spot-TV; and Kayser-Roth and Lanvin (Jean Nate) in spot-TV and radio.

D'Arcy Advertising

Combined TV-radio billings $49.3 million; $36.6 million in television ($15.7 million in network, $20.9 million in spot); $12.7 million in radio ($1.1 million in network, $11.6 million in spot); TV-radio share of over-all billings: 48%.

D'Arcy reported an increase in broadcast billings of almost $5 million, attributed in large part to a gain in its TV-radio share of 5% over the 43% in 1969. D'Arcy continues to be a heavy spot-TV and radio advertiser with its combined investment totaling more than $32 million.

The St. Louis-based agency's substantial TV-radio users are such veteran clients as Anheuser-Busch, American Oil, General Tire and Rubber Co. and Gerber Products Co. Other TV-radio advertisers during the year were Luftansha German Airlines, Ozark Air Lines Inc. and Southwestern Bell Telephone Co.

DKG Inc.

Combined TV-radio billings $17.5 million; $14.9 million in TV ($5.3 million in network, $9.6 million in spot); $2.6 million in radio ($480,000 in network, $2.12 million in spot); TV-radio share of over-all billings: 58.1%.

DKG, a newcomer to the top-50 listing, reported heavy spending in spot TV and spot radio, recording 64.5% of its TV and 81.7% of its radio business in spot. Agency gained the broadcast accounts of Getty Oil Co., Remington (new products) and Omega Watches and the loss of Pfizer Corp.

The agency's other active broadcast clients include Sauter Laboratories (division of Hoffman-LaRoche), West End Brewing Co. (Utica Club beer), Westminster Broadcasting Co., Talon, American Enka, Coty, Donahue Sales Corp., Indian Head Hosier, Johnson & Johnson and Remington Shaver Division (Spyry-Rand).

W. B. Doner & Co.

Combined TV-radio billings $12.19 million; $9.6 million in TV ($900,000 in network, $6 million in spot); $2.59 million in radio (all in spot); TV-radio share of over-all billings: 53%.

Doner this year began to rebuild its business in broadcasting, inching upward in share of total spending by a couple of percentage points. Broadcast clients include National Brewing Co., Commercial Credit Co., Hygrade Food Products, Paygo Beverages, Tootsie Roll Products, Evening News Association and Allied Supermarkets.

10-year track record of 1970's top 10 agencies

Radio-TV billings in millions. Figures in parentheses ( ) indicate rank.

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* 1957 Total Revised
** Includes Billing of McCann-Marchahl after 1962.

22 (BROADCAST ADVERTISING)
Broadcasting awaits GM settlement

Strike is drawing to a close, but new billings may not appear until January

Detroit advertising agencies stood ready last week to buy broadcast campaigns telling the world that General Motors cars were once again rolling off the production lines and could be bought at your friendly neighborhood auto dealer.

But the "go" buttons won't be pushed until the GM strike settlement agreement has been ratified by all the local unions and factory production is renewed. The agencies indicated also they will not start buying until the various factory officials give them their respective budgets.

Whether any of this new business blitz for TV and radio can be pulled off before the weeks around Christmas —a taboo time for advertising cars— was still anybody's guess as of Thursday (Nov. 19). The realists along agency row in Detroit were betting that station representatives there will not be reporting buys for anything significant until after the first of the year.

Campbell-Ewald Co. handles the hefty Chevrolet account, and MacManus, John & Adams handles Pontiac and Cadillac plus the GM corporate "mark of excellence" umbrella account. D. P. Brother, a division of Leo Burnett Co., represents Oldsmobile and McCann-Erickson has Buick.

A bright sign: Campbell-Ewald has called back to work Monday all of the staff people put on temporary suspension Sept. 15 when the strike started, while MacManus has decided to halt its week-on, week-off furlough plan Dec. 1.

Thomas B. Adams, Campbell-Ewald's board chairman, explained last week the new Chevrolet commercials and copy themes are already prepared and ready to be sent out as soon as buying begins. The other GM agencies are similarly prepared.

Walter S. McLean, executive vice president, Campbell-Ewald, cautioned that merely because those suspended are returning does not mean advertising will immediately resume. "We are hoping for the early part of December," he said, "but that is anybody's guess frankly."

Mr. McLean noted Chevrolet has had considerable exposure continuing on network TV throughout the strike with its part sponsorships of Bonanza on NBC-TV and NCAA football. He added radio exposure has continued too with the Chevrolet sponsorships of major local news shows in key markets.

Jeremiah M. Moynihan, Campbell-Ewald senior vice president and media director, qualified the prospects of any big burst of Chevrolet spot schedules in December even if possible then. "It is going to be a matter of where we ease back in," he explained. "We will be back in with spot, but it won't be an announcement level or anything like that. They just are not going to have that many cars right away."

If a December re-entry is feasible, Mr. Moynihan continued, it more likely will be only for a week or two, "just getting across we are back in business."

For openers it might just be radio only, he speculated, but usually Chevrolet would use both spot radio and TV in top markets. Any big thrust will come in early 1971, he indicated. Print also

Several other Miles' products are heaviest in network and spot television. Other network-spot TV heavies at DDB: American Airlines, Volkswagen, Bristol-Myers, Polaroid (Leonard Bernstein Young Peoples' Concert on CBS-TV), Unioital, Whirlpool, Burlington (Dean Martin and Andy Williams on NBC-TV), Lever, Monsanto (specials), GT&E (CBS Playhouse), Mobil, Sara Lee. Heinz is also active in network, though not in spot TV. Radio clients are American Airlines in spot; Burlington in network-spot; GT&E in spot; Mobil in network and spot, and Sara Lee in network radio.

Erwin Wasey

Combined TV-radio billings $39 million; $37 million in television ($1.5 million in network, $35.5 million in spot); $2 million in radio (all in spot); TV-radio share of over-all billings: 50%.

Wasey, an Interpublic agency, dipped $3 million in broadcast and its share of over-all billings is down considerably this year some 13% the agency bills chiefly in spot.

Spending in broadcast at Wasey is provided mostly by Carnation Co. and Gallo, and the agency also has several West Coast-based clients wedded to radio-TV. Bulk of the billings, however, comes from Carnation Milk, a heavy radio and TV spot user.

William Esty Co.

Combined TV-radio billings $124 million; $110 million in television ($77 million in network, $33 million in spot); $14 million in radio ($2 million in net-

Doyle Dane Bernbach

Combined TV-radio billings $138.8 million; $126.7 million in TV ($77 million in network, $49.7 million in spot); $12.1 million in radio ($300,000 in network, $11.4 million in spot); TV-radio share of over-all billings: 62.7%.

Despite a soft economy in 1970, Doyle Dane Bernbach, a publicly held company, is up in its broadcast share of billings and in dollar volume for both TV and radio. The share increased 11.7%; the dollar volume a hefty $25.9 million, most of this coming from network television.

DDB this year has been the Alka-Seltzer billings ($18 million to $19 million in broadcast and for which DDB had only started billing on Nov. 1, 1969). Alka-Seltzer (Miles Laboratories' consumer products division) plus

BROADCASTING, Nov. 23, 1970
work, $12 million in spot); TV-radio share of over-all billings: 73%.

William Esty was off $8 million from its 1969 broadcast billings total, and its broadcast share dipped 5%. Television dropped $9 million (down $5 million in network and $4 million in spot). Radio held its own with spot radio up $2 million and network off $1 million for a net radio gain of $1 million.

Esty, which handles substantial broadcast billings for R. J. Reynolds cigarette brands (network and spot in both TV and radio), picked up several accounts for future billing. Among them were Chesapeake-Pond's, National Biscuit (frozen food), Union Carbide business and a nonbroadcast account, Seagram's 100 Pipers Scotch. Resigned was Roman Products. All of the new accounts are in network and spot TV as are Reynolds' foods, Benrus, Colgate-Palmolive, Hunt-Wesson Foods, Nossel, Sun Oil, American Home Products. Also in spot TV: Swift & Co. Radio billers, other than Reynolds, include Colgate, Union Carbide, and American Home in both network and spot; Genesse, Nossel, Sun Oil and Swift in spot.

Foote Cone & Belding

Combined TV-radio billings $105.5 million; $98.3 million in television ($72.9 million in network, $25.4 million in spot); $7.2 million in radio ($2.1 million in network, $5.1 million in spot); TV-radio's share of over-all billings: 57.5%.

FC&B's 1970 broadcast billings were off—just slightly in broadcast share but substantial in dollars: $10.7 million. TV billings were sliced $7.7 million and radio accounted for the other $3 million. Network was the big loser in TV.
We know how to make it in her world, too!

Letty Cottin Pogrebin's book, "How to make it in a man's world," recently published by Doubleday, gives a vivid picture of today's woman. She's an executive in an office, or in her home. She runs her house, her husband and the PTA with equal efficiency. She's intelligent, educated and current. She watches our hottest TV programs—is vocal (pro or con) about our local editorials—tunes in our radio stations as she runs from place to place—writes letters to our commentators—competes in our contests.

Of course, we don't mind including her husband and family in our audience, too.

If your aim is the affluent, buying, moving Southwestern woman—your buy is Doubleday.

Remember—Doubleday has been coming up with bestsellers for 74 years!
Henderson Advertising

Combined TV-radio billings $14 million; $13 million in TV ($9 million in network, $4 million in spot); $1 million in radio (all in spot); TV-radio share of overall billings: 70%.

The Gavellite, S.C.-based agency, with a branch office in Atlanta, moved into the top-50 circle of broadcast agencies with its $14-million investment. The agency's largest spender in broadcast is Texize Chemicals Inc., manufacturer of waxing and cleaning products.

Among Henderson's other clients involved in TV-radio during the year were Pet Inc. (dairy products), Purity Bakery Inc., Jim Dandy Co. (dog food), Kaiser Agricultural Chemicals, Citizens & Southern National Bank and Sterling beer.

Honig-Cooper & Harrington

Combined TV-radio billings $19 million; $15 million in TV ($7 million in network, $8 million in spot); $4 million in radio (all in spot); TV-radio share of overall billings: 61%.

Honig-Cooper & Harrington's total domestic broadcast billings slipped five percentage points from 1969's level, but dollar volume was up $600,000. Since spot TV and radio showed decreases, it was evident that the agency sustained its broadcast dollar share principally by increased network TV (up $1.7 million in the year). Since the end of 1968, the agency has increased network-TV a total $6 million.

During the year, account adjustments included the gain of Bank of California in San Francisco and of Boise Cascade Residential Communities Corp. in Los Angeles, and the loss of State Savings & Loan. Television spot users were Clorox and United Vintners (both also in network), C and H Sugar, Levi Strauss (also network), Nalley's, Bell Brand, Chrysler-Plymouth, Farmers Insurance, Kal Kan (also network), Lincoln Savings, Vons Grocery, Tanya and Thrifty Drug. All are in spot radio, with the exception of Clorox and Nalley's. Bank of California is a spot radio user.

Kenyon & Eckhardt

Combined TV-radio billings $46 million; $37 million in TV ($22 million in network, $15 million in spot); $9 million in radio ($3 million in network, $6 million in spot); TV-radio share of over-all billings: 49%.

K & E's broadcast share was up slightly this year and its radio-TV billing showed a $2-million increase. A slight decrease in network TV was more than offset by gains in spot TV and network radio.

During the year, K & E resigned the Magnavox account, a spot-TV-user, and billed TV-network participations of Beecham, William Underwood, Lincoln-Mercury and Pabst; spot-TV of those advertisers plus Fedders, Helena Rubenstein, Warners, Morrell and New England Merchants Bank. Shell has Wonderful World of Golf on network TV. Quaker State is in network radio, and Air France, Beecham, Fedders, Rubenstein, Quaker State, Lincoln-Mercury, Pabst and Morrell are spot-radio users.

Knox Reeves Advertising

Combined TV-radio billings $10 million; $9 million in TV ($3 million in network, $6 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billings: 71%.

The soft economy's impact has affected the agency business in Minneapolis too, as Knox Reeves billing slipped just a bit. Broadcast accounts include a number of food product lines for General Mills, plus others such as art instruction schools, Farmers and Merchants Savings Bank, Grain Belt Beer, Minneapolis Gas, National Car Rental and Palmer Writers School.

LaRoche, McCaffrey & McCall

Combined TV-radio billings $27 million; $26.4 million in television ($21.7 million in network, $4.7 million in spot); $600,000 in radio ($100,000 in network, $500,000 in spot); TV-radio share of over-all billings: 50%.

LaRoche was up for the third straight year—this year the increase is $4 million in broadcast with TV leading the way. Also up: broadcast share from

26 (BROADCAST ADVERTISING)

The high cost of Flip

Price to advertisers of $65,000 a commercial minute in NBC-TV's highly rated Flip Wilson Show (Thursday, 7:30-8:30 p.m.) went into effect at NBC-TV last week. This was the fourth price increase since the show was scheduled for this season. Original offering price last winter was $46,000 for a minute in the show. The minute price in Wilson was increased to $50,000 early in the fall and the show was sold out in the fourth quarter 1970. On Sept. 18—just after the first show went on the air—NBC hiked the price to $55,000 for availabilities in 1971 (Closed Circuit, Sept. 28), and a month later (Oct. 19) the tag went up to $60,000. NBC said the $65,000 price placed the show on a par with Laugh-In—the two now are the highest-priced series on that network.

Lennen & Newell

Combined TV-radio billings $65 million; $52 million in television ($34 million in network, $18 million in spot); $13 million in radio ($5.2 million in network, $7.8 million in spot); TV-radio share of overall billings 48.3%.

Lennen & Newell's estimated broadcast billings increased slightly over last year. Early in 1970 L&N merged with Geyer-Oswald, swelling its total billings, but this addition was offset by the loss of the Ballantine and Consolidated Cigar accounts, both substantial TV-radio investors.

Lennen & Newell's major broadcast clients during the year were Corn Products Co., P. Lorillard & Co., Florida Citrus Commission, Reynolds Metals, Squibb (Beech-Nut Division) and Stokely-Van Camp.

Lois Holland Callaway

Combined TV-radio billings $19 million; $18 million in television ($2 million in network, $16 million in spot); $1 million in radio (all in spot); TV-radio share of over-all billings: 75%.

Though the agency maintained its broadcast share of business billed, Lois Holland Callaway was off $3 million in its TV-radio total from last year. Several TV accounts, the $3-million Magnavox, $2-million REA Express, $500,000 Novell (new products; also $100,000 in radio) and $100,000 worth of new Schick products, were picked up in 1970, while the agency resigned the radio-TV billing Branniff account. Spot-TV billing came from Novell (also in spot radio), Merck (also network participation). Branniff, Schick, Redbook, Standard Milling, J.P. Stevens, Edwards & Hanly, Restaurant Associates, REA (also in network TV—participations and program sponsorships) and Magnavox, also TV-network participations.

MacManus, John & Adams

Combined TV-radio billings $36 million; $30 million in television ($19 million in network, $11 million in spot); $6 million in radio (all in spot); TV-radio share of over-all billings: 66.9%.
Reflecting the comments and questions of an informed community

"Conversation Piece" is a program that typifies the basic philosophy of WHIO Radio. Getting involved with the community. Getting the community to participate in return. And on the popular "Conversation Piece" talk show, audiences of the Dayton area are encouraged to do exactly that.

WHIO opens up its phone lines to air the opinions of listeners and allow them to join in interesting discussions with visiting celebrities. Appearing on the "Conversation Piece" broadcasts are famous names from the local, state and national scene who discourse on a topic of the day, often current events. The personalities heard on mike represent a cross-section of professions. The diversified inter-

changes vary from callers asking a lawyer about legal problems to a medical man being questioned about old age diseases or sex education. Perhaps a political figure such as Congressman Charlie Whalen might trigger off an informative and controversial give-and-take session concerning a particular issue in the news. "Conversation Piece" is a showcase for community expression ... and involvement.

A reflection of Dayton
WHIO Radio

A Communications Service of Cox Broadcasting Corporation

lion; $24.5 million in TV ($15.6 million in network, $8.9 million in spot); $11.5 million in radio ($800,000 in network, $10.7 million in spot); TV-radio share of over-all billings: 31%.

MacManus, John & Adams, like other Detroit-area headquarters agencies with a piece of the General Motors action, has been hobbled by the strike. Its chief GM car accounts are Pontiac and Cadillac. Other accounts involved in broadcasting include Celanese Corp., Colgate-Palmolive, Dow Chemical, General Mills, ITT, Loma Linda Foods, Meister Brau Beer, Serta Associates, Sterling Drug, Wolverine Ski Products and Wurlitzer.

Richard K. Manoff

Combined TV-radio billings $15 million; $14 million in television ($3 million in network, $11 million in spot); $1 million in radio ($250,000 in network, $750,000 in spot); TV-radio share of over-all billings: 75%.

Level of billing at Manoff is nearly identical with the year before, with a major change occurring in television and spot. Last year’s TV billing showed a $7-million network and $7-million spot split, but this year’s indicated a move of $4 million from network to spot.

Among Manoff’s leading broadcast accounts, those in spot TV are Associated Products, Bakers Franchise Corp., Bumble Bee Seafoods, Breakstones Division of Kraftco, Borden’s Foods, Howard Johnson, Old London Foods and Flexnit. Champale, Smith-Corona Marchant, Welch Foods are in spot TV and in network participations. Bakers, Breakstones, Borden’s and Welch are in spot radio and Champale also in network radio.

Inside-outside buying: another round in debate

The continuing verbal battle between the independent media buying service and the full service advertising agency went another round in Chicago Wednesday at a luncheon meeting of the Chicagoland Radio Broadcasters Association, a relatively new group of station sales executives there seeking to promote the radio medium.

Herbert Manelevog, vice president, SFM Media Service Co., New York, and Larry Olshan, vice president and associate media director, J. Walter Thompson Co., Chicago, who took the opposite arguments for the meeting, appeared to agree there will always be room for both of them.

Mr. Manelevog pointed out that while some media services engage only in off-rate deals, his firm and certain others of equal stature are more interested in the quality of the buy than merely price alone. He noted they provide media planning as well as buying plus additional services such as special analysis of the work performed by the client’s regular agency. He noted that sometimes SFM advises the client its agency is doing as effective a job as could be obtained anywhere.

Mr. Olshan explained that the full service agency such as JWT can add the extra ingredient of total involvement and commitment to an account by its timebuyers, a quality factor usually not possible via the outside media buying shop. The experienced agency buyer can be just as sharp at negotiated buying as the outside buyer, he said.

Masius, Wayne-Williams, Street & Finney

Combined TV-radio billings $16.43 million; $16.4 million in television ($9.7 million in network, $6.7 million in spot); $30,000 in radio (all in spot); TV-radio share of over-all billings: 86.9%.

There was little change in this agency’s broadcast billings.

During the year, the agency added Lesney Products Corp. which uses network and spot TV. Its major broadcast accounts include Colgate-Palmolive, Mentholatum Co. and Heublein’s Bristol Cream.

Marschalk

Combined TV-radio billings $43 million; $40 million in television ($24 million in network, $16 million in spot); $3 million in radio (all in spot); TV-radio share of over-all billings: 55%.

Marschalk, an Interpublic agency, continued this year to increase its broadcast billings, though at a slowed pace in comparison with 1969 when it picked up considerably. In 1970, the agency gained $3.5 million in radio-TV and its broadcast share was comparable.

Coca-Cola (Coca-Cola USA and Coca-Cola Foods Division), Speidel and Heublein are major contributors, each heavy in network TV, and in both radio and TV spot. Dutch Boy Paints is in network TV; Standard Oil of Ohio and Ohio Bell Telephone are in spot TV, and Coca-Cola USA, Standard Oil and Speidel, all are in spot radio.

Marsteller Inc.

Combined TV-radio billings $15 million; $10 million in TV ($4 million in network, $6 million in spot); $5 million in radio (all in spot); TV-radio share of over-all billings: 20%.

This strong industrial-account-oriented agency is based in New York but has offices elsewhere in the U.S. and abroad, is now moving into the consumer product field and is making growing use of radio and TV, especially during the past year. Clarke Equipment has been buying network-TV golf specials and Rockwell Power Tools is another user of network-TV sports specials. Other broadcast accounts include American Home Products (Aerowax, Griffin Shoe Polish and Easy-On-Spray Starch), Goodman Noodles, Dannon Yogurt and Western Pennsylvania National Bank.

McCann-Erickson

Combined TV-radio billings $118 million; $102 million in television ($61.2 million in network, $40.8 million in spot); $16 million in radio ($1 million in network, $15 million in spot); TV-radio share of over-all billings: 60%.

Though General Motors’ strike this year had some effect on billings of GM agencies, the impact is said to have been minimal at McCann-Erickson, the largest of the Interpublic agencies. Should GM come in with additional advertising before yearend, now that the strike has ended, McCann would expect to end up 1970 with another $2 million in broadcast. As estimated in November, the full year shows M-E down $7 million in broadcast, but its broadcast share up.

Broadcast weight at McCann is supplied by GM’s Buick (also Opel and GMC Truck), Miller Brewing, Coca-Cola, Golden Grain Macaroni (Rice-A-Roni), Sautler Labs (Romilar), H.W. Bell, John Hancock Mutual Life Insurance, National Biscuit, NCR, Swift & Co., U.S. Borax and Chemical Corp. and Westinghouse Electric.

Arthur Meyerhoff Associates

Combined TV-radio billings $20.2 million; $15.8 million in TV ($13.3 million in network, $14.5 million in spot); $4.4 million in radio ($900,000 in network, $3.5 million in spot); TV-radio share of over-all billings: 87%.

Chicago-based Meyerhoff continues to slowly build its broadcast billings over the years. Principal account still is Wrigley but radio-TV business also comes from Brach Candies and Miracle White Division of Beatrice Foods.

Needham, Harper & Steers

Combined TV-radio billings $61.3 million; $49.8 million in television ($29.8 million in network, $20 million in spot); $11.5 million in radio ($4 million in network, $7.5 million in spot); TV-radio share of over-all billings: 50.7%.

NH&S managed to roll up a $1.7-
It’s Lively at the Top!

In the wondrous atmosphere at the top of the nation—Metro Denver, Colorado—KWGN Television has set new patterns of programming and public service. Everything is upbeat. Ratings. Shows. Tempo. Awards. (KWGN was Top News Film Station of the Year in selections by the National Press Photographers Association.)

A great feeling. For one of the most innovative television stations in the nation. That’s why KWGN is lively. And getting livelier! The WGN of the Rockies

KWGN TELEVISION
A WGN Continental Broadcasting Company Group Station
WFAA-TV's AWARD-WINNING NEWS TEAMS ARE FIRST TO ORIGinate
FOUR HOURS OF NEWS-FORMAT PROGRAMMING PER DAY*

"NEWS 8 ETC..." 7-8:30 AM
Morning news with interviews delving into local reaction to today's top stories.

"NEWS 8 AT NOON" 12-12:30 PM
Noon news and weather plus film reports and first-hand information from reporters returning from morning assignments, includes live interviews with news-maker guests.

"CHANNEL 8 NEWS" 5:30-6:30 PM
Following ABC's Frank Reynolds, an hour of local and national news, sports and weather, filmed, compiled and edited by a crew of 52 dedicated professionals, plus Chet Huntley commentary.

"CHANNEL 8 NEWS" 10-11:00 PM
A complete award-winning report of today's top news, sports, and weather, including Paul Harvey commentary. Within the past year, WFAA-TV's news teams have shot, processed and edited more than one million feet of color film.

*Survey of Top 30 Markets originating news Monday through Friday. (If you know of any station that produces as much or more news, we'd like to hear from you)
Combined TV-radio billings $19.6 million over last year's total despite a substantial lesser drop in broadcast share (down from 62.5% to 50.7%). NH&S, nominally strong in radio, showed a drop of almost $3 million in radio, mostly in spot. TV was up, in both network and spot.

Agency apparently was aided considerably by account acquisitions, Lionel Trains, McDonald's Restaurants, Craig Corp., Falstaff Brewing (Pacific region), Secrets decongestant lozenges (Calgon Corp.) and Vancouver Fancy Sausage, among others, and the loss only of British Leyland Motors and circulation advertising for Field Enterprises.

The Needham, Harper & Steers client roster showed 19 in network-TV participations (among them, Campbell Soup, General Mills, S. C. Johnson, Kraft Foods, McDonald's, Morton, Schick, Atlantic-Richfield, Borden, Bristol-Meyers, Eastman Chemical, Mallory, Falstaff, Calgon and Xerox); most are also in spot-TV with the addition of such advertisers as Kimberly Clark, Manhattan Shirts, American Motors, C. F. Mueller, Massey-Ferguson and the networks include Xerox and Wynn Oil. TV program sponsors on the networks include Xerox and Atlantic-Richfield. Most of the list also are in spot radio (major among these, Campbell Soup, General Mills, Kraft Foods, Morton, Bristol-Meyers, Kimberly Clark, American Motors, Falstaff).

Also in spot radio are ITT and the Italian Line, while network radio and spot radio users include State Farm Insurance, Massey Ferguson. Atlantic-Richfield, Continental Baking and Wynn Oil. Also in network radio: Field Enterprises, McDonald's.

Norman, Craig & Kimmel

Combined TV-radio billings $44.4 million; $41 million in television ($24 million in network, $17 million in spot); $3.4 million in radio ($600,000 in network, $2.8 million in spot); TV-radio share of over-all billings: 70%.

NC&K is nearly the same in billings this year as in 1969. TV is up just a bit, radio the same. The broadcast share is comparable.

No accounts were lost during the year, and the agency gained Shulton (Manpower Deodorant), Colgate (Ajax Dishwashing Liquid) and Cook Chemical (insect spray).

Among NC&K's big broadcast spenders are Colgate, Shulton, American Tobacco (Silva Thins), Dow Chemical (Handi-Wrap), Chesebrough Ponds (Cutex, Angel Face).

North Advertising

Combined TV-radio billings $19.6 million; $19.4 million in TV ($11.8 million in network, $7.6 million in spot); $200,000 in radio (all in spot); TV-radio share of over-all billings: 70%.


Ogilvy & Mather

Combined TV-radio billings $116.4 million; $109.6 million in television ($46.8 million in network, $62.8 million in spot); $6.8 million in radio ($300,000 in network, $6.5 million in spot); TV-radio share of over-all billings: 65%.

Ogilvy moved up with over $30 million more in broadcast billings. The agency added accounts and increased its broadcast share substantially. Added during the year were Avon Products, Cunard Lines and Falstaff, albeit short-term—the beer account left the shop earlier this month (Broadcasting, Nov. 16). Resigned during the year: Bristol-Meyers' Ban, Hathaway, Mars (Puppy Palace) and British Travel Association.

In its radio-TV lineup, American Express and Bristol-Meyers are spot and network users, while General Foods is heavy in TV (network participations, program sponsorships, spot) and is in spot radio.

Hershey Foods is a relatively newcomer in broadcast (network participations and spot TV; network and spot radio). Other major clients: Lever, Mercedes Benz, Menley & James, retailer Sears, Roeuck, spot-user Schweppes, Shell Oil and Chemical Co., Owens Corning, Nationwide Insurance and Campbell soup.

Faberger earns TVB plaque

Richard Barrie, executive vice president of Faberger Inc., New York, received a plaque from the Television Bureau of Advertising at the wind-up luncheon at TVB's annual meeting last week for the company's "imaginative use of TV to make our country better."

During a brief speech he showed a one-minute anti-pollution spot, narrated by Harry Belafonte, that carried only a voiced tag-line for Faberger. He also said that in 1971 Faberger would sponsor four program specials dealing with ecology.

Post-Kayes-Gardner

Combined TV-radio billings $30.68 million; $27.04 million in TV ($20.94 million in network, $6.1 million in spot); $3.64 million in radio ($500,000 in network, $3.14 million in spot); TV-radio share of over-all billings: 59%.

Chicago-based PKG recovered somewhat this year in broadcast billings after a drop in 1969. General Finance Co., Brown & Williamson and Toni Co. are the major broadcast accounts, plus Continental Casualty and Florists' Transworld Delivery.

Among new accounts are Dog 'n Suds and Mitsubishi International, which is entering consumer products markets in U.S.

SSC&B

Combined TV-radio billings $95.2 million; $89.2 million in television ($63.9 million in network, $25.3 million in spot); $6 million in radio ($1.4 million in network, $4.6 million in spot); TV-radio share of over-all billings: 78.1%.

SSC&B kept a steady keel in the troubled economy, picking up Lipton Pet Foods (Tuffy products), and various products of Sunshine Biscuits Inc. (division of American Brands): increasing its broadcast billings $3.5 million, despite a drop of a few percentage points in the share of over-all billings. TV was relatively stable (though noticeable increases were scored in spot). SSC&B showed a jump of nearly $3 million in radio.

Among its heaviest accounts in broadcast are Lever, Lipton, Carter-Wallace (Arid and other products), Noxell's Noxema and Cover Girl line of cosmetics, Pall Mall, Best Foods (Rit), H-O oats, Bosco, Lehn & Fink consumer products (including Lysol's line).

Tatham-Laird & Kudner

Combined TV-radio billings $27.1 million; $25.5 million in television ($19.1 million in network, $6.4 million in spot); $1.6 million in radio (all in spot); TV-radio share of over-all billings: 52%.

Though 1969 was the year TL&K enjoyed a hefty $11.1 million increase in broadcast, this is the year TL&K experienced a substantial drop—$9.8 million worth. Declines were felt mostly in TV (off $9.1 million and most of this in spot). TV-radio share of all billings went down nearly 10%.

Broadcast activity came from Procter & Gamble, Miles Laboratories, Kendall Co., Coca-Cola foods, Abbott Laboratories, Buitoni Foods, Goodyear Tire & Rubber and Pan American Airlines. Accounts added during the year were print-oriented, while resigned business included American Brands (Lucky

BROADCASTING, Nov. 23, 1970 (BROADCAST ADVERTISING) 31
Strike, with $300,000 in TV. Other losses were in print.

J. Walter Thompson Co.

Combined TV-radio billings $280.6 million; $254 million in television ($177 million in network, $77 million in spot); $26.6 million in radio ($2.4 million in network, $24.2 million in spot); TV-radio share of over-all billing: 60%.

The world's largest advertising agency, J. Walter Thompson Co. continued in the top-run position in 1970, though broadcast expenditures dipped by more than $4 million from 1969. Television billings dropped by more than $7 million while radio climbed more than $3 million.

During the year JWT added accounts including L & M Cigarettes, R. J. Reynolds (My-T-Fine), Sunbeam Appliances, Holiday Inns, Eaton Yale & Towne Inc. and the National Association of Home Builders. Accounts leaving the agency were Mennen Co., Chesbrough-Ponds, Libby, McNeil & Libby and Gorton Corp.

JWT had approximately 60 accounts represented in TV-radio. Companies that were active in network and spot television include Alberto-Culver, Kraft Foods, Lever Brothers, Liggett & Myers, Miles Laboratories, Pan American World Airways, Quaker Oats, Scott Paper, Warner Lambert Pharmaceutical and Uncle Ben's. Network radio clients are Firestone, Ford Division and Ford Dealers, Gillette, Meredith Publishing, Pan Am and The Singer Co. Among spot radio users are Blue Cross and Blue Shield plans, Eastman Kodak, Quaker Oats, R. T. French and Seven-Up Co.

Warwick & Legler

Combined TV-radio billings $13.9 million; $12.2 million in television ($10.1 million in network, $2.1 million in spot); $1.7 million in radio ($1.1 million in network, $600,000 in spot); TV-radio share of over-all billings: 33.7%.

Unlike 1969 when Warwick & Legler climbed about $2.5 million in broadcast, this year's gain was an estimated $560,000.

Major broadcast clients: Air Canada in spot, radio and TV; Economics Laboratory (Dip-In network); TV participations and in spot TV, Electrosol in spot TV, and both products in spot radio; Lahn & Fink (Stridex, Medi-Quik, Ogilvie Hair products, Tussy deodorant); Stridex is in TV-network participations, spot TV and spot radio, and Medi-Quik is also in network TV while Ogilvie and Tussy are in spot TV. Also, Pharmaco is in network TV while Ogilvie and Tussy are in spot TV. Also, Pharmaco (Feen-a-mint) is in network TV participations and spot TV and two other products, Artra and Sulfur-8 are in spot radio. Phoenix Co.'s and Timex sponsor network specials on TV; Timex has network participations and is in net-work and spot radio; and Selchow & Righter is in spot TV.

Edward H. Weiss & Co.

Combined TV-radio billings $16.8 million; $15.4 million in TV ($7.8 million in network, $7.6 million in spot); $1.4 million in radio ($200,000 in network, $1.2 million in spot); TV-radio share of over-all billings: 60%.

Chicago-based Edward H. Weiss bounced back strongly into the top-50 list after being out of the running since 1967. The recovery is due to both increases in total billings and a greater share being devoted to TV and radio. Broadcast-active accounts include Mobil's Hefty, Mogen David Wines, Helene Curtis, Lipton Salad Dressings, and Luzianne Coffee. Montgomery Ward, which is using some TV, is becoming quite active in radio.

Wells, Rich, Greene

Combined TV-radio billings $69 million; $66 million in television ($45 million in network, $21 million in spot); $3 million in radio (all in spot); TV-radio share of over-all billings: 75%.

Wells, Rich, Greene continued its over-all growth in billing during 1970, though not at the accelerated pace of 1969. The agency added about $12 million over last year and its broadcast expenditures climbed by about $2 million even though its TV-radio share dropped by 5% from last year's figure of 80%.

WRG's major accounts are General Mills, Philip Morris, Proctor & Gamble, American Motors, Trans World Airlines, and Ralston-Purina, all of which are active in network and spot TV. During the year the agency acquired P & G's Safeguard, Midas Muffler and Ralston Purina and lost the Samsonite Co. Represented in spot radio during 1970 were TWA, Midas and Royal Crown Cola.

Young & Rubicam

Combined TV-radio billings $188.6 million; $168.6 million in television ($118.3 million in network, $50.3 million in spot); $20 million in radio ($2 million in network, $18 million in spot); TV-radio share of over-all billings: 58%.

Young & Rubicam lost almost $23 million in broadcast billings this year, attributed in part to the loss of the estimated $12 million in L & M cigarette business in late spring and of Beech-Nut and portions of Proctor & Gamble.

During the year Y & R had a large roster of broadcast-active clients, including General Foods, P & G, Bristol-Myers, Johnson & Johnson, Chrysler and Eastern Airlines, represented in both network and spot television. Dr. Pepper, Gulf Oil and Rheingold, among others, were spot TV and radio users.

THE FRIENDLY GIANT

A stimulating and enriching children's series... winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots.

First run in all markets.

Available from

Films Incorporated

Contact:
Karl von Schalern, Director
Television Department
1144 Wilmette Ave.
Wilmette, Illinois 60091
Or Call: (312) 256-4730

32 (Broadcast Advertising)
In the event of a power failure, Most People in Maryland Will Continue To Watch WMAR-TV because....

Caterpillar diesel engines will provide standby emergency power instantly.

When communications are vital, WMAR-TV/FM switches to Caterpillar. Their Studio and Transmitter Buildings use Caterpillar D379 and D337 Units as emergency generators to supply critical loads of electrical power to maintain on-the-air operations. In the event of a power shortage, the Caterpillar Diesel Engines are switched on to assume emergency loads instantly.

If your company or firm cannot afford a power blackout...let the man from Alban discuss a Standby Power Unit that will keep your firm 100% operational.

Baltimore: Pulaski Highway at Beltway 21237 Phone: 686-7777
Caterpillar, Cat and B are Trademarks of Caterpillar Tractor Co.
Light at the end of a short tunnel

That's how sellers and buyers see TV outlook despite soft 1970 and loss of cigarettes soon

An assortment of promising prospects was held up before some 250 television broadcasters gathered last week, near the end of an uncommonly troubled year, for the 16th annual membership meeting of the Television Bureau of Advertising.

They were told by a leading station representative that some of the special problems of 1970 are beginning to be overcome and "we believe we look forward to better days in 1971." In fact, he added, "if everyone works and acts with confidence and good business judgment, we just might well have a helluva good year."

A leading network sales chief told them that "a firming of the market-place throughout the industry" is already evident, that "every economic indication points to a healthy, vigorous television economy" and "there is no reason why 1971 can't be a record sales year for all of us."

In the retail field, which many consider the biggest source of future TV advertising growth, the meeting got a lot of heartening news. Highlights included:

- The merchandising vice-president of A&P, the country's biggest food chain, disclosed the company had just launched the first spot-TV campaign in its 111-year history and said: "We know that television will work for us." He urged broadcasters to work with A&P to use television more.

- Results were presented from one of the early TV tests that reportedly helped impel Sears, Roebuck, the nation's largest retailer, on its fast-expanding course of TV advertising.

- Extensive use of television by J. L. Hudson Co., Detroit's leading department store, was detailed along with some of the results, plus a testimonial to TV by the store's advertising director.

The broadcasters were also assured by a bank economist that although economic recovery may be slower and the nation's buying patterns influenced by changing in life styles, there is nothing to suggest "a collapse" in consumption or TV advertising.

"Growth will be slower than it has been and may take some new forms—for example, the recent spate of advertising that stresses pollution control—but industry will still have products to sell and will use television to sell them," Tilford C. Gaines, vice-president and economist for Manufacturers Hanover Trust Co., New York, said in the keynote address at the opening dinner Tuesday night (Nov. 17). The meeting, held in New York, continued through Thursday luncheon.

The station rep who thought broadcasters could look forward to "better days" and maybe "a helluva good year" in 1971 was Jack W. Fritz, vice-president and general director of broadcasting for John Blair & Co.

"Whether spot will be up three, five or 10% [in 1971] we don't want to say," he asserted. "But in most markets the good budgets will be there for us to go after. The results for all of us will depend directly on the in fighting that goes on to get shares of those dollars."

Mr. Fritz said he had read estimates that spot-TV volume this year would range from even with last year to down 3%. Even so, he said, it was a good year under the circumstances, considering that Wall Street and many companies would be glad to trade their own situations for a mere 3% drop. But since spot TV is accustomed to 12%-13% gains each year, "1970 was a very bad year."

Among the reasons, aside from the general economy, Mr. Fritz said, were recent growth of "I can get it for you cheaper" buying services and resultant harder negotiations by agencies; drop in audience levels shown in some rating services beginning last fall; decision of many broadcasters to start their 1970 sales at "rock-bottom prices" out of fear that business was going to be bad, and declines in important audiences in many markets when the Merv Griffin Show was taken out of syndication and made a late-night show on CBS-TV.

But things are beginning to look up, Mr. Fritz continued, asserting that:

1. Already, the October [rating] books are showing a restoration of audiences to former levels with the change to a new sample-balancing methodology. But that didn't just happen—a lot of stations, reps and the TVB worked very hard to accomplish the change.

2. During the year stations have adjusted to the afternoon Griffin loss and are bringing viewers back to the set. They are also doing better at night— with or without Merv.

3. The buying services and the agencies have carried the cheap-buying concept about as far as they can go. They negotiated so many immediately pre-emptible rates that the slightest influx of reasonable advertiser weight causes them to wind up running only 60% or 70% of their goals. We think running and billing the schedules at regular prices will be the keynote for 1971.

4. To replace cigarettes, we have the automotives for the first quarter and many new brands for the last three quarters. Again, TVB stations and reps have done a lot of spadework in 1970 which should pay off in new business. And new products mean television—the medium that can accomplish the quick and effective introduction of brands. The value of TV, Mr. Fritz said, "is greater than ever."

The network speaker, John M. Otter,

Television salesmen told the Television Bureau of Advertising meeting in New York last week of signs of business firming up, and TV buyers, including some new to the medium, promised bigger buys. Here are members of the optimistic panel (l-r): Jack W. Fritz, John Blair & Co.; John M. Otter, NBC-TV; John J. Cairns Jr., A&P; John Pellegrene, J. L. Hudson, Detroit; Richard Hogue, ABC-owned television stations.
Cream of the ad crop comes out of San Diego

A commercial for General Telephone of California on KOGO-TV San Diego, Calif., was named grand prize winner in Television Bureau of Advertising's third annual local competition last week.

William Alford, co-chairman of TVB's sales advisory committee (which sponsors the competition) and director of sales for WMT-TV Cedar Rapids, Iowa, announced the winners during TVB's 16th annual meeting last week. He said 650 entries were submitted by stations. Runner-up prizes were given to WTVD-TV Durham, N.C., and WFAA-TV Dallas, in the produced-and-created-by-stations category and produced-by-stations category, respectively.

First prize winners in the top-50 market groupings were WFLI-TV Philadelphia (Jetzen tires) and KPRC-TV Houston (Sweeney Co.) while awards of merit were given to WOOD-TV Grand Rapids, Mich., (Plank Road Farm) and WFBM-TV Indianapolis (Davidson's Clothing Store).

In the 51-100 markets category, first prizes were won by WMT-TV Cedar Rapids-Waterloo, Iowa, (Mount Mercy College) and KOLN-TV/KGIN-TV Lincoln-Hastings-Kearney, Neb. (Prairie Maid Meat Products). Awards of merit were given to WDBJ-TV Roanoke, Va., (Bantan Markets) and KOLN-TV/KGIN-TV (National Bank of Commerce).

KVOS-TV Bellingham, Wash., (B. C. Hydro) and KGUN-TV Tucson, Ariz. (Southern Arizona Bank), were named winners of first prizes in the 101 markets and over, while two awards of merit went to KVOS-TV (B. C. Telephone and White Spot Drive In).

more and more making TV a basic part of their media plan. A major reason, Mr. Cairns said, is "the potential special ability of television to reach and develop new customers for A&P."

The potential customer can be selective about what she reads and even about what programs she watches, he said, "but not about the commercial message she sees and hears. This is an important plus for the retailer whose business health is so dependent upon the continuing development of new customers."

TV's "strong appeal to the young homemakers under 35" is another reason for adding television to A&P's media mix, Mr. Cairns said. He continued: "A&P is doing something about understanding and using more TV. Within the last six weeks, we brought together all of our divisional sales and advertising managers for a one-day seminar on advertising. We invited TVB to present the case for television in the first meeting of its kind in the history of our company. Mr. Dick Noll [TVB vice president] did an excellent job. He was further supported by our three agencies."

"I can assure you of our interest. Television advertising has been the subject of discussion and planning at the highest company levels."

"The BAR [Broadcast Advertisers Reports] report for the first six months of 1970 indicated that A&P's nonnetwork TV expenditures were up 78% from last year and that we are now in 33 markets vs. 21 a year ago."

"As further tangible evidence of our interest, yesterday [Nov. 18] we kicked off a pre-Thanksgiving national-spot TV campaign in 37 television markets in support of three major A&P products. This is a first in the 111-year history of our company."

Mr. Cairns said broadcasters and TVB could help A&P by supplying information so that questions of the kind of commercial a good retailer should use and how much TV pressure is needed to meet objectives; by improving flexibility to accommodate last-minute changes and developing special retail package plans built around Wednesday-through-Friday promotions to exploit weekly features.

"We are interested in the best market buy to accomplish our objectives," he said. "This does not necessarily mean the lowest possible cost. We are not interested in a few availabilities. We need a planned approach on how we can use your station most effectively."

A&P's three agencies, each handling about one-third of the 32 divisions, are Gardner Advertising, New York; Robert S. Block Agency, Milwaukee, and Vic Maitland Associates, Fort Lauderdale, Fla.

"If you want to reach the appropriate agency in your market," Mr. Cairns told the broadcasters, "contact the A&P divisional advertising manager in your area" or John P. Thomas, head of national advertising in New York.

Results of a Sears, Roebuck TV test in which television reportedly boosted sales twice as much as newspapers did were presented by Richard Hogue, director of sales development and new business, ABC-owned TV stations. He did not say where he obtained the results. Sears normally keeps such data under tight security.

In 1967, Mr. Hogue said, Sears commissioned a one-year, nine-market, "no-nonsense" newspapers-vs.-TV test by a 15% to 25% extra—one group in TV, one in newspapers.

After six months, Mr. Hogue reported, Sears-store sales in the TV mar-
TVB President Norman E. (Pete) Cash as he addressed last week's conference.

Markets were up 8.9%, while those in the newspaper markets were up 5%. After eight months, gains in the newspaper markets flattened out, and the extra newspaper spending was discontinued. But the curve continued up in the TV markets, reaching 9.5% after eight months and 10.5% at the end of the year, representing 100% "total store-sales increases in the television markets over the newspaper markets."

He identified the TV markets as Nashville; Fresno, Calif.; Harrisburg, Pa.; Des Moines, Iowa; and Wichita, Kan. The newspaper markets were identified as West Hartford, Conn.; Tulsa, Okla.; Lansing, Mich.; and Salt Lake City.

Mr. Hogue outlined the Sears results as part of a presentation on "the total marketing approach," dealing also with extensive use of TV by Hudson's department store and what it has accomplished. Last year Hudson's spent $300,000 in TV; this year, about $1.3 million.

The presentation centered on one of Hudson's "themetic marketing" campaigns, a series of multimedia blitzes extending over several weeks and designed, according to John Pellegrene, advertising director, to "hypo our share of mind" rather than immediate sales.

"We want top-of-mind awareness," Mr. Pellegrene said. "When young people think 'where should I buy things?', it should come back 'Hudson's'; and you can't do that in an ad in a newspaper."

After one such blitz, which ran for five weeks and used all major media, "top-of-mind awareness"—people who mentioned Hudson's first when asked about specific features—was found by research to have risen 61%. And similar awareness for three other stores had dropped 37%, 20% and 40% respectively.

In addition, awareness of Hudson's newspaper advertising dropped 9%, while awareness of its TV advertising climbed to 68%.

In still another TVB session, the opportunity that exists for television to develop retail advertising by converting expenditures now devoted to department store catalogues was pointed out by Tom Finnegan, president of Finnegan & Aggee Inc., Richmond, Va. He reported on the steps his agency took to persuade Thalhimer Bros. Inc., Richmond, a leading retailer with branches in Virginia and North Carolina, to drop its Christmas catalogues this year and place the money in TV.

Mr. Finnegan said that as a result, Thalhimer and 54 co-op manufacturers joined hands to invest about $108,000 in a five-week, saturation TV campaign covering its store markets. In his initial presentation to Thalhimer, he said, he emphasized that buying by mail is not so extensive today since residents from outlying areas make pre-Christmas trips to the city: TV can do a highly effective selling job and the store can be relieved of the workload associated with producing catalogues.

Mr. Finnegan said he was able to produce 54 spots, in which vendors are represented, at a nominal cost, and his agency locked up prime positions on stations well in advance of the start of the campaign. He gave this suggestion: Start planning for Christmas 1971 in January or February.

"Only time will tell how successful in dollars and cents the campaign will be," Mr. Finnegan observed. "Plans are under way now for some post-research to determine penetration and awareness. But we guess it's going to television in even a bigger way in 1971."

Jim Frost and Tom McGoldrick, both associate directors of local sales, TVB, jointly gave a report on a study the bureau had commissioned to test the attraction of women shoppers to TV commercials. The first phase was in the New York-New Jersey area and the second was in Cincinnati.

Among the findings, the TVB executives said, were that the style of a store can be changed by changing its commercials; the store image should be one its customers like; a commercial says many different things to the same people at the same time; the commercial that sticks to business brings in business; the mood may be more important than the message; more human commercials make more human stores; too much "plug" for the item can hurt the store; the commercial message should be tested with the store's customers.

How TV can use the magic machines

As system gets complex, computers are essential, TVB delegates are told

A broadcasting station that wants to do business effectively in the nineteen-seventies "will have to be computerized," James Rupp, marketing director of Cox Broadcasting, told the annual meeting of the Television Bureau of Advertising last week.

More to the point of today's increasingly intense slow-pay problems, the computer can, among other things, help to drastically curtail accounts receivable, said Les Lindvig, vice president and general manager of KOKL-TV Phoenix.

Messrs. Rupp and Lindvig were among the speakers at TVB sessions on business systems, exploring both computers in TV-station use and systems of monitoring TV-station performance.

Mr. Rupp said changes that have already occurred in broadcast buying—such as the development of pool buying, the emergence of market specialists and higher-priced negotiation on rates—have imposed changes on the selling side that underscore "the importance and need for effective business systems" and for the standardization that comes with them.

He said current forecasts estimate that TV's share of advertising volume should reach 19.3%, or $6 billion, by 1977. But to reach that goal will require a lot of work, he continued, not the least of which must be centered on the task of making broadcast time easier to buy—an area where computers and standardization can make important contributions.

Mr. Lindvig said his company, in addition to its use of computer programs for a wide variety of functions for its own stations, has launched this month the development of "a fully on-line, computer time-sharing service for television stations and eventually radio stations." Mr. Rupp said the development period will be 12 to 15 months and that when the system is operational its first regional center will handle 18 to 25 large TV stations. Cox's WSB-TV Atlanta is pilot station in the project, which is being handled by Cox Data Systems Co., a division of Cox Broadcasting.

In what amounted to a show-and-tell period, individual station experiences with computers were reviewed and explained by Robert Thomas, sales vice president of WINS-TV Columbus, Ohio; Jack McGrew, station and com-
It's Safe Now, Honest

It's been a little dangerous to program their music. Especially for progressive rock personalities and top forty music directors.

Listeners these days certainly didn't want to hear about surfers, doing surfing music. Nor hot rodders, doing car music. But that's the way the group's old record company promoted them.

Listeners didn't want to hear about a group that shrugged off offers to play the festivals with "the real heavies." And that's just what this group did.

Suddenly, though, things have changed. Dramatically.

This group agreed to play the Big Sur Folk Festival in early October, 1970. Before they went on you could hear the crowd murmuring about "surfing" and "low riders."

But then they began to play. And the whole scene changed.

People began clapping. Grooving with the music. Swaying to the sounds. Even jumping up into the aisles. The screams of "More! More!" forced the group back to do an entire second show.

And the critics have suddenly changed things, too.

ROCK magazine calls the group's new SUNFLOWER album, "A delicate but almost perfect balance, like whipped cream and nuts." They say It's About Time from SUNFLOWER is a "classic."

ROLLING STONE magazine calls SUNFLOWER "superb" and "without a doubt (their) best album in recent memory."

FUSION magazine's critic really helped the scene to change: "...for the soulless few who refused to admit their existence these eight years, for people like me who have waited since the promise of Smile for them to deliver the masterpiece they were capable of. It's here.

"The record is a veritable see-how-they-do-it treasurehouse, affording an action closeup of the most dynamic vocal group rock has produced."

You may as well know: THE BEACH BOYS have sold more records than any other American group in record history — 65,000,000, so far. Of SUNFLOWER, their new album on Brother/Reprise Records, Fusion says, "Don't pass this one up on any account."

It's safe to play the new Beach Boys now. Finally.

*The Beach Boys' "Sunflower" on Brother-Reprise Records and their Ampex-Distributed Tapes.*
A TVB-meeting panel on the use of computers in station management, timebuying, billing and monitoring brought together (l-r) Sterling (Red) Quinlan, International Digisonics; Norfleet Turner, Data Communications Corp.; Les Lindvig, KOOL-TV Phoenix; Robert W. Morris, Broadcast Advertisers Reports; James Rupp, Cox Broadcasting; Robert Thomas, WBNS-TV Columbus, Ohio, and Jack McGrew, KPBC-TV Houston.

mercial manager of KPBC-TV Houston, and Mr. Lindvig. Norfleet R. Turner, president of Data Communications Corp., also described his company’s TV-station computer service, currently in operation at WMC-TV Memphis.

Much of these presentations was devoted to showing and explaining the variety of reports coming out of the computer—among them station logs, availabilities lists, accounting reports, billing, sales reports and projections.

Mr. Thomas said that at WBNS-TV, which since June has been using the service of Broadcast Computer Services, there had been “some resistance among local salesmen” at first but that this has been breaking down as they become accustomed to working with the computer output. “We are sure it will help our business and that you in time will follow suit,” he told the broadcasters.

Mr. McGrew said that at KPBC-TV “we are delighted—not just management but sales people and the station representative.” Under questioning, he estimated the computer set-up had cost $40,000 to $50,000 to install and is costing $900 to $1,000 a week to operate. He noted, however, that KPBC-TV is owned by the Houston Post which also uses the computer system extensively.

Mr. Thomas estimated that WBNS-TV’s computer costs were about half those given by Mr. Thomas.

Mr. Lindvig said that among other advantages of KOOL-TV’s computer operation, provided through Broadcast Computer Services, is ability to get bills out one day after the end of the month and the maintenance of “aging” reports showing which accounts are overdue and for how long. These reports, he said, have enabled the station to keep total accounts receivable down to less than two months’ billings.

The session on monitoring featured representatives of two companies—rivals or potential rivals—that have been airing charges against each other before the FCC, but before the TVB their appearance were nonbelligerent.

Sterling (Red) Quinlan, former broadcaster and new vice president of International Digisonics Corp., the only company currently monitoring TV commercial performance electronically, reviewed his company’s present service and outlined some proposed services for the future. The latter included, beginning next year, market-activity reports for broadcasters only, showing them what advertisers are on the air on rival stations as well as on their own; and, further in the future, a “station encoder” that he said should provide stations a number of benefits including simpler program logging, provision of a magnetic log that will be acceptable to the FCC, simplification of license-renewal procedures, automatic availability of reports and profiles in the daily logs and, “most important,” automated billings.

Mr. Quinlan said there was a credibility gap between agencies and stations regarding proof of performance of orders and that IDC’s current monitoring service, Teleproof, helps to close this gap by showing the agency when its commercials were run, or not run. But, he said, these reports “will always be supportive to stations’ own records never supplantive.”

Stations won’t be hurt, he said, unless they are “playing games with a client’s schedule,” and they could benefit from speedier payments and perhaps in the long run from increased stamp buying. He stressed that Teleproof was only one of the some 30 uses IDC officials think will emerge from their monitoring service and said that all users will pay “according to their needs and benefits.”

Robert W. Morris, president of Broadcast Advertisers Reports, dealt primarily with the mechanical monitoring BAR does, providing various reports based on monitoring of stations in the top-75 markets one week a month, and said that agencies regard this as “an adequate audit of what gets on the air.”

Electronic monitoring, Mr. Morris said, should provide a service to broadcasters—and BAR, he said, is at work on a system that should facilitate payment by agencies to stations. If it does achieve that result in tests he said were being conducted in cooperation with an agency and a station, “I think we can develop a system that will help broadcasters.”

Business briefly:

General Mills, Minneapolis, through Wells, Rich, Greene, New York, has launched a daytime and spot TV campaign to introduce its new snack, Rye Chips. Advertising for the new product, which will be nationally available by late November, will begin Dec. 7.

Kal Kan Pet Foods, through Honig, Cooper & Harrington, both Los Angeles, will sponsor Animal World an entertainment and informative half-hour series to be shown on CBS-TV, Sundays (5:30-6 p.m. EST), starting Jan. 3. The series, which explores wildlife in many parts of the world, replaces Ted Mack and the Original Amateur Hour, which was not renewed by its sponsor after its last broadcast in September.

A TVB-meeting panel on the use of computers in station management, timebuying, billing and monitoring brought together (l-r) Sterling (Red) Quinlan, International Digisonics; Norfleet Turner, Data Communications Corp.; Les Lindvig, KOOL-TV Phoenix; Robert W. Morris, Broadcast Advertisers Reports; James Rupp, Cox Broadcasting; Robert Thomas, WBNS-TV Columbus, Ohio, and Jack McGrew, KPBC-TV Houston.
Everything in Modulation

With the new CBS Laboratories Volumax 4000 automatic peak controller, the broadcaster, for the first time, has the ability to use all the modulation his transmitter can take while maintaining the highest signal quality ever attainable. The Volumax 4000 combines all the achievements of earlier Volumax models with new slimline design and silent automatic speech asymmetry control.

That's everything in modulation....

Priced at $725. That's everything in moderation.

Write or call to order (203) 327-2000.

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905
TV advertising: still most potent of all

That's clear result of latest survey by TVB—
but same study finds radio trailing other media

New public-opinion research giving tele-
vision and television advertising clear
leads over other major media in terms of
authority, believability and influence
was revealed by the Television Bureau
of Advertising last week.

TV's advantage was even more com-
manding when respondents were asked
to rate the media and their advertising
on such qualities as creativity, excite-
ment and entertainment.

The findings were from a study con-
ducted for TVB by R. H. Bruskin &
Associates in June, involving interviews
with 2,506 adults. They were accom-
panied by results of another Bruskin/
TCO study, conducted last January,
showing that more people not only
watch TV than read or listen to other
media, but also spend almost as much
time with TV as with the other media
combined.

The two studies formed the basis of
a new TV film presentation, "Compe-
tTvivity," shown Thursday morning (Nov.
19) during TVB's annual meeting (story
page 34).

The opinion study was different from
—but broadly supplemented—one that
Bruskin conducted in September for the
Television Information Office on atti-
itudes toward media as news sources.
That study showed TV increasing its
lead as both the dominant and the most
credible news source (Broadcasting,
Nov. 2).

In the Bruskin/TV study, 48% of
the respondents named TV the most
authoritative medium and an equal num-
ber rated TV advertising the most au-
thoritative advertising. Newspapers and
newspaper advertising were voted most
authoritative by 28% and 25% respec-
tively, magazines and magazine adver-
tising by 10% and 13%, radio and
radio advertising by 7% and 4%.

TV and TV advertising were voted most
believable, too, but the television
medium apparently is regarded as more
believable than the advertising it carries.
Thus 46% voted TV the most believ-
able medium as against 37% who voted
for TV advertising as the most believ-
able advertising (and 22% voted TV
advertising least believable, as compared
with 12% who called TV the least be-
lievable medium).

For newspapers, it was the other way
around. More voted newspaper adver-
tising most believable (30%) than voted
for newspapers as the most believable
medium (26%). And more called new-
spapers the least believable medium
(24%) than gave the designation to
newspaper advertising (14%).

A similar situation was found for
magazines: 11% voted them the most
believable medium (36% called them
the least believable), while 15% voted
their advertising most believable (24%.
judged it least believable). Radio and
radio advertising were called most be-
lievable by 8% and 6%, respectively,
and least believable by 12% and 20%.

On the question of which medium
and which medium's advertising are
most influential, it was almost no con-
test. TV and TV advertising were named
by 79% and 80% respectively, news-
papers and newspaper advertising by
14% and 11%, magazines and radio
and their advertising by 2% in each
case.

In the "least influential" category,
magazines received 53% and magazine
advertising 44%; radio 25% and radio
advertising 31%; newspapers 10% and
newspaper advertising 12%; TV and
TV advertising, 2% each.

For "most exciting," television car-
ried the field with 84% for the medium,
83% for its advertising. It increased this
lead to 88% and 88% on the ques-
tion of "most entertaining."

It also scored a decisive win as "most
Television cluttered?
Not so, public says

A lot of advertisers, agencies and others
talk about clutter on television, but TV
was voted the "most uncluttered"
medium and TV advertising the "most
uncluttered" advertising in an R. H.
Bruskin & Associates survey of atti-
udes for the Television Bureau of Advertising
(see separate story). Radio came in
second.

Asked which of four major media
they considered "most uncluttered,"
28% of the respondents named tele-
vision, 24% said radio, 16% news-
papers and 13% magazines. As for
"most uncluttered" advertising, 29%
said advertising on TV, 19% said that
on radio, 16% newspapers and 15%
magazines.

Asked which medium was "least uncluttered"—most cluttered?—22%
named magazines, 21% newspapers,
18% TV and 14% radio. For "least uncluttered" advertising, 21% voted for
newspaper advertising, 20% for TV,
19% for magazine and 15% for radio.

creative" medium, so voted by 58%,
but TV advertising scored an even big-
ger one on that question with 69% of
the vote. TV's lead was also unques-
tionable on "most colorful" (70% of
the vote for the TV medium, 73% for
TV advertising) and "most up-to-date" (66% and
65%).

On the question of honesty, the re-
turns were mixed but seemed to favor
the TV medium and newspaper adver-
tising. One-third (33%) called TV the
most honest medium, while one-fourth
(25%) gave that designation to new-
papers. At the other extreme, news-
papers were rated least honest by more
respondents (24%) than was television
(15%).

As for the advertising, however, the
tendency ran the other way. Newspaper
advertising was judged most honest by
a larger number (29%) than was TV
advertising (25%). And for every re-
ponent who called TV advertising
most honest, there was one who called
it least honest. This number (25%) rep-
resented almost twice as many as those
who called newspaper advertising least
honest (13%).

Magazines were rated most honest by
12%, least honest by 27%, while mag-
zine advertising was judged most hon-
est by 15%, least honest by 19%. Radio
was scored most honest by 10%, least
honest by 7%, but for radio advertising
the figures were reversed: 7% called it
most honest, 10% least honest.

The vote for "most community-orien-
ted" went without question to news-
papers (57%) and newspaper advertis-
ing (59%), a victory that TVB ascribed
to the inherent local nature of news-
papers. Magazines, essentially nation-
al, were at the bottom with no more than
2% of the vote. Television edged past
radio for second place with 18% to
radio's 17%, while TV advertising nosed
out radio advertising 16% to 14%.

However, more considered TV and
TV advertising least community-oriented
(16% and 19%) than they did radio
(8% and 11%) or newspapers (4% and
4%). The "winner" in this phase of
the voting was clearly magazines (63%
and 56%).

In the time-spent study, Bruskin
found that 81% of the adults watch
television daily and 68% listen to radio,
as against 77% who read newspapers
and 34% who read magazines. In addi-
tion, the study found that the average
viewer spends 139 minutes a day with
TV, the average listener 93 minutes with
radio, the average reader 36 minutes with newspapers and 21 minutes with magazines.

The research also showed TV with more exclusive users than any of the other media. For instance, 64% of the respondents are reached daily by both TV and newspapers, but TV also reaches 17% who do not read newspapers, while newspapers reach 13% who do not watch TV.

In the same way, 55% both watch TV and listen to radio in a given day, but TV also reaches 26% exclusively, as compared with 13% reached exclu-

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R.H. Bruskin, June 1970

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R.H. Bruskin, June 1970

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R.H. Bruskin, June 1970

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R.H. Bruskin, June 1970

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R.H. Bruskin, June 1970

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R.H. Bruskin, June 1970

How does television, as a medium, rate with the public? How does television advertising rate? To find out, and to put the scores in context with those for other major media and for the advertising those media carry, the Television Bureau of Advertising commissioned R. H. Bruskin & Associates to conduct a nationwide study. In all, the sample totaled 2,506 adults. Each was given a deck of 12 cards, each bearing one word—"authoritative," "believable," "influential," "colorful," "honest," etc. As the respondent turned the cards up, one at a time, he was asked to say which kind of communication—magazine, newspaper, radio or TV—was, in his judgement, "most described" by the word on the card, and which was "least described" by it. When respondent and interviewer had gone through the deck, the cards were shuffled and they went through it again, this time asking which medium's advertising was "most described" and "least described" by the word. Some of the results are charted above, along with a summary of the scoring for TV.
Hairline margin is expected in Senate showdown on overriding veto of political-broadcasting bill

The outcome of the long battle to impose restrictions on the use of TV and radio during election campaigns reaches a climax of sorts today (Nov. 23) when the Senate is scheduled to vote on whether to override President Nixon's veto of the political-broadcasting bill.

An override requires the votes of two-thirds of those present and voting in both Senate and House. If the override fails in the Senate today, the President's veto is sustained, and there would be no point in House action.

The moment of truth for the bill, which was finally passed last September following a conference between the two houses to iron out differences (Broadcasting, Sept. 28), finds neither party making predictions as to the final outcome. There is general agreement that it will be close and that the division will be along party lines. The Democrats want the bill enacted into law; the Republican leadership has been opposed to it, although a good many Republicans voted for it on its first journey through Senate and House.

Allied with the Democrats in the campaign to override the veto are such potent political-action groups as the AFL-CIO; Common Cause, the new citizens-action committee that is headed by John Gardner, former secretary of the Department of Health, Education, and Welfare and president of the Urban Coalition; the Committee for an Effective Congress, a bipartisan group, and, surprisingly, the American Association of Political Consultants.

The AAPC, composed of the professional image makers in politics, adopted as the first resolution in its two-year history, a call for Congress to override the President's veto. The unanimous action was taken at the association's post-election meeting in New York on Saturday, Nov. 14.

President of the AAPC is F. Clifton White of New York, who managed the successful campaign of Conservative James Buckley for the New York Senate seat, and who was the organizer of the 1964 Republican presidential campaign in behalf of Senator Barry Goldwater (R-Ariz.). Its immediate past president is Joseph Napolitano of Washington, who was an adviser to Marvin Mandel of Maryland and Milton Shapp of Pennsylvania, both Democrats and both elected governors.

The AAPC resolution said that the organization agreed with the President that the attempt to reduce broadcast spending is only part of the over-all campaign problem. But, it added that "it is an important first step toward reducing costs of campaigns and assuring an electoral system which guarantees that candidates will have equal access to the airwaves."

The resolution was reportedly drafted by Russell D. Hemenway, director of the Committee for an Effective Congress. Mr. Hemenway is also credited with at least assisting in the draft of the bill for which he has energetically lobbied.

Working feverishly to stem congressional rejection of the President's veto was the National Association of Broadcasters, as well as the Republican leadership.

The sentiment among the NAB's five-man government-relations staff late last week was: "It's a toss-up."

Paul A. Comstock, NAB vice president for government relations, said last week: "We are doing everything we can. We are seeing every senator who is not committed to override the veto. We have gotten broadcasters to see their senators to urge them to sustain the veto. Everyone in the government-relations department is working on this. We are using personal telephone calls, telegrams, letters.

"We have enlisted the Freedom of Broadcasting Committee and its political-action committee, state associations, NAB board members and selected broadcasters."

"It's a political fight all the way. As of now [Nov. 18] it's awfully close. We can't say for certain how it will turn out."

Mr. Comstock cancelled appearances at the last two NAB regional meetings, in Denver and in San Francisco, last week to remain in Washington.

In San Francisco last Thursday (Nov. 19), Vincent T. Wasilewski, president of the NAB, was asked whether he thought the veto would be overturned.

---

Crisis today on cutrate politicals

TV in an examination of media-use patterns for men and women considered separately and by age, education and income groupings.
"If the vote were to be taken today," he responded, "I would say yes; but by Monday I feel sure it will be sustained."

In his formal luncheon speech to the San Francisco meeting, Mr. Wasilewski commented:

"By now I hope that all of you are aware of your duty to make your views known to your congressmen and senators about this discriminatory piece of legislation, and urge the necessity for sustaining President Nixon's wise veto. "If our industry acts with unanimity and strength, there is every reason to believe that the veto can be sustained. That would be not only an important achievement in making Congress aware of the bitter feelings such discriminatory legislation arouses among broadcasters, but it may also be something of a milestone in restoring our own confidence in our ability to have an effective voice in Washington."

How broadcasters themselves are reacting to the override drive was exemplified perhaps by what the Post-Newsweek Stations did last week.

An editorial, running 38:02 minutes—the longest ever—was broadcast by all six stations in the Post-Newsweek group on Nov. 17. Although declaring that the President's veto should be sustained, the editorial more pointedly termed the root of the political campaign problem "money."

Limiting the spending of campaign funds on TV or radio is "poppycock," the editorial said; it doesn't touch the money that goes into newspapers, billboards, direct mail and computer systems. The political-broadcasting bill, the Post-Newsweek editorial said, "is a mis-guided missile."

The principal solution, the editorial suggested, is for Congress to place either a ceiling or a floor on campaign spending. And Congress should also enact "the toughest possible" disclosure statute.

Other Post-Newsweek suggestions for congressional action were to: (1) bar members of Congress from using official staffs and privileges to help in re-election campaigns; (2) provide each candidate for a House or Senate seat with one free mailing to all citizens of his congressional district or the state respectively and (3) repeal the equal-time law.

Post-Newsweek also suggested these voluntary restraints by all media:

\* Offer substantial discounts for political advertising.
\* Offer free time or space for candidates, at least in the major races.
\* Support and give "wide continuing coverage" to the Fair Campaign Practices Committee.
\* Create more situations where candidates confront each other—on the air and in the columns of newspapers.

Jockeying for votes on political-time bill

Tacticians on both sides of the Senate were counting votes late last week as the Senate was scheduled to vote today (Nov. 23) on whether or not to override the President's veto of the political broadcasting bill (see page 42).

Because the vote obviously will be along party lines—with the Democratic leadership striving mightily to corral the necessary two-thirds of those present today to override the veto, and the Republican leaders just as strongly striving to prevent that from happening—the heaviest pressures were being brought to bear on those who failed to go along with their party last September when the bill was finally adopted by the Senate on a vote of 60 to 19.

The full weight of party discipline was being felt by one Democrat and 16 Republicans. They are:

- Senator B. Everett Jordan (D-N.C.), who voted against the bill.
- Republicans who voted in favor of the bill—George Aiken (Vt.), Edward Brooke (Mass.), Clifford Case (N.J.), John Sherman Cooper (Ky.), Hiram Fong (Hawaii), Charles Goodell (N.Y.), Jacob Javits (N.Y.), Jack Miller (Iowa), Bob Packwood (Ore.), James Pearson (Kan.), Winston Prouty (Vt.), William Saxbe (Ohio), Richard Schwerker (Pa.), Margaret Chase Smith (Me.), John J. Williams (Del.), and Milton Young (N.D.).

- Eliminate last-minute "blitzes" in political advertising by refusing to accept any political advertising during the last 48 hours of the campaign.

Larry Israel, president of the Post-Newsweek stations, pointed out that the stations had instituted a 50% discount on political advertising during the 1970 campaign. This, with the free time that was offered to candidates, resulted in a $413,000 saving to candidates, he said.

Post-Newsweek stations are WTOP-AM-FM-TV Washington, WPLG-TV Miami, WJXT-TV Jacksonville, Fla., and WCKY-(AM) Cincinnati.

For the Senate Democrats and other supporters of the bill the vote today will cap a drive that has been intensifying steadily since Congress returned for its post-election session last week.

Comments on the outcome have been guarded, with both Republicans and Democrats hesitating to predict success. Earlier, Republican Minority Leader Hugh Scott (R-Pa.) said that there was "about an even chance" that the Senate would sustain the President's veto. Late last week, Democratic Whip Edward Kennedy (D-Mass.) said the Democratic effort "is coming along nicely and looks promising." Senator Kennedy has assumed a leading role in the override attempt. Communications Committee Chairman John O. Pastore (D-R.I.), Democratic floor leader on the political-broadcasting bill earlier in the session and still a leading advocate, expressed the most often heard opinion: "We won't know for sure until all the votes are counted."

Preliminary vote counts have been so close that adherents of the override were said to have been heartened by the presence of a new supporter, Senator Adlai E. Stevenson II (D-Ill.), who was sworn in last week to replace Republican Senator Ralph T. Smith. Senator Smith had not voted last September, but he presumably would have voted to sustain the President in what has become a party-line cause.

The bill originally passed the Senate last September by a 60 to 19 vote, a margin wide enough to override the veto, but the Senate was not in session that day. Three of the 16 Republicans who are now under strong party pressure to support their leader.

Democratic sources last week, who expressed confidence that virtually all their party members will vote to override, seemed well aware that Republican support is necessary to gain the magic two-thirds. There are 58 Democrats now serving in the Senate and if all members (not including the disabled Senator Karl Mundt [R-S.D.] were present today, 66 votes would be needed to override. An aide to Senator Kennedy estimated last week that "about seven and maybe more Republicans" could be counted on to cast a vote to override.

The picture is further clouded by absenteeism. It is considered unlikely that either the Democrats or Republicans can produce every member for a vote.

Minority Leader Scott wrote his fellow Republicans last week urging that they vote to sustain the President's veto. "I believe campaign spending should be limited. But I do not believe, however, that it should be limited only to one form of advertising a candidacy as this bill does. As the President pointed out in his message, 'The problem with campaign spending is not radio and television: The problem is spending.'"

The President's veto message, returned to the Senate prior to this month's elections, said that the political-broadcasting measure would "plug only one hole in the sieve" of burgeoning campaign expenditures. A ceiling on outlays for radio and TV time during campaigns, Mr. Nixon reasoned, would signal the redirection of funds to other media and would not effectively control over-all spending. Also he argued that the bill would discriminate unfairly against the electronic media, a charge
eral election or $20,000, whichever

Senator Marlow Cook (R-Ky.),

another staunch supporter of the Presi-
dent's veto, last week called the politi-
cal-broadcasting bill badly drawn and
said, "I'm working like the devil on it.
I believe it will be sustained."

The Senate Republicans who origi-
nally voted for the bill have, for the
most part, been quiet about their in-
tentions. One exception was Senator
Charles Goodell (R-N.Y.) who failed to
gain administration support for his cam-
paign and was defeated by Mr. Buckley.

Mr. Goodell urged Republican sen-
ators "to resist these [admission] pres-
dures and to vote on their convict-
tions. I call upon them to vote to

The vetoed bill, besides repealing the
equal-time provision as it relates to
President, and Vice President, would
prohibit broadcasters from charging
candidates more than

Mr. Foster

Mr. McCaffrey

Opposite views on
government control

Foster of Bates fears it;
McCaffrey of LaRoche
suggests it's deserved

Government intervention in advertising:
good or bad?

Members of the Television Bureau
of Advertising got varying views from
two prominent advertising-agency leader-

of the Kennedy-Nixon debates.

On the House side, Representative
Torbert Macdonald (D-Mass.), chair-
man of the House Communications
Subcommittee, has charged that the Presi-
dent's veto amounts to a repudiation of
that body's Republican leadership.

In a letter to the New York Times

week, Mr. Macdonald pointed out that
the bill received almost unanimous sup-
port of the Republican chieftains in the
House including Rogers C. B. Morton
(R-Md.), chairman of the Republican
National Committee; House Minority
Leader Gerald Ford (R-Mich.), Repub-
lican Whip Leslie Arends (R-Ill.), and
William Springer (R-Ill.), ranking
Republican member of the House Com-
merce Committee. Mr. Ford publicly
indicated that he would vote to over-
ride the veto.

The vetoed bill, besides repealing the
equal-time provision as it relates to
President, and Vice President, would
prohibit broadcasters from charging
candidates more than the lowest rate

of worms,"

he said, and if the rules
were relaxed "the effect would be like
bombing Moscow, for broadcaster and
distiller alike. Immediate, loud and
deadly."

Mr. McCaffrey also forecast an end
to the media-commission system of
agency compensation in five years or
so, based on "the way things are going
now," and urged media to speed the
end. "We in the agency business are
not your partners nor your agents.
We're the partners of our clients. The
financial arrangements between us and
our clients are really none of your busi-
ness, and you ought to play no part in
them."

If the commission system had been
eliminated five or 10 years ago, he
ventured, the "boutique and the media-
buying service might never have been
born."

Is false advertising
a criminal offense?

Advertising people who lie or cheat in

commercial should go to jail, an adver-
sising-agency president said last week.

Jerry Della Femina, president, Della
Femina, Travissano & Partners, sug-
gested this during a forum Nov. 18 titled
"85% Truth 15% Commission," spon-
sored by the New York chapter, Na-

44 (BROADCAST ADVERTISING)

BROADCASTING, Nov. 23, 1970
Want to dip into Pittsburgh's young Spenders?

Take TAE and see

WTAE-TV 4 delivers more total viewers under 50* in the 10th major TV market. Ask your Katz man for a spot of TAE.

*Feb/Mar 1970 ARB
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Nov. 1, 1970
(net time and talent charges in thousands of dollars)

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<th>Day parts</th>
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<th>Cume Jan 1- Nov. 1</th>
<th>CBS Week ended Nov. 1</th>
<th>Cume Jan 1- Nov. 1</th>
<th>NBC Week ended Nov. 1</th>
<th>Cume Jan 1- Nov. 1</th>
<th>Total minutes when ended Nov. 1</th>
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<td>139,708.8</td>
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<td>1,465.5</td>
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<td>40,033.6</td>
<td>1,452.2</td>
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<td>616.5</td>
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<td>$378,838.2</td>
<td>$14,875.7</td>
<td>$538,017.6</td>
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<td>$39,920.5</td>
<td>82,827</td>
<td>$1,404,842.4</td>
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Also in advertising:


New trafficking firm — Tra-Flix Inc., new specialized service company, has opened offices in New York. Firm, headed by Bonnie Gerard, formerly in charge of radio-TV business affairs at Norman, Craig & Kimmel, New York, offers radio and television trafficking and print distribution to client agencies and advertisers.

Federation takes step toward ad regulation

The movement to establish an advertising code, kicked off last September by the chairman of the American Advertising Federation, received a boost last week: The AAF board endorsed the idea, and named a three-man committee to further it along.

The AAF board, meeting in Washington, adopted a resolution strongly endorsing a new program of advertising self-regulation and standards and called on the federation and other elements of the advertising industry to cooperate in achieving that goal.

It also instructed three of its officers to pursue avenues toward the establishment of an advertising code. They are Victor Elting Jr., Quaker Oats Co., Chicago, who is AAF chairman; Howard H. Bell, AAF president, and Frederick E. Baker, N. W. Ayer-F. E. Baker Inc., Seattle, who is AAF senior vice chairman. Mr. Elting originally proposed self-regulation and Mr. Baker has endorsed it (Broadcasting, Sept. 21 et seq.).
Kotex feminine napkins.  
Kotex Plus napkins.  
Kotex tampons.  
Kotex feminine belts and panties.  
Kotique products by Kotex.

Kotex® and Kotique®  
add up to  
feminine protection  
with a Capital K!

These names are our registered trademarks. Kotex is the leading name in feminine protection today. Kotique is a name you'll be seeing a lot of in the seventies. Both are important to us. So we ask you to remember to capitalize them everytime you use them. And to use them correctly. Kotex feminine napkins—never just Kotex. Kotique products by Kotex.

Kotex, Kotex Plus and Kotique are registered trademarks of the Kimberly-Clark Corporation.
An FCC repair job stands up in court
Agency wins and WHDH loses, but appellate decision may support restoration of order in license renewals

Whatever else it means to students of administrative law, the U.S. Court of Appeals opinion in the WHDH case will probably stand as a testament to the FCC's legal craftsmanship in patching holes in the commission's own latest decision in that drawn-out proceeding—or will, if it is not reversed on appeal.

For, as the court made clear in its opinion, it wasn't passing on that decision alone; it passed on it in the light of actions the commission subsequently took to repair a decision that had been fashioned, it seemed, with more concern for the result to be achieved than the legal underpinning for it. The court's ruling, affirming the FCC, was issued Nov. 13 (Broadcasting, Nov. 16).

It is no secret that the FCC's decision of Jan. 22, 1969, denying WHDH Inc.'s application for renewal of license for WHDH-TV Boston and awarding the contested channel 5 to one of three competing applicants, Boston Broadcasters Inc., shocked lawyers inside the commission as well as outside it.

And it wasn't because the commission had never done such a thing; it was the way it did it—applying standards normally used in deciding among new applicants only. It said that WHDH-TV's programming performance was only "average" and, therefore, not worth considering; and then, on grounds of diversification of media ownership and integration of management and ownership, it awarded the prize to BBI.

The Boston Herald-Traveller Corp., owner of the licensee corporation, also owns WHDH-AM-FM and two dailies and a Sunday newspaper in Boston. BBI has no media interests, and a number of its principals said they intended to work at the station. On the strength of these differences BBI was awarded a facility that is worth upwards of $40 million.

Thus, communications attorneys and their clients were alarmed, and with good reason. Licensees owning additional media in the same market suddenly felt very naked in the face of possible challenges at license-renewal time (and a spate of competing applications were promptly generated).

The commission attorneys were dismayed because of the manner in which the commission reached its result. The decision represented a departure from a line of cases and a 1965 policy statement on criteria to be followed in comparative hearings that indicated that the commission would treat renewal applicants in such proceedings differently from new applicants. Yet there was little or no justification in the Jan. 22, 1969, decision for the change in approach.

The philosophies of those who participated in the 3-to-1 decision, as well as of those who did not, may provide some illumination of how the conclusion was reached. The commission order was prepared under the supervision of Commissioner Robert T. Bartley, whose private ideal of the broadcasting industry has little or no place for multiple owners. Commissioner Nicholas Johnson, whose negative views of "media barons" is well known, concurred.

Former Commissioner James J. Wadsworth, who provided the third vote, never, in his four years on the commission, expressed particular concern about the multi-ownership issue. But he was sensitive to allegations of moral failings on the part of licensees, so he may have felt that the WHDH should be stripped of its license because of the alleged ex parte activities that had tainted the commission's original grant to WMIT in 1957 (even though the commission did not reach that issue in its decision).

Then-Chairman Rosel H. Hyde had thrown up his hands and abstained. He had voted on the case twice before, in its tortuous history; the issue, in its third incarnation, had become too difficult, he said. And then-commissioner Kenneth A. Cox, who privately criticized the legal craftsmanship of the decision, if not the result, had abstained also; he had been the commission's Broadcast Bureau chief when the case was in hearing. Commissioner H. Rex Lee, who had joined the commission only a month before the decision was issued, was listed as absent.

The seventh commissioner and lone dissenter, Robert E. Lee, issued a statement expressing the fear that the decision would be viewed "as an absolute disqualification for license renewal of a newspaper-owned facility"—which it was, until the commission began its patching.

The first public suggestion as to how the commission might proceed came from BBI counsel, Benito Gugunie, who apparently felt the commission needed help in bulletproofing its decision. He suggested that the commission make explicit what he said was implicit in the order—that WHDH, because of the old ex parte issue, was not a regular renewal...
A question of broadcast ethics

Court asks FCC to clarify stand on broadcasters who file strike applications

The U.S. court of appeals in Washington has asked the FCC to formulate a more explicit policy on "strike applications"—not the kind that would-be broadcasters have filed in efforts to take over occupied channels, but the kind that broadcasters themselves have been known to file, to bar competition from a market.

The court says it is uneasy over the "inexact state of formulation" in which it finds commission policy regarding strike applications—a policy, it says, that is of "obvious importance to the integrity of the commission's administration of license grants and renewals."

The court issued its appeal to the commission in a case involving an allegation that the licensee of WWTB (AM) in Canton, N.C., had been involved in the filing of a strike application to block a competing application for a new AM station in that city. The charge had been made by Vernon E. Pressley, licensee of WPTL-AM in Canton. He said the strike application had been filed to foreclose construction of that station.

The alleged strike application was withdrawn because of an engineering problem, but Mr. Pressley petitioned the commission in 1965 to deny WWTB's license-renewal application. A hearing examiner concluded that one of WWTB's principals had instigated and participated in the filing of the competing application, and recommended against WWTB's renewal in 1968.

The commission, however, reversed that decision, contending that it was "not persuaded" that the competing application had been filed to block Mr. Pressley's (BROADCASTING, Oct. 27, 1969). The commission found no investigation on the part of WWTB and said the minimal assistance that had been provided Mr. Pressley's competitor by a WWTB official was attributable to their prior personal friendship.

In affirming that decision the appeals court confessed "to some feeling of unease" over commission policy regarding strike applications. Judge Carl McGowan, writing for a unanimous three-judge court, noted that the commission has never attempted to define "the kind of conduct which will be regarded as disqualifying."

Such rules of ethics may be difficult to write, Judge McGowan said, "but it also may be better to have some rules than none at all, leaving to the parties to discover only after the fact what the commission conceives of as the permissible limits of interest which a licensee can manifest in the applications of others."

Mr. Hyde—abstained  Mr. Cox—abstained  Bob Lee—no  Mr. Geller—counsel on appeal

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baum are regarded as among the commission's most talented lawyers, their absence from the deliberations on WNDH is pointed to by those critical of the decision as a principal reason for what they see as its imperfections).

The repair job was complete, or was so far as the appeals court in Washington was concerned. "If the case were before us solely on the decision adopted by the commission on Jan. 22, 1969—susceptible of the construction that the 1965 policy statement was applicable to all renewal proceedings—we would be presented with a different question," Judge Harold Leventhal wrote for a unanimous three-judge court.

There would be a question as to "whether the commission had unlawfully interfered with legitimate renewal expectancies implicit in the structure of the [Communications] Act," he wrote. There would also be a question as to whether "administrative discretion to deny renewal expectancies, which must exist under any standard, must not be reasonably confined by ground rules and standards"—a contention he said that may have increased significance if freedom-of-press problems are involved on a renewal application by a newspaper-connected licensee.

Judge Leventhal said that the problems "are magnified if a licensee on the one hand avoid comparison only by maintaining extraordinary performance and, on the other hand, court disaster, in the event of comparison, by virtue of the diversity policy, whether expressed in a formal demerit or some inchoate burden.

"Fortunately," Judge Leventhal added, the court does not face those problems. Why? Because the commission order denying reconsideration "expressly puts this case in a special and unique category because of the past history of WNDH." And this interpretation of the commission's action, "is underscored by the 1970 policy statement on comparative hearings involving renewal applicants," which "carries forward the general policy on renewals" originally expressed in 1951.

Besides preparing the ground for affirming the commission's WNDH decision, these passages cheered commission attorneys responsible for defending the 1970 policy statement in the same appeals court. The Citizens Communications Center and Black Efforts for Soul in Television have asked the court to overturn the policy statement on grounds that it chokes off the opportunity of minority groups to gain access to broadcast ownership and was adopted illegally. They contend that the policy violates the Communications Act requirement of a "full comparative hearing" on competing applications and, in addition, constitutes a rule that was adopted without benefit of a rulemaking proceeding.

Commission officials appeared to feel that while the court's opinion did not dispose of the CCC-Best suit, it lent support to the principles on which the statement was founded, if not to the statement itself.

The appeals court decision is not yet a settled thing. Harold Clancy, WNDH president, said in a statement last week: "After reading the decision—which contains a great number of distorted or erroneous statements of fact—and after conferring with counsel, I believe that the court is seriously in error and that its decision denies us due process of law and a fair hearing."

He said WNDH will contest the decision "vigorously" and "with undiminished confidence in ultimate justice." He and his lawyers are in the process of deciding whether to seek a rehearing before the appeals court or ask the Supreme Court to review the case. He did not say what he meant by "erroneous statements of fact" but said they would be elaborated on when the case goes before a court again. It remains to be seen whether WNDH can find in the commission's repair job any imperfections the appeals court missed.

(The foregoing "Perspective on the News" was written by Leonard Zelden- berg, senior editor, Washington.)

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**Equipment & Engineering**

**Group seeks cassettes suitable for broadcast**

A committee to develop standards for audio-cassette tape recorders aimed at making them compatible for broadcasting has been named by the National Association of Broadcasters.

The aim of the group, according to Ross H. Beville, Broadcast Electronics Inc., Silver Spring, Md., who is chairman of the committee, is standardization so the recorded material will be of broadcast quality and interchangeable among stations.

The first meeting of the new committee will take place Jan. 4, 1971, in Washington.


**NBC-TV cut-away cue gets FCC approval**

The FCC last week granted NBC-TV permission to use a new cue signal to alert its affiliates to prepare for local and commercial inserts. Permission, however, is subject to future review.

The signal would be flashed for about five seconds approximately one minute before the local commercial cut-away and would reappear as a steady signal for about five seconds just prior to cut-away. The NBC signal would appear as a rectangular white block in the upper right-hand corner of the picture and would occupy the same area used by other electronic identification signals now permitted, the commission said.

The commission said TV sets now available would probably not be able to pick up this cue signal. However, current trends point to receivers "with lesser overscan" that might show the coded picture areas, the commission added. While not adversely affecting broadcast service now, the commission said that if the five-second cue becomes visible on an appreciable number of newer receivers, its continued use will become questionable.

**Communications center for home is previewed**

RCA last week displayed an experimental electronic home-entertainment center which has a 25-inch color picture and four monochrome monitors.

The prototype instrument, which RCA calls "Showcase '70," also contains an acoustical pod with suspension speaker, and a combination digital clock and temperature gauge. While the color picture operates, three of the monochrome monitors can be programmed to receive signals from the major networks, while the fourth continuously scans all other local channels
available in the area.

RCA envisions "Showcase 70" as the prototype for the future home-entertainment centers, security systems, video playback units and as perhaps even a shop-at-home service. The center, which does not carry a price tag, was shown in New York. RCA said research and other costs represented $250,000 in projects.

A plea for action now on all-channel radios

John L. Richer, president of the National Association of FM Broadcasters, was scheduled to give sharp rebuttal last Friday (Nov. 20) to remarks made by FCC Commissioner Robert E. Lee to the Georgia Association of Broadcasters (Broadcasting, Nov. 16).

In a statement prepared for delivery to the NAFMB's board of directors' two-day meeting in Miami (Nov. 20-21) Mr. Richer said Commissioner Lee had spoken against proposed legislation that could make FM radio competitive with AM, and could guarantee total radio service to the community. Commissioner Lee told the Georgia broadcasters that if there weren't so many FM broadcasters duplicating AM programming, he would probably back them on all-channel-set legislation.

Mr. Richer, of WPIL-FM Philadelphia, accused the commissioner of not considering all the facts. "The commission has, on several occasions, voiced its concern for the development of a total aural service and has issued opinions and rulings that favor the growth of the FM medium. Now, it appears that at least one member of the commission, by turning his back on the merits of the impending legislation, has withdrawn his support of that concept."

Mr. Richer said that "if we wait until there is less duplication on the FM spectrum, as the commissioner suggests, then I'm afraid we shall wait a long time." He conceded that some FM operators in major markets have been able to compete with separate programming with the help of associated AM's. "But" he added, "where they stand alone without support they flounder."

Technical topics

Service branch formed ▲ Angenieux Corp. of America, Oceanside, N.Y., has formed Angenieux Service Corp. of California, Venice, Calif., to support the service requirements of the West Coast motion picture and TV industries.

Push-button meter ▲ International Video Corp., Sunnyvale, Calif., has developed a single meter, which when built into the control panel of IVC-90 color television cameras, is said by the company to eliminate current technical set-up procedures. The IVC-90 camera, introduced last year by the manufacturer, lists for $7,500 without the newly offered option. The meter is used to select the correct setting on each channel of the color camera.

Compact monitor ▲ Panasonic, New York, has introduced a compact, solid state closed circuit TV monitor, which company claims delivers more than 450 lines of horizontal resolution for video images of high contrast, and contains a 90-degree aluminized picture tube as well as all-transistor circuitry. The unit operates on AC or by battery with an optional adaptor. Suggested list price is $130.

RCA moving north ▲ RCA's Information and Computer Systems divisions will move to new $16 million-headquarters in Marlboro, Mass. Both divisions are now housed in Cherry Hill, N.J.

Seventh for CIC ▲ A patent, broadly covering the recording on film or video tape of electrically generated animated characters, has been awarded Computer Image Corp., Denver, by the U.S. Patent Office. The firm, creators of Animac and Scanimate, computer animation devices, also owns patents in 29 other countries covering use of the process.

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Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about $10,117, Ottawa County families have an average income of $9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants - part of an expanding economy already accounting for $902,087,000 in retail sales. Their particular love is WJEF.

If you'd like these particular people, contact Avery-Knudt. They'll give you some wise advice on our Countrywise buyers.
The lean outlook for network time

CBS, NBC announce cutback plans for fall under prime-time rule; midseason shuffles start

All three TV networks by late last week had disclosed tentative plans for programing under FCC’s prime-time access rule, which is slated to go into effect next fall. The rule requires the networks to give up a half-hour of the programing they now have each night.

ABC officials said they wanted to program the network 8-11 p.m. New York time, Sunday-through-Monday, thus giving up 7:30-8 p.m. every night of the week.

CBS plans, also announced last week, call for programing 7:30-10:30 p.m. each night of the week, relinquishing the 10:30-11 p.m. periods. NBC, whose plans were made known the week before (Broadcasting, Nov. 16), also intends to give up 10:30-11 on Sunday nights but 7:30-8 on all others.

Thus CBS and NBC would program competitively 7:30-10:30 p.m. on Sunday; ABC and NBC 8-11 on the other nights. All three networks consequently would be on a fully competitive footing 8-10:30 every night of the week.

These plans emerged following meetings with the networks’ board of affiliates. Two of the meetings took place last week, ABC’s at St. Croix in the Virgin Islands and CBS’s in Acapulco, Mexico. NBC’s was held the week previous in Phoenix.

In other programing actions, the three networks made known changes for the midseason. Most extensive re-vamping will be made by ABC which will drop seven programs totaling six hours; add three new shows totaling three hours and return three weekly prime-time hours to its stations (Broadcasting, Nov. 16). Also announced at St. Croix is the renewal of FBI for the 1971-72 season, the series’ seventh on the network.

CBS will drop The Tim Conway Show (Sundays, 10-11 p.m.) after its Dec. 13 presentation and on Jan. 3 it will replace the series with reruns of The Honeymooners starring Jackie Gleason. Other shows will be run in that period on Dec. 20 and 27. CBS said, All in the Family, a half-hour comedy series, will go in Tuesdays, 9:30-10 p.m. in January, replacing To Rome With Love which shifts from that period to Wednesdays, 8:30-9 p.m., bumping The Governor and J.J. from the CBS schedule. In another action, Headmaster (Fridays, 8:30-9 p.m.) will change in format becoming The Andy Griffith Show with Mr. Griffith in the role of a mayor of a small town in North Carolina.

NBC confirmed that Strange Report, an hour-long suspense program, will replace Bracken’s World on Fridays, 10-11 p.m. New York time, starting Jan. 8. The network is also canceling Nancy (Thursday, 9:30-10 p.m.) and adding Bird’s Eye View to the schedule (Broadcasting, Nov. 16).

The full line-up of evening shows for ABC at midseason, as announced by the network:

Sunday: 8, The FBI; 9-11, ABC Sunday Night Movie.
Monday: 7:30, Let’s Make A Deal (new time period); 8, The Newlywed Game (new time period); 8:30, TBA; 9-11, ABC Monday Night Movie (new program).
Tuesday: 7:30, The Mod Squad; 8:30, The Movie of the Week; 10-11, Marcus Welby, M.D.
Wednesday: 7:30, The Courtship of Eddie’s Father; 8, Room 222 (new time period); 8:30, The Smith Family (new program); 9, The Johnny Cash Show; 10-11, The Young Lawyers (new time period).
Thursday: 7:30, Alias Smith and Jones (new program); 8:30, Bewitched; 9, Danny Thomas In Make Room For Granddaddy (new time period); 9:30-10:30, Dan August (new time period); 10-11, station time.
Friday: 7:30, The Brady Bunch; 8, Nanny and the Professor; 8:30, The Partridge Family; 9, That Girl; 9:30, The Odd Couple (new time period); 10-11, Love, American Style (new time period).
Saturday: 7:30, The Lawrence Welk Show (new time period); 8:30-9:30, The Pearl Bailey Show (new program); 9:30-11, station time.

NBC-TV holds ratings lead in election week

The Fast Nielsen averages for the week ended Nov. 8 gave a fourth ratings win in a row for NBC-TV—this time by three-fifths of a percentage point—and on election coverage.

In election night (Nov. 3) coverage, ABC claimed a 75% gain in rating and 73% gain in share, compared with 1966, while ABC’s coverage was on (ABC started its election returns at 8:30 p.m. EST; CBS and NBC at 7 p.m.). For the period 7-11 p.m., CBS had 17.6 average rating, 29 share and NBC had 13 and 21. Lumping in ABC’s entertainment programing until 8:30, ABC’s average for the 7-11 p.m. period: 11.7 and 19.

Averages for the week: NBC 19.5, CBS 18.9 and ABC 16.1. ABC’s average was said to be depressed by election pre-emptions—Tuesday night normally is an ABC win. Tuesday night in this report went to CBS, which also took Monday and Saturday; NBC won Wednes-
day, Thursday, Friday and Sunday.
Top 10 shows in order: CBS's Gunsmoke; NBC's Flip Wilson, Walt Disney
tied with Men from Shiloh, Bonanza
tied with CBS's Here's Lucy, ABC's
Mod Squad, CBS's Hawaii Five-O tied with its Thursday Movie.

More time sought for
distant-signal filings

Broadcasters last week asked the
FCC to extend the deadline for filing
reply comments on the distant-signal
importation aspect of its CATV rule-
making proceeding.
The joint request was filed by ABC,
the All-Channel Television Society, the
Association of Maximum Service Tele-
casters, the National Association of
Broadcasters and the National Associa-
tion of Educational Broadcasters.
Comments on all the proposals are
currently due Dec. 7, and reply com-
ments are due Jan. 8, 1971.
In their request for a Feb. 15, 1971,
deadline, the groups said the 32-day
period to file replies would be reduced
to only about two weeks of actual
preparation because of holidays and the
time needed to obtain and examine
copies of the comments that remain to
be filed.
A spokesman for ABC said last week
that the network was especially anxious
to get an extension of time on the dis-
tant-signal proposals, because they are
regarded as the most important and
potentially burdensome of the com-mis-
sion's proposed CATV rules. However,
he speculated that if the commission
grants the extension, it may also extend
the deadlines for comments on other
aspects of the CATV rulemaking.
Under the importation proposal,
CATV's in its top-100 markets could
carry four independent signals in addi-
tion to locals. However, they would be
required to substitute commercials in
distant signals for those provided by lo-
cal stations, and would also have to
contribute 5% of their revenues to the
Corp. for Public Broadcasting.

CBS ruled innocent of
vested interest in sex

The chief of the FCC's Complaints and
Compliance Division has informed Mrs.
Albert Westerfield of the National Coa-
tiliation on the Crisis in Education, that
neither CBS nor its owned-station,
WBBM-TV Chicago, violated the fairness
doctrine in broadcasts concerning in-
school sex education and the sex edu-
cation program in Chicago public
schools.
Chief of the division, William B.
Ray, also told Mrs. Westerfield that
neither the network nor the station was
influenced by private interest in the
March 8 and March 15 programs, as
she argued.
Mrs. Westerfield had complained to
the commission that the March 8 pro-
gram favored sex education in public
schools; she requested that action be
taken to insure compliance with the fair-
ess doctrine. In further correspondence
with the commission she said the March
8 program was "obviously designed" to
convince the audience of the desirability
of the in-school sex education program;
that only one woman on the follow-up
March 15 program "was in any way
qualified to represent the viewpoint of
the parents who oppose this program,"
and that based on CBS's description of
the participants on the March 15 pro-
gram, there was a five-to-two ratio in
favor of the proponents of sex educa-
tion in Chicago.
CBS told the commission that the
March 8 program was a factual back-
ground report, and that the March 15
show gave opponents and proponents
of sex education an opportunity to pre-
sent their views. CBS added, the com-
mision noted, that Mrs. Westerfield
refused an offer to appear on the March
15 program, but that two of the guests
on the show were "officers of organiza-
tions which joined in Mrs. Westerfield's
complaint."
CBS denied that it had a vested inter-
est in promoting in-school sex educa-
tion, noting that the person whom Mrs.
Westerfield charged as being a cbs-tv
science editor and on the board of direc-
tors of a national organization promot-
ing sex education left the latter organ-
ization in 1969. CBS also denied alle-
gations that because of its affiliation with
manufacturers or promoters of products
used in sex-education classes it had a
vested interest in promoting the classes,
adding that these products "are not
used extensively in Chicago public
schools" and that the station had de-
cided to air the series independently of
the interest of CBS subsidiaries.
Mr. Ray said he listened to a tape of
the March 15 program and, based on
all the information, cannot conclude
that the licensee failed to make a rea-
sable effort to present contrasting
views. Mr. Ray said that Mrs. Wester-
field's refusal to accept the invitation
to appear on the March 15 program
because it was to be a discussion pro-
gram "does not appear to be reason-
able." He added that there were no
grounds to suspect that the broadcasts
were influenced by the private interest
of the network or the station. He added
that, because a licensee's overall pro-
gramming must be considered, there was
no need to determine whether the
March 8 broadcast by itself complied
with the fairness doctrine.

BIRMINGHAM'S LEGION FIELD
The Auburn Tigers will thrill over 200,000
Fans in this Great Stadium this Season.

WAPI originates Auburn Football for a 50 station network and
each week Gary Sanders and Charlie Davis report the thrilling
action to thousands of additional fans throughout the South-
east.
WAPI fans, sports and otherwise, are LEGION
too!
Let the Henry I. Christal Company tell you about
all the superb WAPI programming — including
sports. You'll be a fan too.
Court upholds refusal to testify

Appeals court backs 'Times' reporter who balked at appearing before a grand jury

The news media won an important round last week in their effort to avoid any semblance of becoming an investigative arm of government. The victory came in a Ninth U.S. Circuit Court of Appeals decision that the government cannot require a reporter to testify in a secret grand jury proceeding unless it can demonstrate a compelling need for his testimony.

The decision came in a case involving Earl Caldwell, a New York Times reporter, who had refused to testify last February before a federal grand jury that was investigating the Black Panther party. Mr. Caldwell, who is black, held that his mere presence in the closed hearing would jeopardize his continued ability to obtain information from the Panthers.

The San Francisco appeals court, which dismissed a contempt citation issued against Mr. Caldwell for refusing to honor a government subpoena to testify, held that "where it has been shown that the public's First Amendment right to be informed would be jeopardized by requiring a journalist to submit to secret grand jury interrogation, the government must respond by demonstrating a compelling need for the witness's presence before judicial process properly can issue to require attendance."

The decision overturns an order issued in April by Federal Judge Alfonso J. Zirpoli. Judge Zirpoli, who had heard arguments that First Amendment rights would be damaged if Mr. Caldwell were forced to appear, directed the reporter to appear but said that he need not answer questions he felt would betray confidences.

The appeals court, however, upheld Mr. Caldwell's contention that no mere presence in the grand jury room would result in a drying up of his news sources. The continuing "reassurance" some news sources require of how information they provide is being handled "disappears when the reporter is called to testify behind closed doors," the court said.

It also held that if the grand jury can require a reporter to divulge information he obtained in his capacity as a news gatherer, "then the grand jury and the Department of Justice have the power to appropriate appellant's investigative efforts to their own behalf."

"To point the very concept of a free press," the court said, "requires that the news media be accorded a measure of autonomy; that they should be free to pursue their own investigation to their own ends without fear of governmental interference, and that they should be able to protect their investigative processes."

"The decision was not a sweeping victory for Mr. Caldwell and the news media. The court said its ruling was a "narrow one, pointing out that not every news source "is as sensitive as the Black Panther party" with respect to the "establishment press" and that not every reporter "so uniquely enjoys the trust and confidence of his sensitive news source."

And the court conceded that it lacked the "omniscience" needed to spell out the details of the burden the government must bear in establishing the kind of interest that would be sufficiently compelling to require a reporter to testify. It directed the lower court to propose rules needed to implement the appeals court's decision.

But the decision is believed to be the first in which a federal court has supported a reporter in refusing to testify. And it is one to which a number of news organizations contributed through amicus curiae briefs and supporting affidavits. CBS was among those filing briefs, and five of its newsmen submitted affidavits contending that the government's use of subpoenas could seriously impair newsmen's ability to gather news (Broadcasting, April 20).

The controversy over government subpoenaing of newsmen—which led earlier this year to the introduction of legislation in both Senate and House that would protect reporters from government efforts to require them to divulge information—has abated in recent months.

In part, at least, this appears to be due to Attorney General John N. Mitchell's issuance of guidelines last August limiting the discretion of government attorneys in subpoenaing news media and their files and film. The guidelines require department attorneys to attempt to obtain the information they need through negotiations first and to seek subpoenas only when negotiations fail and only after obtaining the "express authorization" of Mr. Mitchell (Broadcasting, Aug. 17). Last week's decision would impose the courts above the attorney general as the arbiter for deciding whether conditions warrant subpoenaing of a newsmen.

It remained to be seen, however, whether Justice would seek reversal of the appeals court's decision. Justice officials said the department had not yet had an opportunity to study the decision.

SDX favors same rights for broadcast as print

A resolution calling for government agencies at all levels, federal, state and local, to afford broadcast journalists the same constitutional protection as the print media was adopted in Chicago Nov. 14 at the closing business session of Sigma Delta Chi, national journalistic society.

SDX, at its 61st annual convention, pointed out through the resolution that "broadcast news along with the print media plays a vital role in keeping the United States the best informed nation in the world" (Broadcasting, Nov. 16).

The brief document also called upon government to assure "that licensing procedures in no way interfere with or inhibit complete freedom to collect and report the news."

In another resolution SDX condemned improper use of news credentials by police departments and other arms of government as well as by members of various radical groups. Noting such practice is on the rise, SDX charged that "such impersonations seriously impair the ability of the news media to report objectively and fairly." Other resolutions touched on problems of open meetings by public bodies, police or other official harassment of newsmen in recent major news cases and increasing minority participation in the media.

The creation of a national press council or local councils as a means of breaking the credibility gap between radio, TV and newspapers and their audiences or readers was suggested during one of the last SDX panel sessions by Norman Isacs, former executive editor, Louisville Courier-Journal and Times. He felt...
How TV is supporting antidrug campaign

Virtually all commercial television stations in the U.S. carried broadcasts to help fight drug abuse during the first half of 1970, according to results of a survey made public by the Television Bureau of Advertising last week.

TVB said 94% of the stations ran announcements, 69% broadcast special programs, and 29% had editorials on the drug problem. The 29% that said they had carried editorials during the first six months of the year represented about 68% of all stations reporting they editorialize. In air time, antidrug editorializing occupied 3,800 minutes or more than 63 hours.

Dollar value cannot be estimated, TVB said, because these time periods are not for sale.

A total of 123,000 announcements dedicated to the drug problem were telecast by stations during the six-month period, TVB said. Although The Advertising Council's antidrug campaign had been announced, TVB said, only one of the council's new commercials was distributed among the stations. Thus, the survey points out, the heavy telecast support is not reflected in the TVB survey. But such council support can be expected to increase during the second half of 1970 as more commercials are distributed.

Hughes set for Bluebonnet

The Hughes Sports Network has lined up approximately 125 television stations throughout the U.S. for the Bluebonnet Bowl football game. The collegiate contest is set to run Dec. 29, 7:30-11 p.m. EST, from the Houston Astrodome. Opponents have not been announced: Ray Scott will provide the commentary for the live telecasts, which will be co-sponsored by Texaco (Benton & Bowles) and General Motors, Chevrolet (Campbell-Ewald).

FCC called too 'docile' on fairness

Lawyers for peace advocate ask court to order stations to provide reply time

The FCC is accustomed to hearing broadcaster complaints that its administration of the fairness doctrine is too heavy-handed. A brief on file in the U.S. Court of Appeals in Washington, however, takes a different view—that the commission's deference to licensee judgment in fairness matters is so generous as to violate the constitutional rights of members of the public seeking to express their views on controversial issues over radio and television.

The brief was filed by attorneys for David Green, chairman of the Peace Committee of the Baltimore Yearly Meeting of the Religious Society of Friends. He is seeking to reverse a commission ruling that WRC-TV and WMAL-TV, both Washington, did not violate the fairness doctrine in refusing...
him time to present a view contrary to that expressed in military-recruiting spot announcements carried by the stations.

The brief contends that the commission's "insensitivity to the need for fair treatment where valuable First Amendment rights hang in the balance has prejudiced its ability to resolve this proceeding impartially." It asks the court to direct the stations to carry the Friends group's announcements opposing the desirability of regular military service.

The stations had refused to carry the announcements, but, the commission noted, they had offered the Friends group time to present its views in other programming and were covering the issue of alternatives to military service in their programming (Broadcasting, June 8).

Professor Green's attorneys, Albert Kramer and Robert J. Stein, of the Citizens Communications Center, assert that no offer of time was, in fact, received from WRC-TV. But they are concerned not so much with that specific matter as with the commission's general attitude toward fairness questions—an attitude, they say, that is characterized by deference to licensee judgment in determinations as to what issue was controversial, whether it was controversial and, if so, whether the licensee has presented a balanced point of view in discussing it.

The commission, they say, has been particularly "docile" in deferring to licensee judgment in the matter of how fairness is to be achieved. "The licensee's discretion in this area is a concept of highest sanctity, etched over the years upon the commission's portals and stated with frequency and pride," they say. "In the absence of an abuse of discretion, the licensee's judgment will not be disturbed, and the commission will not substitute its judgment for that of the licensee."

The "overly broad discretion" granted broadcasters at every level of administration of the fairness doctrine, the attorneys contend, violate the due-process clause of the Fifth Amendment. For broadcasters, they say, operate in the fairness area without standards, and exercise the "'good faith' discretion virtually without accountability."

In addition, they say, the commission's procedures for handling fairness complaints "contravene the standards required by the First Amendment." They argue that while the licensee is allowed to determine whether an issue is controversial and whether it has been treated fairly, it is the speaker who must initiate the proceeding with the station and then, if not satisfied, file a complaint with the commission. "The speaker bears the burden of proof since every presumption is in favor of the licensee; the speaker is silenced while the commission's cumbersome procedures plod along."

In urging the court to reverse the commission, they say that the agency "readily accepted the licensees' assertions that they had been fair even though the licensees proffered no evidence," other than of "inadequate" offers. "By contrast," they add, Professor Green was asked to provide "specific evidence" that military recruitment ads portray military service as the only honorable way to serve one's country.

The commission, they say, has "again demonstrated its willingness, perhaps more accurately its zeal, to afford the licensee every opportunity to vindicate his position while attempting, as this court has so often observed in the past, to view citizens as interlopers."

Changing Formats

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

- WBUS(FM) Miami Beach, Fla.—Community Service Broadcasters Inc., effective Nov. 6, changed its format from middle-of-the-road music from 5 to 9 a.m. and from 6:30 p.m. to 12 midnight, and ceased simulcasting popular Negro performers' music of affiliate WMBR(AM) there from midnight to 5 a.m., to program hard rock from 9 p.m. to 9 a.m. five days per week and full time on Saturday and Sunday and jazz from 6:30 to 9 p.m. during the week. Allan B. Margolis, president and general manager, said he expects to begin stereo operation within a month. WMBR(AM) is a black-oriented station on 1490 kHz with 250 w. WBUS(FM), which programs 15 minutes of stock reports and business news twice an hour and 15 minutes of middle-of-the-road music twice an hour, operates on 93.9 mhz with 13 kw and an antenna 170 feet above average terrain.

- KWKC(AM) Abilene, Tex.—Texas Communications, effective Sept. 14, switched from middle-of-the-road music to 85% modern country and western, 10% popular and 5% talk programming. Gene Dickerson, general manager, said the decision to switch formats followed a market study which showed that approximately 50% of those surveyed preferred country and western music. The survey, Mr. Dickerson added, tagged MOR near the bottom of the programming preference list. KWKC is full time on 1340 khz with 1 kw day and 250 w night.

CTV obtains $2 million for its 'Sesame' series

Children's Television Workshop has received a grant of $2 million from the Department of Health, Education and Welfare's Office of Education to develop the second season of CTV's award-winning Sesame Street children's TV series.

The award swells the total HEW-provided funding for the series since its inception to $7 million.

Citing the "A" earned by Sesame Street on a report card issued by the Educational Testing Service of Princeton, N.J., which found that the series was an effective and valuable learning aid (Broadcasting, Nov. 9), acting U.S. Commissioner of Education Terrel H. Bell commented: "We now know that such a program can be a strong, positive influence on the educational advancement of the children who watch it."

One of the goals of Sesame Street's second season is to reach major ethnic groups through such means as teaching English vocabulary to Spanish-speaking children. Materials reflecting black life styles will again be included.

Part of the HEW grant will be used to finance model viewing centers being set up in major cities to serve children lacking access to a television set.

The grant was awarded under the
amended Cooperative Research Act, which provides support for research, development, and dissemination for improving education at all levels. Funds for Sesame Street have also come from other government agencies and private sources.

Gloomy assessment of Agnew influence

WCBS-TV special report finds new fear, caution among broadcast newsmen

Vice President Agnew's attacks on the news media, particularly broadcast journalism, have caused a nervousness and wariness in TV newsrooms because of the implied threat to broadcast licensing. This was the consensus of a special report, "Agnew and the News Media: One Year Later," broadcast Friday (Nov. 13) on WCBS-TV New York's Six O'clock Report by Jim Jensen.

"Five of eight persons interviewed referred to the fear of license revocations, and acknowledged that discernible changes have occurred. The presidents of two network-news organizations, however, maintain their operations are unchanged.

Elmer Lower and Richard Salant, presidents, respectively, of ABC News and CBS News, said their network news coverage is virtually the same. But Mr. Salant said the Vice President's Des Moines, Iowa, speech of a year ago hit at the heart of broadcasting—federal licensing.

In the program, filmed at individual locations and edited at CBS studios, Mr. Salant said: "The real danger comes when a ranking officer of the government, which is, after all, ultimately responsible for the FCC which grants licenses, withholds them, revokes them, attacks broadcast journalism in circumstances where their licenses might be in jeopardy."

William Moyers, former news secretary to President Lyndon Johnson, concurred. He said he found in traveling across the U.S. there was an awareness or nervousness by newsroom executives in TV stations of the potential for harassment in Washington by public officials who disagree with particular programs telecast.

Commenting that the Vice President attacked the wrong people in the industry, Mr. Moyers said: "He was silent about the local TV stations that very often have quid pro quo arrangements with politicians who must deal daily with the congressmen and the senators, and who must come and renew their license request every three years."

A representative of the print media, Clifton Daniel, associate editor of the New York Times, admitted to two editorial changes since the Vice President's criticisms were aired: "We write more about Mr. Agnew. He has made himself more newsworthy. We probably also write more about the silent majority; and that, perhaps, isn't a bad thing."

But Fred Friendly, former CBS News president, now professor at the Columbia School of Journalism, said he saw no signs that broadcast news had caved in to the Vice President's criticisms. "We think that what we were doing in the first place was right," he commented.

Herbert Klein, White House director of communications, disagreed. "Whether by deliberate method or just by the fact that the people are looking more directly at the methods of improving—some improvement has taken place," he said.

Mr. Jensen, in summing up, said that reporters have faced increasing verbal and sometimes physical abuse in the year since the Vice President's attacks on the news media. "The Vice President's words of a year ago continue to have their effect among viewers," he said. "This reporter can testify, personally, that much of the effect has been uncomfortable and worrisome." Similar conclusions were drawn by news directors surveyed last month by Broadcasting (Oct. 11) during the convention of the Radio-Television News Directors Association.

50 TV's in East take ATN's Hialeah series

Century Broadcast Communications expects a line-up of approximately 50 broadcast television stations on the East Coast for the seven-week running of the Hialeah Stakes Races, Miami horse-racing event. Originating station, WTVJ(TV) Miami, will produce coverage of the races, set to run from Jan. 16 through March 3, 4:30-5 p.m. EST.

Century also handles sales and distribution for the recently formed American Telesports Network (Broadcasting, Nov. 16). Veteran jockeys Eddie Arcaro and Sam Renick will provide the Hialeah color and commentary.

More Ford funds for noncommercials

Most goes for programing; CPB gets $1.5 million for network interconnection

Ford Foundation announced in New York last Thursday (Nov. 19) a total of $4,073,000 in grants to noncommercial and educational television.

The National Educational Television (NET) Opera received $520,000 to broadcast repeat performances of "From the House of the Dead" and "Lizzie Borden," and to commission new works by Hans Werner Henze and another composer to be selected. It also will broadcast operas acquired from the British, Italian and Japanese broadcasting systems.

NET Opera, in addition, will conduct further experiments in simultaneous stereophonic broadcasting with FM stations in New York, Boston, San Francisco and Washington.

Corp. for Public Broadcasting, which received a $2,028,000 grant, will use $1.5 million to interconnect the nation's public television stations by land lines through June 30, 1971. The balance of the grant, $528,000, will be used by Public Broadcasting service for promotion and advertising of its 1970-71 season. Wells Rich Greene Inc., New York, is the advertising agency.

Ford also has given a total of $1.5 million for continuation and expansion to Boston and several Connecticut cities of the "newspaper-of-the-air" concept. Included in this is $250,000 for a new
program, The Reporters, on WGBH-TV Boston, and $50,000 to Connecticut Educational Television for a half-hour news and public affairs program, four nights a week, on noncommercial TV stations in Bridgeport, Hartford, New Haven and Norwich.

The Reporters will concentrate on the efforts of Boston-area residents to get fair treatment in employment, housing and municipal services. The Connecticut series will include coverage of legislative bodies, extensive treatment of state issues, and investigative and documentary reports.

Additional one-year support grants were given to San Francisco's Newsroom ($700,000) and the Pittsburgh Newsroom ($300,000) program produced by WQED(TV). The San Francisco program also is carried by noncommercial TV stations in Sacramento, Reading and Eureka, all California.

Public Television of South Central Pennsylvania was granted $25,000 to enable WITF-TV Hershey to buy Cinedex, an encyclopedia of 1,700 short news films, said to be the first audio-visual encyclopedia of its kind. Films, edited for television from one to four minutes, cover personalities and events from 1893 to the present.

CBS picks Safer for Reasoner slot

CBS News's London bureau chief, Morley Safer, will replace Harry Reasoner as co-host with Mike Wallace on the CBS News magazine program, 60 Minutes, starting Dec. 8. The show is on CBS-TV alternate Tuesdays, 10-11 p.m. Mr. Reasoner, who resigned after a 14-year association with CBS, will become

Mr. Safer

New York anchorman on the ABC-TV week-night, 7-7:30 p.m. EST program, beginning Dec. 7 (BROADCASTING, Nov. 9).

Mr. Safer, 39, a veteran correspondent, and Toronto native, was a reporter with the Canadian Broadcasting Corp. before joining the CBS London bureau in April 1964. He has been bureau chief there since 1967. In 1965, he headed the CBS' Saigon bureau, and has received several awards for two programs produced in 1967: Morley Safer's Vietnam and Morley Safer's Red China Diary.

AP editors' group cites KDB

KDB(AM) Santa Barbara, Calif., was honored by the Associated Press Managing Editors Association during its convention in Honolulu last week for cooperation in covering area news for other AP members. KDB was the only broadcast station so recognized. Other members honored were 70 newspapers. Citation commends Gary Clark, KDB news director, for telephoning AP's Los Angeles bureau with details of the burning of a bank and vehicles and the first trouble on the campus of the University of California at Santa Barbara.

Program notes:

Simulcast for VD test # KNX-AM-FM and KNXT-TV the CBS-owned radio and television stations in Los Angeles, will simulcast a special, Can You Pass The VD Test?, on Tuesday, Dec. 1. A ten-statement "fact-or-fiction" test designed to measure public awareness of venereal disease is one part of the special. A group of medical doctors will discuss the highly contagious disease while college students, who teach the dangers of VD to youngsters on Los Angeles streets, will also appear. At the conclusion of the program, a list of hotline telephone numbers to area VD clinics will be broadcast for those seeking help.

Robert Young in the family # A CBS-TV special, scheduled for next March, will star Robert Young and is called Robert Young and the Family. The star of Marcus Welby, M.D. on ABC-TV, will host seven guest stars, including Dick Van Dyke, in the one hour show, sponsored by Procter and Gamble.

Conglomerate probe all but launched

Office of Management and Budget approves questionnaire aimed at 50 giant firms

A draft of a questionnaire the FCC will use in its study of the effects of conglomerate ownership of broadcast stations has been cleared by the Office of Management and Budget, and is expected to be presented to the commission for final approval within the next two weeks.

As approved by OMB, which must pass on all government forms distributed to 10 or more parties, the questionnaire indicates that a broadcast-industry committee broke even in two final complaints it expressed in a meeting with OMB and commission staff members last month (BROADCASTING, Oct. 26). Retained in the questionnaire is a section requiring copies of correspondence between parent companies and subsidiaries that would indicate the parents' influence on programing and budget decisions of the companies' stations and whether the stations are used to advance commercial and other interests of the parents and nonbroadcast affiliates.

The broadcast-industry group—the Committee on Communications Industry, which advises OMB on matters related to forms sent to broadcasters—had maintained that the file search involved would be too burdensome. The correspondence requested covers the period from Jan. 1, 1967, through Dec. 31, 1969.

In the other matter that had been at issue, broadcasters will be permitted to answer or not, as they choose, a question as to the benefits—in such areas as program improvement, enhancement of competition in broadcasting, and technological innovations in station facilities—they feel the public has gained as a result of their ownership of both broad-
casting and nonbroadcasting enterprises.

As originally drafted, the questionnaire required an answer. It noted that the purpose of the conglomerate study is to determine possible benefits as well as detriments of broadcaster ownership of other large-scale interests.

However, the broadcast-industry committee said the question imposes a burden of defense on conglomerates before any deficiencies flowing from their ownership of stations are alleged. The committee asked that the question be dropped, or at least made optional.

The commission's conglomerate study task force reworked the question into its final form in submitting the questionnaire to OMB for clearance.

The remainder of the 29-question document follows generally the form in which the staff had originally drafted it (Broadcasting, Aug. 24). Besides requiring copies of parent-subsidiary correspondence and asking about the benefits of conglomerate ownership, the questionnaire seeks to determine whether licensees with nonbroadcast holdings use economic power to induce suppliers to buy advertising on their stations and what safeguards conglomerate-licensees have established to prevent nonbroadcast interests from affecting selection of news and other broadcast matter.

The questionnaire, modeled after one the commission sent to six companies last February in a pilot study, also asks about interests of officers and principals of the licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot-representation firms, other broadcasting stations, publishing companies and production or syndication companies.

The conglomerate study task force is now preparing a list of the 50-odd companies that will receive the questionnaire. The staff is expected to submit the list along with the questionnaire for commission approval early in December.

**ANPA seeks new round of comments on media**

The American Newspaper Publishers Association last week asked the FCC to modify its procedure for filing comments on the commission's multipurpose ownership proposal.

ANPA suggested that the commission allow comments by individual stations and newspapers and others to be submitted 30 days after the opening comments of parties such as ANPA and the National Association of Broadcasters, who plan to file broad, overview comments.

It would be helpful to individual newspapers and stations to see general comments before they make their submissions, ANPA said, and the two-step procedure would save duplication and simplify the proceeding.

ANPA added that, in the event the commission approves the proposal, no change would have to be made in the reply-comment procedure, except that the date set for replies would run from the filing of opening comments by individual broadcasters and publishers.

The commission's proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a television station or a newspaper (Broadcasting, March 30). The deadline for comments and reply comments are respectively Jan. 15 and Feb. 12, 1971.

**Rosel Hyde warns of creeping censorship**

**Ex-FCC chairman cites commission's increasing control over programming**

Former FCC Chairman Rosel H. Hyde, now a Washington lawyer, thinks it is time for a study to be made of the FCC's licensing procedures.

Over the years, Mr. Hyde said, the commission's licensing procedures have evolved into policies that regulate program content. This, he said, is in violation of the First Amendment and Section 326 of the Communications Act which forbids the FCC from censoring programs.

Mr. Hyde was the principal speaker at the next-to-last regional conference of the National Association of Broadcasters held in Denver last Monday and Tuesday (Nov. 16 and 17). NAB President Vincent T. Wasilewski spoke in San Francisco last Thursday (Nov. 19) at the last of the six countrywide meetings that started in Atlanta last month (Broadcasting, Oct. 26). The Denver meeting drew 288; the San Francisco meeting 268.

Congress, Mr. Hyde told his audience, never intended broadcasting to be a closely regulated industry. Broadcasting, he noted, was meant to operate in the field of free competition. A licensing system, he explained, is necessary only for technological reasons.

In discussing the move of the FCC more and more into the realm of program control, Mr. Hyde stressed that in his opinion the service of broadcasting is continually under public inspection; in fact, he added, broadcasting is dependent for its existence on public acceptance.

"Demand for regulation," he said, "implies that the public is not qualified to determine its own interests. It seems to me this is a strange concept to be entertained in a society which believes in self government."

Another reason why program determination cannot be permitted to be exercised by the FCC, Mr. Hyde said, is that tastes and opinions are subjective, preventing the establishment of satisfactory criteria by a single body.

Commenting about the number of groups seeking to have the FCC impose their ideas of programming on broadcasters and the general public, Mr. Hyde said:

"We already have a serious threat of chaos in the administrative process. And the sad thing about it is that such procedures tend to stifle what should be a free, creative, dynamic innovative service."

Ironically, he said, the threat to free broadcasting is urged in the name of the consumer. Just as ironic, he added, are the fees that are charged by the FCC; this, he said, is another burden on free broadcasting.

During the day-and-a-half Denver meeting, broadcasters principally discussed the political broadcasting bill, CATV and the impending loss of cigarette advertising. Also discussed were local telephone rates, including interface connection charges.

Mr. Wasilewski, as he did in Atlanta, called on broadcasters to work together to overcome problems facing broadcasting, especially the political broadcasting bill (see page 42), CATV and other matters.

"NAB cannot do the job alone," he said. "No matter how many people he talks to or how persuasive or efficient he is, an employee of NAB does not have and cannot have the political muscle it takes to persuade a member of Congress on a difficult issue."

**Challenged on renewal, Kittyhawk wants to sell**

Kittyhawk Television Corp., faced with a petition by a competitor to deny the license renewal of its WKTR-TV Kettering-Dayton, Ohio, and designate it for evidentiary hearing, last week asked the FCC to take another course of action and allow it to sell the station.

Kittyhawk asked the commission to grant WKTR-TV's license renewal on the condition that the station is sold within a year, or to defer action on the renewal application pending the commission's receipt and consideration of an assignment application.

Kittyhawk's request stemmed from a petition to deny filed in September by Springfield Television Broadcasting Co., licensee of WKEF-TV Dayton. Springfield alleged that principals of Kittyhawk had bribed an ABC representative to help WKTR-TV obtain a network affiliation and had concealed information
about the bribe and events relating to it from the court and the FCC (Broad-
casting, Sept. 7).

In its opposition to the Springfield petition, Kittyhawk acknowledged that in 1969 John Kemper, then board chairman of the company, paid $50,000 to John Sullivan, ABC's local representa-
tive, for the services of a consultant—
"John L. P. Daly Jr."—in helping
WKBW-TV to secure the affiliation
(Broadcasting, March 2, et seq.). The
"consultant" was nonexistent and appar-
ently Mr. Sullivan pocketed the money.
Kittyhawk said. It noted that Mr. Sulli-
van subsequently pleaded guilty to a
charge of commercial bribery. How-
ever, Kittyhawk said, only "two or poss-
ibly three individuals engaged in im-
proper activities without the knowledge
or authority of the licensee corporation,
the board of directors or 180 innocent
stockholders." WKBW's allegation that
there was a conspiracy involving many
principals and the concealment of in-
formation is "totally unsupported and
false," Kittyhawk said.

Kittyhawk further pointed out that
when it learned of the transaction, it
conducted an investigation, informed
the commission of its findings and took
"all reasonable steps to purge itself of
the individuals involved in, or tainted
by, the transaction in question."

Durgin says it's no time to retire

He sees strong future
for commercial TV,
despite cables, cassettes

Network television is neither dead nor
dying, Don Durgin, president of NBC-
TV, told the Hollywood Radio and
Television Society last week. In his
western appearance he was counterpro-
graming Mike Dann, recently retired
CBS-TV programming chief, who a
month ago told the same society that
it was unlikely the networks would sur-
vive.

Mr. Durgin drew dead aim on Mr.
Dann's remarks that television needed
to restore the innovative practices of
the early fifties (Broadcasting, Oct.
19).

"Experimenting and gambling didn't
end in the early fifties," said Mr. Dur-
gin. "Count the television series that
have come and gone on the three net-
works since 1947. There have been
1,300 of them—and add on triple, or
is it quadruple, the number of discarded
pilots."

Mr. Durgin said he had been "hear-
ing and reading these things for over a
decade." He pointed out that back in
1958 Fortune Magazine wrote "perhaps
the classic obituary..." called 'TV:
The Light that Failed.'" According to
that article, Mr. Durgin recalled, "com-
mmercial television was supposed to self-
destruct by the start of the nineteen-
sixties."

The NBC-TV president said that
both Nielsen and American Research
Bureau reports show average television
use at record levels. He called this a
"remarkable vote of public confidence
—the same kind of confidence in the
present and future of television pro-
graming that led Americans last year
to invest $3.8 billion in new television
sets, an amount even greater than the
record $3.6 billion invested by corpora-
tions in television advertising."

For the future Mr. Durgin sees more
growth. In the next 10 years television
homes will increase from the present
60.1 million to 72.6 million and viewing
will rise to six and a half hours a day,
he predicted.

Mr. Durgin thinks future competition
from cable television has been oversold.
Cable's future, he said, lies in a frag-
mented-audience operation, and for real
expansion cable must penetrate the large
cities where audience concentration is
high. "But the large urban populations
of lower-income families," he con-
cluded, "are not promising markets for
a paid, specialized service—especially
when mass-appeal programming is avail-
able free of charge."

Nor does he foresee a significant loss
of audience to cassettes. Mr. Durgin
said the home-player system will be a
high-cost, individualized service and
cannot succeed by duplicating existing
types of television service. "It won't
compete for the mass-market commer-
cial-television services," he added. "At
best it will only supplement that
market."

As to the challenges that lie ahead
for network television, Mr. Durgin
thinks the footing is secure. "We are
experienced in adapting to change," he
said, "and we and our affiliates know
how to compete for mass-audience
attention. The networks will continue
to exercise their capability to innovate
and to change with the times. I can see
nothing to rival the unprecedented na-
tional popularity commercial television
now enjoys."

Minority hiring up

sharply at networks

The City Commission on Human Rights
in New York reported last week that
employment of blacks and Puerto
Ricans at ABC, CBS and NBC has
increased by more than 100% since
March 1968.

Mrs. Eleanor Holmes Norton, com-
mission chairman, said that when the commission held hearings into minority employment in the communications industry in 1968, there were 713 blacks and Puerto Ricans on the payrolls of ABC, CBS and NBC, representing 6.5% of 10,888 employees. Subsequently, she added, the commission conducted negotiations with the networks and with advertising agencies, and as of this month the number of black and Puerto Rican employees had risen to 1,805, representing 14.8% of the total work force of 12,268 at the three networks.

Mrs. Norton also revealed that ABC, CBS and NBC have signed detailed agreements with the commission on future programs to hire, train and upgrade minority employees in all job categories. She called the gain "a truly important step toward full opportunity," but she sounded this caution to the networks: "Frequently, minority people have seen progress stalled or set back by a lag of interest in equal employment when times are bad."

Miami settlement passes muster

WPLG-TV renewed as FCC board permits expense repayment to challenger

The threat to Post-Newsweek Stations' ownership of WPLG-TV Miami officially ended last week. The FCC review board released an order approving an agreement under which a local group withdrew its challenge to Post-Newsweek. The order also renewed WPLG-TV's license.

The agreement calls for Post-Newsweek to reimburse Greater Miami Telecasters Inc. the $63,500 the latter says it spent in prosecuting its mutually exclusive application for the channel-10 facility.

The board's decision came in the wake of a commission order in July approving a similar pay-off-and-withdrawal agreement ending a contest for Los Angeles channel 4, on which NBC's KNBC-TV operates (Broadcasting, July 6).

Like the commission's action, the board's decision cites the commission's Jan. 15, 1970, policy statement in approving the contest-ending agreement. But the latest case also has a wrinkle all its own.

The policy statement asserts that, in a comparative hearing involving a renewal applicant, the commission will favor the incumbent if it can demonstrate it has provided "substantial" service to the community. The statement was intended to reassure an industry shaken by the Boston decision, in which the commission denied renewal to WHDH-Tv and awarded the contested facility to a competing applicant—a decision affirmed two weeks ago by the U.S. Court of Appeals in Washington (Broadcasting, Nov. 16).

The review board noted that Post-Newsweek, which owns WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla., acquired the Miami television station along with WCKY(AM) Cincinnati through a purchase the commission approved on Sept. 24, 1969, filed for renewal of WPLG-Tv on Nov. 3, 1969, and was confronted with a challenge from GMT on Jan. 2, 1970. Two weeks later, the policy statement was issued; the joint petition to approve the withdrawal agreement was filed on Aug. 31 (see analysis, page 48).

The commission designated the competing applications for hearing on July 1 in an order in which it said that the Jan. 15 policy statement would apply to the hearing. It also said that, although Post-Newsweek had operated WPLG-TV for only 65 days before the competing application was filed, it would be allowed to show the extent to which its proposals for the station had been implemented.

"In light of GMT's undisputed allegation that it filed its application prior to the issuance of the policy statement on the basis of its belief that it would be entitled to a full comparative hearing with WPLG-TV, and the fact that the policy statement does not specifically cover the situation where a renewal applicant has recently gained control of a station," the board said, "fairness dictates" that the withdrawal agreement be approved.

Chicago O&O's come under fire

Three protest groups file against ABC, CBS, say others to follow

Three citizens groups have filed petitions to deny the license renewals of four network-owned radio and TV stations in Chicago and have asked the FCC to allow them more time to file against 10 other stations.

The petitions to deny, received by the FCC last week and directed against ABC-owned WLS-AM-TV and CBS's WBBM-AM-TV, were filed by the Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcasting Council Inc. A similar petition was filed against WCEFL(AM) Chicago two weeks ago (Broadcasting, Nov. 9).

The groups had indicated they would
file against 42 Chicago-area stations when they asked the commission last month for more time to file denial petitions. They said they needed the time to complete their discussions with the stations (BROADCASTING, Oct. 26). The commission extended the Nov. 2 deadline to Nov. 16. However, last week the groups asked the commission to extend to Nov. 30 the deadline for filing against WIND(AM), WAIT(AM) and WJJD-AM-FM, all Chicago; to Nov. 23 for WMAQ-TV and WFLD-TV, both Chicago, and WTAQ-AM-FM La Grange, Ill., and to Dec. 7 for WEAW-AM-FM Evanston, Ill.

The petitions to deny the renewals of the WLS and WBBM stations charged that ABC and CBS have an "undue concentration of control of both Chicago and national media." They said network ownership "substantially hinders the expression of divergent views" and, because their corporate headquarters are outside the city, the networks lack the local contacts necessary to make program decisions. They alleged that the networks interfere with the editorial freedom of their stations when editorials conflict with the corporate interests of either the parent company or its subsidiaries. "The effect of this narrow policy of corporate self-interest, at the expense of editorial freedom, is devastating," they said.

The groups also noted that WBBM-TV, WLS-TV and the other VHF's in Chicago (WMAQ-TV and WGN-TV), schedule their prime-time newscasts at the same time and other newscasts at nearly the same time—thus depriving viewers of the opportunity to compare viewpoints.

**Tri-city V, Dallas FM go into Starr portfolio**

Starr Broadcasting Group Inc. has added its first TV outlet and another FM to its list of broadcast properties with FCC approval of agreements to buy WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., and KEIR(FM) Dallas for an aggregate of $5.5 million.

**WCYB-TV** was sold by Appalachian Broadcasting Corp. for $5.2 million; KEIR(FM) by William Robert Elkins for $300,000. Announcement of both sales follow commission approval two weeks ago of the sale of KOZN(AM) and KOWH-FM Omaha from Starr to black-owned Reconciliation Inc. for $375,000 (BROADCASTING, Nov. 16).

The sale of the Omaha outlets was made subject to the outcome of a lawsuit by Thomas J. and David J. Lynch who contend they had an oral agreement to purchase the stations. A petition to deny approval of the sale, filed by Mears Lynch, failed to win commission approval. But, Reconciliation agreed to delay consummation of the sale pending a district-court ruling.

Along with this trading, the commission simultaneously authorized the sale of Appalachian Broadcasting's WCYB(AM) Bristol, Va., to James S. Ayers for $250,000. Appalachian Broadcasting is owned by Robert H. Smith, J. Fey Rogers, Charles M. Gore and Harry M. Daniel. Mr. Ayers owns the radio-TV representative firm that bears his name and WBAC(AM) Cleveland, Tenn. WCYB is a daytimer on 690 kHz with 10 kw. Starr Broadcasting, New Orleans, owns KRED(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KLKR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. William F. Buckley Jr., columnist, TV commentator and owner of the National Review, is board chairman; Peter H. Starr is president. Starr Broadcasting stock is traded on the Midwest Stock Exchange.

WCYB-TV is the channel-5 affiliate of ABC-TV and NBC-TV with 85.1 kw visual and an antenna 2,220 feet above average terrain. KEIR(FM) is on 102.9 mhz with 9.7 kw and an antenna 200 feet above average terrain.

**Changing Hands**

**Announced:**

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

- **WITH(AM)** Portsmouth (Norfolk), Va.: Sold by Joe Speidel III and others to Ralph J. Baron for $315,000. Mr. Speidel is principal owner of WPAL(AM) Charleston, WYNN(AM) Florence and WOIC(AM) Columbia, all South Carolina; WBOK(AM) Savannah, Ga., and WTMP(AM) Tampa, Fla. Mr. Baron has interests in WENZ(AM) Highland Springs, Va., and WCUM-AM-FM Cumberland, Md. WHIM is full time on 1400 kHz with 1 kw day and 250 kw night. Broker: Blackburn & Co.

- **KACL(AM)** Santa Barbara, Calif.: Sold by Peter N. Potter and others to Mr. and Mrs. F. W. Carr, Alfred Fruhworth and Douglas Marsh for $200,000. Mr. Potter is president, general manager and chief engineer for KACL. Mr. Carr owns KDAD(AM) Carrington, N.D., and Mrs. Carr is an officer and director of KDAD. Mr. Fruhworth is a farm entrepreneur and Mr. Marsh is an appliance and consumer-products salesman. KACL is a daytimer on 1290 kHz with 500 w.

- **WKHH(AM)** Rockwood, Tenn.: Sold by Richard W. Holloway to Farnell and Ferrell O'Quinn, Eugene Rogers and Alvin Graham for $140,000. Farnell O'Quinn owns WUFF(AM) Eastman and WUFM(AM) Bainley, both Georgia.
Mr. Rogers is manager of WUFF and Mr. Graham manages WUFE. WRKH is a daytimer on 580 kHz with 1 kw. Broker: Hamilton-Landis & Associates.

**Approved:**
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

- **WCYB(AM)** Bristol, Va., and **WCYB-TV** Bristol, Va.-Johnson City-Kingsport, Tenn.: Sold by Appalachian Broadcasting Corp.; AM to James S. Ayers for $250,000; TV to Starr Broadcasting Group Inc. for $5.2 million (see page 62).

- **KEIR(FM)** Dallas: Sold by William Robert Elkins to Starr Broadcasting Group Inc. for $300,000 (also see page 62).

**Cable television:**
- **Melbourne and Ormond Beach, both Florida:** 50% interest in Florida TV Cable Inc. sold by Jerrold Corp. (multiple-CATV owner) to American TV & Communications Corp., Denver (multiple-CATV owner), which holds other 50%. Consideration: $4 million cash. American owns systems in Arkansas, California, Florida, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, Nevada, North Carolina, Oklahoma, Oregon, Tennessee and Wisconsin.
- **GG Communications Inc.,** Boston-based television-motion picture production and distribution company, has acquired Revere Cablevision Co., holder of franchises for CATV systems in Easton, Norton and Raynham, all Massachusetts. An undisclosed amount of stock and cash was exchanged. Construction of the systems, which have a potential of 12,000 homes, is expected to begin by January.

It's hi-yo, Seiler, and ARB's saved

**Founder of firm returns as consultant; stations start signing**

Much of the fire went out of the rebellion of TV broadcasters against American Research Bureau's 1970-71 market reports last week after ARB announced the retention of James W. Seiler as a consultant and offered concessions to hold-out broadcasters.

The concessions:
- Product-usage ratings, target of much complaint by broadcasters, most recently in a $40,000 special study (Broadcasting, Nov. 9, 16), will be dropped from the ARB station reports for the 1971-72 broadcast year.
- Stations that have refused to sign for 1970-71 will, if they sign now, get the same discounts and two-year price guarantees offered last July 1. So will those stations that lost discount rights and price protection by signing after the Sept. 1 cut-off date.
- Dr. Peter Langhoff, who announced the changes, also announced that Mr. Seiler, a former owner of ARB and widely respected veteran of broadcast research, had been retained as a consultant and would take part in discussions with ARB clients.
- Dr. Langhoff said Mr. Seiler would "advise ARB regarding product design and report frequency" and "will assist ARB in its marketing of the 1970-71 television local-market reports."

This move was hailed by many who had been critical not only of the rate rise ARB had invoked for 1970-71 but also what they regarded as ARB's failure to consider broadcasters' needs and wishes in designing its reports.

When the pricing concessions and agreement to drop product-use data next year also became known, many critics made clear that their spirit of insurrection had subsided. One leading critic observed: "The rebellion is over."

Among group-station owners that had refused to sign for 1970-71, Cox, Storer, Corinthian and General Electric were reported as having signed—or agreed to sign—last week. There was no immediate indication as to what other group hold-outs, such as Avco, Meredith and Taft, might elect to do, but it was widely presumed that ARB would seek to resume negotiations.

ARB authorities also reported that in addition to the groups that had indicated they would return as subscribers, a number of individual station hold-outs had signed during the week.

Dr. Langhoff also said that in order to gain additional insight into broadcaster and agency needs, consultation with industry groups on 1971-72 product design would begin earlier than usual and that there would be a second round of consultations, after preliminary specifications had been drawn, before final specifications were set.

The first round of consultations, ARB said, will be held "in the near future" and will take the place of the meeting that had been scheduled for last Friday (Nov. 20) in an effort to heal the rift between ARB and its critics.

Mr. Seiler was understood to be active in his consultant's role last week. Since he sold ARB several years ago, he has operated Mediastat, a specialized media-research service.
Company reports:  
**Ampex Corp., Redwood City, Calif.,** broadcast equipment manufacturer, reported declines in sales and income for second quarter and six months periods ended Oct. 31. Board chairman William E. Roberts said the firm expects "an upswing in sales and earnings in the last half of fiscal 1971, although results for the year as a whole will undoubtedly be below those of last year."

For the six months ended Oct. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$138,960,000</td>
<td>$1,380,000</td>
</tr>
<tr>
<td>1969</td>
<td>$149,289,000</td>
<td>$7,073,000</td>
</tr>
</tbody>
</table>


**J. Walter Thompson Co., New York,** reported a 4% increase in worldwide billings to $540 million and a 10% increase in profits for the first nine months of 1970 over the comparable period of 1969.

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$151,000,000</td>
<td>$1,512,000</td>
</tr>
<tr>
<td>1969</td>
<td>$158,000,000</td>
<td>$5,559,000</td>
</tr>
</tbody>
</table>

Wrather Corp., Beverly Hills, Calif.,

The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>Closing Nov. 5</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcasting</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>AMC</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>25%</td>
<td>25%</td>
<td>$13,780,400</td>
</tr>
<tr>
<td>ABC Communications</td>
<td>ABC</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>14%</td>
<td>14%</td>
<td>$14,254,000</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBG</td>
<td>29%</td>
<td>30%</td>
<td>30%</td>
<td>44%</td>
<td>24%</td>
<td>$17,220,000</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
<td>4%</td>
<td>$3,797,000</td>
</tr>
<tr>
<td>Cox</td>
<td>GOG</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
<td>17%</td>
<td>5%</td>
<td>$1,945,000</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>MET</td>
<td>17%</td>
<td>17%</td>
<td>16%</td>
<td>22%</td>
<td>9%</td>
<td>$5,733,000</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MOY</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
<td>4%</td>
<td>$250,000</td>
</tr>
<tr>
<td>Money</td>
<td>PAC</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>23%</td>
<td>7%</td>
<td>$1,638,000</td>
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<tr>
<td>Pacific &amp; Southern</td>
<td>RTB</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>15%</td>
<td>2%</td>
<td>$2,286,000</td>
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<tr>
<td>Retail Communications</td>
<td>RBT</td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
<td>24%</td>
<td>14%</td>
<td>$46,000,000</td>
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<tr>
<td>Scripps-Howard</td>
<td>SDB</td>
<td>20%</td>
<td>23%</td>
<td>23%</td>
<td>34%</td>
<td>10%</td>
<td>$991,000</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SBG</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
<td>16%</td>
<td>7%</td>
<td>$461,000</td>
</tr>
<tr>
<td>Starr</td>
<td>TFO</td>
<td>22%</td>
<td>20%</td>
<td>19%</td>
<td>25%</td>
<td>13%</td>
<td>$3,712,000</td>
</tr>
</tbody>
</table>

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>Closing Nov. 5</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco</td>
<td>AV</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Bartel Media</td>
<td>BMC</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>O</td>
<td>29%</td>
<td>30%</td>
<td>30%</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>CCN</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Combined Communications</td>
<td>O</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>CGL</td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Fored</td>
<td>FDO</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td>Gannett</td>
<td>GCI</td>
<td>29%</td>
<td>26%</td>
<td>26%</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>General Tire</td>
<td>GY</td>
<td>17%</td>
<td>17%</td>
<td>15%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>O</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Lamphere Communications</td>
<td>O</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Lee Enterprises</td>
<td>LNT</td>
<td>15%</td>
<td>16</td>
<td>16%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>LC</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>LIN</td>
<td>O</td>
<td>21%</td>
<td>24%</td>
<td>24%</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>MDP</td>
<td>21%</td>
<td>24%</td>
<td>24%</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>Merner</td>
<td>O</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Post Corp.</td>
<td>PLO</td>
<td>73%</td>
<td>73%</td>
<td>73%</td>
<td>85</td>
<td>55</td>
</tr>
<tr>
<td>Post Publications</td>
<td>O</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>17%</td>
<td>8%</td>
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<tr>
<td>Rola</td>
<td>ROL</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
<td>40%</td>
<td>19%</td>
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<tr>
<td>Rust Craft</td>
<td>RUS</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>Sugar Communications</td>
<td>SBB</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>TL</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>Trans-National Comm.</td>
<td>O</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Turner Communications</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Wometco</td>
<td>WNM</td>
<td>16%</td>
<td>16%</td>
<td>17</td>
<td>20%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Total** | | | | | | $70,308,000 |

**CATV**

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>Closing Nov. 5</th>
<th>High</th>
<th>Low</th>
<th>Total Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameco</td>
<td>ACO</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>16</td>
<td>4</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>American TV &amp; Comm.</td>
<td>ACO</td>
<td>16%</td>
<td>16%</td>
<td>13%</td>
<td>24</td>
<td>10</td>
<td>$1,775,000</td>
</tr>
<tr>
<td>Burnup &amp; Sims</td>
<td>CCG</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>23%</td>
<td>9%</td>
<td>$1,805,000</td>
</tr>
<tr>
<td>Cable Information Systems</td>
<td>CPN</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5</td>
<td>5%</td>
<td>$955,000</td>
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<tr>
<td>Citizens Financial Corp.</td>
<td>O</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>17%</td>
<td>9%</td>
<td>$994,000</td>
</tr>
<tr>
<td>Columbia Cable</td>
<td>O</td>
<td>6%</td>
<td>10%</td>
<td>10%</td>
<td>15%</td>
<td>6%</td>
<td>$900,000</td>
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<tr>
<td>Communications Properties</td>
<td>O</td>
<td>8</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>$644,000</td>
</tr>
<tr>
<td>Cox Cable Communications</td>
<td>O</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>25</td>
<td>12</td>
<td>$3,550,000</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>O</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>17%</td>
<td>6%</td>
<td>$1,897,000</td>
</tr>
<tr>
<td>Entron</td>
<td>ENT</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>8%</td>
<td>2%</td>
<td>$1,420,000</td>
</tr>
<tr>
<td>General Instrument Corp.</td>
<td>GRL</td>
<td>13%</td>
<td>14</td>
<td>14%</td>
<td>30%</td>
<td>11%</td>
<td>$6,250,000</td>
</tr>
<tr>
<td>Sterling Communications</td>
<td>O</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>$1,100,000</td>
</tr>
<tr>
<td>Tele-Communications</td>
<td>O</td>
<td>11</td>
<td>12%</td>
<td>12</td>
<td>16%</td>
<td>8%</td>
<td>$2,704,000</td>
</tr>
<tr>
<td>Telecomputer</td>
<td>TP</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
<td>76%</td>
<td>43%</td>
<td>$1,161,000</td>
</tr>
<tr>
<td>Television Communications</td>
<td>VIK</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>27%</td>
<td>6%</td>
<td>$2,316,000</td>
</tr>
</tbody>
</table>

**Total** | | | | | | $32,651,000 |

**BROADCASTING, Nov. 23, 1970**
A diversified company which owns the TV series *Lassie* reported a 28.2% increase in revenues and a 16.6% rise in net income for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.29</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>$17,324,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$1,297,000</td>
</tr>
</tbody>
</table>

**Financial notes:**

- Walt Disney Productions, Burbank, Calif., declared the regular quarterly dividend of 7/4% cents per share and a 2% stock dividend. Both are payable Jan. 1, 1971, to stockholders of record Dec. 1. The firm also set Dec. 21 as the date for the annual stockholders meeting to be held at the Wiltern Theater, Los Angeles.

- Fuqua Industries Inc., Atlanta, diversified company and group broadcaster, has reached an agreement in principle with Dombrico Inc., Delaware, to sell Fuqua subsidiary Varco-Pruden Inc. for $10 million. Price approximates Fuqua's net investment in pre-engineered metal buildings manufacturing subsidiary. Dombrico is wholly owned subsidiary of Dominion Bridge Co. Ltd., Montreal, steel fabricator. Dominion Bridge had sales of $170 million in 1969. Varco-Pruden, with sales of more than $25 million in 1969, has plants in four states.
U.S., Mexico implement treaty

State Dept. ceremony marks final agreement; FCC immediately okays presunrise operation

Secretary of State William P. Rogers and Mexican Ambassador Emilio Orabasa, in a brief State Department ceremony on Nov. 18, exchanged instruments of ratification—and two agreements affecting radio broadcasting in the U.S. and Mexico came into being, four years after negotiations on them had begun.

At the same time, the FCC adopted rules implementing provisions of the agreements that permit presunrise operations by some 250 Class II daytime stations and power increases for 26 Class IV stations within 100 kilometers (62 miles) of the Mexican border.

The Agreement concerning Radio Broadcasting in the Standard Broadcast Band (535-1605 kHz) and the agreement concerning presunrise and postsunset operation by daytime-only stations in both countries replace a 1957 treaty that expired at the end of 1967.

Both countries have continued to honor the terms of that treaty. The new agreements run for five years but will be extended automatically unless denounced by either side.

Negotiations leading to the new agreements were begun in September 1966, and the two documents were signed in Mexico City on Dec. 11, 1968. They were ratified by the U.S. on July 2, 1969, but the Mexican Senate did not follow suit until two months ago.

The Class II daytime stations now eligible to apply for authority to operate between 6 a.m. local time and their licensed sunrise times are those operating on Mexican Class I-A clear channels 730, 800, 900, 1050, 1220, and 1570 kHz. The previous agreement with Mexico prohibited them from taking advantage of the commission rules adopted in 1967 permitting daytime-only stations to operate presunrise.

The agreement also permits some Mexican daytime stations on U.S. clear channels to operate with up to 500 w between sunset and 6 p.m. local time—the quid pro quo given up by negotiators for the presunrise agreement.

The permissible power for the American stations on the Mexican clear channels is their authorized daytime power or 500 w, whichever is less, or whatever lesser power is necessary to afford treaty protection to foreign stations on the same channels.

The 26 border-area U.S. Class IV stations affected by the treaty, and 21 Mexican stations near the border, are now eligible to apply for increases in daytime power to 1 kw. Sixteen stations of the U.S. and 12 Mexican stations will be required to coordinate their power increases with the other country.

The U.S. stations eligible to increase power without coordination are KXO El Centro, Calif., and KORS Deming, N.M., on 1230 kc; KSOX Raymondville, Tex., and KSON San Diego, on 1240 kc; KSET El Paso and KFRB Nogales, Ariz., on 1340 kc; KVYU Yuma, Ariz., and KVU Uvalde, Tex., on 1400 kc; KOBEL Las Cruces, N.M., and KBEI Carrizo Springs, Tex., on 1450 kc, and KICO Calexico, Calif., on 1490 kc.

The stations required to coordinate their power increases with Mexico are KDLE Del Rio, Tex., and KSUS Bliss, Ariz., on 1230 kc; KFBE Needles and KWXY Cathedral City, both California; KOLE Port Arthur and KVIC Victoria, both Texas, all on 1340 kc; KOWN Escondido and KYOR Blythe, both California; and KOLD Tucson and KAWT Douglas, both Arizona, all on 1450 kc; KAIR Tucson, Ariz., and KIBL Beeville and KVOZ Laredo, both Texas, all on 1490 kc; KOIQ Santa Paula, Calif., and KXTU Tucson, Ariz., on 1400 kc. Provision is also made for a power increase on 1240 kc in Globe, Ariz., but no station is assigned there.

The general agreement, in addition, exempts a number of stations in each country from its technical requirements. Most are carried over from the previous treaty; the new ones include a Mexico City station on 1030 kc, authorized to operate at night with 20 kw with a directional antenna to provide protection for WBZ Boston, the dominant station on that clear channel; a similar agreement on 1180 kc that will protect WHAM Rochester, N.Y.; and new authorization for WORO Cypress Gardens, Fla., to operate nighttime with 10 kw on 540 kc. WORO, a 50 kw daytimer, had been barred from nighttime operation.
Burnett to handle overseas from Chicago

Leo Burnett Co., Chicago, has moved its headquarters for foreign operations from London to Chicago and has named Thomas J. Fielding as chief executive officer of Leo Burnett International Inc., as well as president, the post he now holds in London. He will move to the U.S. and will report to Philip H. Schaff Jr., chairman of the parent agency.

David Dutton, until now chairman and chief executive of the international firm, will continue as chairman and be based in London. Burnett also has realigned executive responsibilities for agency offices around world. Mr. Fielding will have four regional managing directors reporting to him. Men and their areas are: Frank Grace, Australia and Asia; E. M. Sinclair, Europe; Joe Novas, Latin America, and Colin Hunter, United Kingdom and Africa.

Burnett has just merged with Jackson Wain & Co., a major Australian agency (Broadcasting, Nov. 16), bringing Burnett world operation to 38 offices in 26 countries.

CTV sells Halifax TV to CHUM radio-TV group

Canadian group station owner CHUM Ltd., Toronto, is buying CJCH-TV (ch. 5) Halifax, N.S., for $1,333,333, and concurrently has agreed to sell 40% of the facility to seven individual Nova Scotians for a total of $422,400, subject to Canadian Radio-Television Commission approval.

The current licensee of CJCH-TV is CJCH Ltd., Halifax, which is 75%-owned by the CTV Network Ltd., a private cooperative consisting of the television stations in the network.

CHUM Ltd. is controlled by A. F. Waters, president and 80% stockholder, and owns CJCH(AM) Halifax, CFRM(AM) and CFM0(FM), both Ottawa, CHUM-AM-FM Toronto, 50% of CKPT(AM) Peterborough, Ont., and the Muzak franchise for Ontario. Last August, CHUM, which presently owns two-thirds of CKVR-TV (ch. 3) Barrie, Ont., agreed to purchase the remaining one-third interest from Ralph Snelgrove for $970,000 plus 60,000 CHUM class B treasury shares, subject to CRTC approval.

The seven Nova Scotians purchasing 40% of CJCH-TV are: E. Finlay McDonald, president of an industry development concern and former head of CJCH Ltd.; Clarence L. Gosse, F. Gordon Mack and S. C. Lannon, all medical doctors; W. J. MacInnes, lawyer, and Mr. and Mrs. Fred G. Sherratt. Mr. Sherratt is vice president of programing and operations for CHUM Ltd. and holds a minority interest in CFRM(AM) Simcoe, Ont.

FocusOnFinance

Broadcast advertising

William A. Murphy, senior account executive, J. Walter Thompson, Detroit, joins American Motors, Detroit, as manager of national advertising-pas- senger cars. Richard D. Bogowski, account executive, McCann-Erickson, Detroit, joins American Motors as manager of national advertising-Jeep vehicles. Neil K. Hitz, creative account executive and account supervisor, G & D Communications, Detroit merchandising firm, joins American Motors as manager of merchandising.

Howard L. Karp, with McCann-Erickson, New York, elected senior VP.

Myron Linder, creative director, BBDO, Los Angeles, and Don Dickinson, creative director, BBDO, Cleveland, elected VP's.

Arthur Okun, general sales manager, Mutual Broadcasting System, New York, elected VP, sales, of network.

Emery T. Smyth, managing director of product development workshop for Interpublic Group of Agencies, New York, rejoins Foote, Cone & Belding, Chicago, as senior VP and member of account-management staff.

Thomas Carey, account supervisor, Benton & Bowles, New York, named VP.

Stuart Pittman, art director, Smith/Greenland, New York, elected VP and creative-group head.

Edward Fitzgerald, more than 30 years with J. Walter Thompson, Chicago, and manager of broadcast buying most of that time, retires Dec. 31.

Leonard Sass, network supervisor, Needham, Harper & Steers, New York, elected VP.

James S. Morgan, sales manager, WWJ-AM-FM Detroit, appointed sales manager WWJ-AM-FM here. He is succeeded by Wayne L. Lawrie, national sales manager, WWJ-AM-FM. Mr. Lawrie is succeeded by John H. Silvestri, with WWJ-AM-FM.


Lawrence Della Corte, partner and senior VP, Davis, Parker, Vellanti, New York, joins Herbert Arthur Morris Advertising, New York, as VP, administration.

Paul Dietz, VP, creative-group head with Clyne Maxon, New York, joins Walter S. Chittick, Philadelphia agency, as VP, creative director.

Ronald D. Foth, with Byer & Bowman, Columbus, Ohio, agency, named VP, retail services. E. Ray Wilkins named

We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.


BROADCASTING, Nov. 23, 1970
TVB picks board members

Terry H. Lee, VP, TV Division, Storer Broadcasting Co., Miami Beach, was elected chairman, board of Television Bureau of Advertising, during TVB’s annual meeting (see page 34).

Mr. Lee succeeds Guy Main, executive VP, Midwest Television, Champaign, Ill, whose term expired but who will serve next year as chairman ex officio. Norman E. (Pete) Cash was re-elected president TVB. Other officers chosen: Albert J. Gillen, president, Poole Broadcasting, Flint, Mich., succeeds Mr. Lee as secretary, and James E. Conley, VP and general manager, Meredith Corp., New York, was re-elected as treasurer.

New members elected were: Alexander W. Dannenbaum Jr., senior VP, marketing, planning and development, Westinghouse Broadcasting Co., New York; Henry (Hank) Greene, VP, Television, RKO Television, New York, and Carter C. Hardwick, senior VP and general manager, WTVL-TV Toledo, Ohio.

Earlier this month John F. Dickinson, president, Harrington, Righter & Parsons, New York, was elected to board, following separate election by TVB’s station-representative members. He succeeded Frank Martin Jr., president, John Blair, New York, whose term had expired.

Members leaving board at expiration of their terms were Don Kearney, director of sales, Corinthian Broadcasting, who was chairman ex officio; James Rupp, director of marketing, Cox Broadcasting, New York, and Arden Swisher, VP, sales, KMTV(TV) Omaha.

executive VP; Charles K. Hartle, VP, creative services; John Bowman, VP, client services; and Harold A. Gillespie, VP, graphics.

Julia W. Varga, sales and traffic coordinator, John Blair, New York, joins American Research Bureau as manager of New York Arbitron division.

Alan F. Hockstader, account supervisor, BBDO, New York, joins Faberge, New York, as manager of advertising, publicity and sales promotion.

Mike Durand, account executive, Avco TV Sales, New York, appointed sales manager, Dallas. He succeeds Charles R. Estlick, who becomes sales manager, Cleveland.

Jody H. Brown, with Burke Dowling Adams division of BBDO, Atlanta, named assistant VP of division.

Robert Warner, account executive, KNXT(TV) Los Angeles, appointed national sales manager.

Larry Kirby, general manager, WOKO(AM) Albany, N.Y., joins WWDC-AM-FM Washington as general sales manager.

Peter Kadetsky, general manager, WQHD-FM Chicago, joins WEAI-AM-FM Boston as sales manager.

Myron J. Bennett, formerly with KFPI(AM) and KABC-AM-FM both Los Angeles and NBC Radio, joins KXT(CFM) Glendale, Ariz., as program host and national sales director.

William T. Hadley, industrial media director, Kenyon & Eckhardt, Boston, joins BBDO there as media director.

Mario Botti and Roy Carruthers, art directors, Needham, Harper & Steers, New York, named executive art directors.

Peter G. Jensvold, teacher, Francis Willard School, Kansas City, Mo., appointed account executive, CBS/FM Sales, Chicago.

Sherman W. Adler, president of Lewron Productions, New York, joins the New York staff of CBS-TV sales as account executive.

Howard C. Vose, account executive, KPRC(AM) San Francisco, appointed national sales manager.

Marty Howard, formerly station manager, WKXT-AM-FM Kent, Ohio, joins WPAS-AM-FM White Plains, N.Y., as sales manager in charge of local advertising.

Roger H. Sheldon, general sales manager, WOKR-TV Rochester, N.Y., joins KJL-TV Los Angeles as assistant general sales manager.

Sheldon Newman, assistant director of market research, Chesbrough-Pond’s, New York, appointed market-research director. He succeeds George S. Fabian, appointed director, market development and research.

Gary Hall, art director, LaRoche, McCaffrey & McCall, New York, appointed art and TV-group head.

Marc McKinney, with KFMB-AM-FM San Diego, joins KFMR-FM there as local sales manager.


Lloyd T. Brunnet, formerly with Tele-Rep, New York, joins Alpha Omega Co., newly formed broadcast-service firm in Sapulpa, Okla., as VP. He will direct operations of basic radio-advertising-sales-school division of firm in Tulsa, Okla.

Aster Agyris, with Gaynor & DuCAS, New York, joins Jacqueline Brandwyne Associates, agency there, as copy supervisor.

Harold C. Kurfehs, VP-marketing, Meta-Language Products, New York, computer software firm, joins LaRoche, McCaffrey & McCall, New York, as account executive. Stephen Margaritov, media research supervisor, Dodge & Delano, New York, joins LaRoche in same capacity.

Steve Wyman, account executive, WGBS(AM) Miami, appointed assistant sales manager supervising local sales.

Robert Z. LaTerza, marketing manager, Arndt, Preston, Chaplin, Lamb & Keen Philadelphia, agency, appointed director marketing and research, WDVR(FM) Philadelphia.

Media

Lloyd E. Cooney, executive VP and general manager, KIRO-AM-FM-TV Seattle, named president of KIRO Inc., licensee of stations. In addition, he is named to board of Bonneville International, parent of KIRO.

M. Franklyn Warren, VP of NBC International and president, management-services division of NBC Educational Enterprises, New York, resigns. No future plans are announced.

William L. McGee, general sales manager, KEMO-TV San Francisco, joins WATT-TV Atlanta, as general manager. Both are U.S. Communications stations.

John R. Lease, operations manager, WPCH-TV Pittsburgh, appointed station manager.

Stanley Kaufman, formerly deputy chief of FCC’s CATV task force, and more recently president, Continental CATV, Hoboken, N.J., multiple-CATV owner, subsidiary of Vikoa, joins NBC, New York, as senior attorney.

Alan C. Tindal, WSRP(AM) Springfield, elected president, Massachusetts Broadcasters Association succeeding Arnold S. Lerner, WLLL-AM-FM Lowell, Thomas M. McAulliffe, WSR(AM) Marlboro, elected VP; Perry S. Ury, WRSK(AM)-WBR(FM) Boston, elected secretary; and Winthrop P. Baker, WBZ-TV Boston, elected treasurer.

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Donald J. Phillips, president and chief executive officer, Optical Sciences Corp., San Francisco, joins Nation Wide Cablevision, CATV subsidiary of Kaufman & Broad, Los Angeles, as VP and general manager.

Dan Morris, VP, programming, WCOC-AM-FM Columbus, Ohio, appointed executive VP.

John L. Harris, operations manager, WKRG-AM-FM Mobile, Ala., named VP and general manager of WLPR-FM there.

Jimmy Springer, account executive and sales manager, KRYX(AM) Corpus Christi, Tex., appointed general manager.

William P. Rife, sales executive, WTVR-AM-FM Richmond, Va., appointed station manager.

Jay Albright, director of promotion and public relations, WAVY(AM)-WDAQ-FM Dayton, Ohio, joins KTBT-FM Garden Grove, Calif., as station manager.

Jack Ambrozic, general sales manager, WNCR-FM Cleveland, appointed general manager.

Reg Streeter, general manager, KCCN-(AM) Honolulu, appointed general manager KACE-AM-FM, there.

James Sears, with WEBR(AM) Baltimore, appointed general manager.

Lois Rasmussen, with KFRE-AM-FM-TV Fresno, Calif., named business manager.

Julianna Royal, director of business affairs, TV broadcasting division, Chris.

Craft Industries, Los Angeles, joins Northern Television, group owner, as a consultant. Northern owns KSYR(AM), KNIX(FM), KTVA(TV) all Anchorage, and KFRE(AM)-KTVF(TV) Fairbanks, all Alaska.

Programing


Larry Vernon, executive VP, Screen Gems International, New York, resigns. Future plans are unannounced.

Richard Lebre, West Coast sales manager, Pathé Laboratories, New York, joins Movielab-Hollywood, as VP in charge of sales.

Walter A. Hanley, with Cinema Center 100, division of CBS, New York, joins Four Star International Inc., Los Angeles, as VP.

Jordan P. Davis, supervisor, business affairs department, Warner Bros. TV, Burbank, Calif., appointed VP, business affairs.

Bob Fisher, producer-director and principal, Robert Fisher Productions, Detroit, joins Canyon Films, Phoenix, as production manager.

Joseph Polito, supervisor of studio management, ABC-TV, New York, joins Lewron Television there as supervisor of technical operations.

Robert Lopez-Cepero, with WBZ-TV Boston, joins KYW-TV Philadelphia as producer-director.

Steve Friedman, producer, Chuck Bar ris Productions, Los Angeles, joins Ralph Andrews Productions there as head of daytime development.

Warren Williamson, associate producer, Ralph Andrews Productions, Los Angeles, named producer-at-large, program development.

Steven R. Jaeger, with Ruben, Montgomery & Associates, Indianapolis, joins National Teleproductions Corp., there as client-relations director.

News

Ridge Shannon, producer and assignment editor for WRC-TV Washington, joins WXYZ-TV Detroit as news director.

Alan M. Landay, with WPHO-TV Pittsburgh, joins WBOC-AM-FM-TV Salisbury, Md., as news director.


Rick La Pierre, producer, WBZ-AM-FM Boston, joins WXII(AM) Concord, N.H., as news and public-affairs director.

Joe Pellegrino, sportscaster, WNBC-TV Boston, joins KGLO-TV San Francisco as sports director.

Marv Albert, sports director, WKN(AM) New York, joins WNBC-AM-FM there as sports director.

Thom Beck, newsmen, KRLA(AM) Pasadena, Calif., joins KBBS(AM) San Francisco as editor and reporter.

Paul Lynch, correspondent, MBS News, Sydney, Australia, joins WCBS-TV New York as general-assignment correspondent.

John Domenick, formerly program director, WPARK(AM) Parkersburg, W. Va., joins WTRF-TV Wheeling, W. Va., as news editor and weather reporter.

Roland Smith, co-anchorman and correspondent, WNEW-TV New York, joins WCBS-TV there as correspondent.

Bill Kenneally, formerly newsman, KIIS(AM) Los Angeles, joins WABC(AM) there as newscaster-writer.

Larry Henthorn, formerly with WBOK (AM) Normal, Ill., and Del McCullough join WTAX-AM-FM Springfield, Ill., as newsmen.

Equipment & engineering

John Pranke, with Kaiser CATV, Phoenix, appointed director of engineering.

Stephen Blum, assistant coordinator in Governor Nelson Rockefeller’s re-election campaign, appointed director, package projects, CBS Electronic Video Recording Division, New York.

Stephen Russell, staff VP, operations staff administration, RCA, New York, named staff VP, product and market planning. He will have responsibility for product planning, new product developments and marketing analysis.

James M. Grainger, formerly with WGOE(AM) Richmond, Va., rejoins station as chief engineer.

Promotion

Richard F. Ahles, director of public relations, Broadcast Plaza Inc., licensee of WTIC-AM-FM-TV Hartford, Conn.,
named VP for public affairs.


Gordon A. Hellmann, director of administration, Warner Bros. TV, Burbank, Calif., named director of advertising, promotion and publicity.

John Stephen Crowley, business manager and director of public relations, Washington Darts soccer team, joins WTTG(TV) Washington in newly created position of manager of press relations.

Kathy Hobbie, reporter and editor, Hunterdon County Democrat, Flemington, N.J., joins WMCA(AM) New York, as assistant director of publicity and advertising.

G. Mathis Sleeper, director of economic development, Burlington county, N.J., joins New Jersey Public Broadcasting Authority as director of development. He will be responsible for soliciting contributions for noncommercial network's operations.

Judy Bagley, with WCOL-AM-FM Columbus, Ohio, appointed community needs and interests director.


John Fraim, chairman and president, Mutual Broadcasting, Los Angeles, elected chairman of People-to-People Inc. by President Nixon, who is honorary chairman of private organization which seeks world peace by promoting understanding among people of all nations. He succeeds the late George V. Allen (BROADCASTING, July 20).

Dr. Sidney B. Head, professor, Florida Technological University, Orlando, joins Temple University, Philadelphia, as professor of communications.

Bill E. Brock, with KCRS-AM-FM San Francisco, joins Columbia School of Broadcasting, San Francisco, as manager, broadcast division.

Deaths

C. Robert Thompson, 63, VP, consultant and former general manager, WBEN Inc., licensee of WBEN-AM-FM-TV Buffalo, N.Y., died Nov. 17 in Buffalo General hospital after long illness. He joined WBEN(AM) in 1944, was named station manager shortly thereafter; he helped found WBEN-FM in 1946 and WBEN-TV in 1948. He resigned as general manager of stations in 1967, but remained as VP and consultant.

Arthur C. Davis, 62, VP, audio controls division, Altec Lansing, Anaheim, Calif., died Nov. 7 in Santa Ana, Calif. He was involved in development of many audio devices including magnetic film recorder system, program equalizers, graphic equalizers, filter sets and loudspeakers He is survived by his wife, Virginia, two sons and two daughters.

Ken Jones, 43, sports director, WHTN-TV Huntington, W. Va., and Gene Morehouse, 48, sports announcer for Marshall University football games carried on WQNT(AM) Huntington, died Nov. 14 in airplane crash that killed all passengers aboard flight returning Marshall football team to Huntington. Mr. Jones is survived by his wife, Lois, and three sons; Mr. Morehouse is survived by his wife, Genevieve, and six children.

William S. Gallmor, 60, medical writer and one-time radio news commentator, died Nov. 14 of brain tumor in Norwalk hospital, Norwalk, Conn. He had worked on radio news desk of New York Daily News and was analyst on WJZ(AM) New York, and reporter and analyst on WHN(AM) there in later forties. Until his fatal illness he produced and directed discussion program on WMMS(AM) Westport. He is survived by his wife, Elaine, daughter and two sons.

Jules Lavenholth, 34, freelance television film editor, died of cancer in London Nov. 11. He at one time worked for CBS News in New York on documentary series including Harvest of Shame. He is survived by his wife, Helen, and two sons.

William B. C. Burgoyne, 49, president, Niagara District Broadcasting, licensee of CKTB-AM-FM St. Catharines, Ont., died Nov. 14 of heart attack while hunting on Lake St. Clair, Ont. He is survived by his wife, Dorothy, son and two daughters.

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For The Record

As compiled by Broadcasting, Nov. 10 through Nov. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—channel. day—specified hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kw—kilowatts. ft.—foot. kHz—kilohertz. LA—local. sunset. mhz—megahertz. mod.—modification. N—night. P.O.—postal office. P.O. address: c/o. Q—quarter. SSA—special service authorization. STA—special temporary authority. UHF—ultra high frequency. VHF—very high frequency. vis.—visual. w—watts. "—educational.

New TV stations

Applications


* Bowling Green, Ohio—Ohio Educational Television Network Commission. Seeks UHF ch. 27 (548-554 mHz); ERP 496 kw vis., 99.5 kw aur. Ant. height above average terrain 1,061 ft., ant. height above ground 1,100 ft. P.O. address: c/o Dave L. Fornshell, Columbus 43215. Estimated construction cost $548,663; first-year operating cost $45,000; revenue none. Geographic coordi-
### PROFESSIONAL CARDS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400</td>
<td>1302</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer Suite 402, Park Building 600 Gouldsboro Road Bethesda, Md. 20034 301 229-6600</td>
<td>1229</td>
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<td>GAUTNEY &amp; JONES</td>
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<td>347-8215</td>
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<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers Everett L. Dillard Edward F. Lorentz PRUDENTIAL BLDG. 347-1319 Washington, D.C. 20005</td>
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<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 Washington, D.C. 20036</td>
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<td>SILLIMAN, MOFFET</td>
<td>&amp; KOWALSKI CONSULTING ENGINEERS 711 14th St., N.W. Republic 7-6646 Washington, D.C. 20005</td>
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<tr>
<td>STEEL, ANDRUS &amp; ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D.C. 20006</td>
<td>(202) 223-4664</td>
<td>(301) 827-8725</td>
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<tr>
<td>HAMMETT &amp; Edison</td>
<td>Consulting Engineers Radio &amp; Television Box 68, International Airport San Francisco, California 94128 1412 542-5008</td>
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<td>A. EARL CALLUM, JR.</td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (516) 631-8360</td>
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<td>(202) 223-4664</td>
<td>(301) 827-8725</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</td>
<td>Member AFCCE</td>
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<tr>
<td>JULES COHEN ASSOCIATES</td>
<td>Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D.C. 20036</td>
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<td>CONSULTING RADIO ENGINEERS 8258 Snowville Road Cleveland, Ohio 44114</td>
<td>216-528-4886</td>
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<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—50206 Phone: (Area Code 303) 333-5562 Data Bell (303) 333-7307</td>
<td>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</td>
<td>Member AFCCE</td>
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<tr>
<td>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 516 494-1903</td>
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<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 502 245-4673</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</td>
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<tr>
<td>SPOT YOUR FIRM'S NAME Here</td>
<td>To Be Seen by 100,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for an fm tv and faisility facilities. *ARR Continuing Readership Study</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</td>
<td>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</td>
<td>Member AFCCE</td>
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<tr>
<td>BFM ASSOCIATES</td>
<td>Management Consultants Specializing in Music License Fees Traffic—Billing—Acquisitions JOSEPH B. MADDEN Managing Partner 41-30 58 St., N.Y., N.Y. 11377 Tel. 212-651-1470-75</td>
<td>012-651-1470-75</td>
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Call letter application

- Heard: Broadcasting Inc., Leesburg, Fla.—Requests WLICT-TV.

- Call letter action

- Channel Seventeen Inc., Columbia, Mo.—Granted KCKB-TV.

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Existing TV stations

Final actions

- WIBZ-TV Minneapolis—Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. at main trans. location. Action Nov. 10.

- WMC-TV Memphis—FCC denied motion by Scripps-Howard Broadcasting Co. to strike portions of Action Nov. 22, 1970, on the ground that Scripps-Howard had not yet filed responsive opposition to application for renewal of license for WMC-TV. Action Nov. 10.

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Actions on motions

- Chief, Broadcast Bureau, granted request of Jackson Cape Broadcast Co., licensee of WMC-TV, Woodstock, Ga., to reconsider grant of renewal of license for WMC-TV. Action Nov. 10.

- Chief, Office of Review and Indiana (Indianapolis Indiana Broadcasting Corp. [WISH-TV]), navigation rules, and certain station maintenance procedures. Action Nov. 10.

- Hearing Examiner David I. Kraushaar in Home wood, Ill., granted motion by the Chicago Area Association to reconsider grant of renewal of license for WMC-TV, Woodstock, Ga., license to amend application in order to reflect consummation of sale by them of common facilities to the licensee. Action Nov. 10.

- Motion by WMC-TV in Home wood, Ill., to appeal to FCC for reconsideration of order granted by the Hearing Examiner. Action Nov. 10.

- Motion by the Chicago Area Association in Home wood, Ill., to reconsider order granted by the Hearing Examiner. Action Nov. 10.

- Motion by WMC-TV to reconsider order granted by the Hearing Examiner. Action Nov. 10.

- Hearing Examiner Forest L. McClenning in Sikeston, Mo., granted motion by Wal-Mart Broadcasting Co. to clarify certain technical requirements. Action Nov. 10.

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Other actions

- Review board in Washington, TV proceeding, granted petition by United Television and United Broadcasting Inc. to enlarge issues to determine if a commercial Community Broadcasting is financially qualified (Docs. 18559, 15616-63). Action Nov. 10.


- Review board in New York, TV proceeding, granted request for extension of time for filing of answer to petition to construe WFNX-TV at Hammond, canceled CP (Doc. 18711). Action Nov. 9.

- Review board in High Point, N.C., TV proceeding, granted to extend indicated and denied in all other respects, motion to enlarge issues, filed by the Furniture City Television Inc. (Docs. 18060-1902). Action Nov. 13.

Rulemaking petitions

- State College, Pa.—FCC proposed amendment of TV table of assignments by assigning UHF ch. 29 to State College. Action Nov. 10.
The document contains information about various broadcasting applications, hearings, and license renewals. It also includes questions about actions taken on specific applications, such as renewals, changes in radiation, and requests for new transmitters. The information is presented in a readable format, with clear headings and dates to help organize the data.
Help Wanted Management

Spanish format. Need experienced manager for new California AM daytimer. Box L-13, BROADCASTING.

Wanted an aware young man who has been with a major group for a year or more. Must resume a Canadian metropolitan top 40 AM station utilizing maximum creativity. Sales and administration experience vital. Apply to Box L-185, BROADCASTING.

Wanted a very together and righteous manager for proposed Canadian underground FM metropolitan operation. Experience in sales, program control and administration vital. Apply to Box L-185, BROADCASTING.

N.E. chain expanding. Want aggressive manager who can sell local retailers. Ownership, a great financial arrangement plus extra sweet person selected . . . interview a must at your expense. Box L-225, BROADCASTING.

Manager wanted for WMXC-Stereo-Oakhurst, Wisconsin. Full time, personal billing. All, Five salary incentive, all the fringe benefits, plus. WGBB, Long Beach, Calif. Reply to Box 577, Neenah, Wisconsin 54956.

Manager for successful FM stereo operation with sales and program experience. Excellent beginners program. Send resume to General Manager, Box 1717, Spartanburg, S.C. 29301.

Totally new radio concept now being programmed on one of our stations. Requires unique expertise. Mixing of creative programming and high level success sales background, over all radio administra-
tive know how good grasp of travel industry, advertising agency field, and syndication. Excellent exposure and growth situation for right man. Herbert W. Hobler, President NASSAU Broadcasting Company, Box 900, Des Moines, Iowa.

General manager wanted for stereo FM station in one of ten major markets. Must be top salesman. Unusual opportunity. Send resume to Controller, Suite 104, 2501 Calvert Street, N.W., Washington, D.C. 20008.

Help Wanted Sales

Sales manager for eastern major market rocker. Must be able to train and lead sales men. $20,000 plus incentive. Send resume, references and current pic to Box L-91, BROADCASTING.

If you're in a small market looking up, or a big market looking to make a big move, you need the hard-hitting experience and benefits of the biggest name in the industry today. Write Miami. Atlanta daytimer where local radio pays off. We offer you security with established account list, good sales program, 15%, bonuses, insurance, many fringe. If you're ready and have good references, let us hear from you. Bill Brown, WACK, Austell, Georgia.

Sales. Earn big city dollars without big city taxes, commuting costs. WGWB, Long Island, New York. Large account, one non-central city radio station has salesperson position and experienced sales benefits. Suekohanna group ownership offers future management opportunities. Write dinner, Jim Devey, or Jim Hackett, 212-658-6011, 516-623-1240, or write the WGWB, P.O. Box 130, Merrick, New York 11566.

Sales-manager WIMAD AM/FM Madison, Wisc.Ware aggressive experienced person to build local sales area. Modern country format; Dan Peltan, Mgr.


Three station group of young broadcasters is expanding again and needs one more aggressive street salesman/salesman, for Hartford market. For the guy who can cut it in our sales oriented growth-oriented environment of management opportunities. Two of our men are now managers with an interest in stations. Start at $12,500. Must travel for inter-

Radio Help Wanted

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunities for an experienced announcer. Write tape and picture, and resume. Box K206, BROADCASTING.

Announcers needed for various stations. Send resume to Box L-110, BROADCASTING.

Wanted—intelligent, combination play-by-play and air man to work in pleasant MOR station in good sports area. Plenty of work, good salary and working conditions. Experienced only. Must be good MOR board man. Send tape and resume to Box L-127, BROADCASTING.

Michigan four season resort area station needs morning personality for year-round swing. Good pay and top benefits. Reply to Box L-135, BROADCASTING.

Country announcer wanted by Michigan resort area operation. No gravy topping. Good voice and sincere regard for Nashville's best product. Reply to Box L-136, BROADCASTING.

Experienced top 40 with first phone wanted for night slot on full time east coast station heard in two of the top 20 markets. If you can hold our number one position one week with a solid resume immediately to Box L-149, BROADCASTING.

$125 to 140.00 for versatile announcer with solid MOR experience to two beginners. Box L-150, BROADCASTING.

Mid-Atlantic, major market MOR, needs professional all-time man. Tape, resume to Box L-90, BROADCASTING. An equal opportunity employer.

California. Small FM station going IGM automation first of 1971 needs young man with good voice, first phone wanted, and solid automation experience to take over as operations director. Good chance for man-
agement soon. Send shoot, short tape and photo along with resume and salary re-
quired in first letter. Box L-193, BROADCASTING.

Wanted: An experienced announcer-salesman ... 50,000 watts, Atlanta. From North Carolina. Salary and commission ... Box L-194, BROADCASTING.

One KW near Virginia-West Virginia border needs announcer with one year experience—$100.00 week. Box L-203, BROADCASTING.

Morning man for major contemporary in major mar-
tet. First phone and ability to communicate within a format required. Jock who has done mornings past three years being promoted within organiza-
tion. Box L-204, BROADCASTING.

Opening for staff announcer with desire to help in sales. Box L-213, BROADCASTING.

Eastern Massachusetts, medium metro market station seeks experienced MOR announcer, with good production ability and know how. Rated #1, top benefits. Send resume, references, tape and picture. Box L-235, BROADCASTING.

First phone announcer for MOR NBC affiliate. Be-
getter with training would be considered. Send tape, picture and resume to KSYM, Framingham, Kansas. Equal opportunity employer.

Five kilowatt fulltimer needs early morning an-
nouncer for mature audience. Prefer person who can serve as "morning show" fill-in and be able to continue on com-
mision in addition to salary. Send tape and resume to KWNM, Tucson, Arizona. (Box 8910).

Experienced rock/dj with third ticket for 6 p.m. to midnight shift, tight board extra and good produc-
tion a must. If you can fill the bill and want to take a look, send resume, tape and salary requirements to Dick Painter, KYSM, Framingham, Massachusetts.

Announcers wanted to fill 304 per word—$2.00 minimum. All resumes 35¢ per word classified rate. Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All resumes must be sent accompanied by full employment risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Don't be left out. Don't delay. Remittance must be received for publication need. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Announcers continued

Moming personality for immediate opening on MOR-music-talk station. Must be able to do 9 a.m. to 1 p.m. show if qualified. Contact George Taylor, WALE, 617-671-9231, Boston, Massachusetts.

Excellent position available now for bright sound-
ing, experienced announcer for MOR morning show. Copy and production experience must include WABA, New York City. Reply to Box L-110, BROADCASTING.

Central Pennsylvania MOR seeks announcer . . . well-rounded experience including play-by-play football/basketball . . . must be communicator who can produce for top-rated professional AM with 5,000 watt country FM affiliate. Excellent pay, vacation, insurance, flexible fringe and other benefits. Send tape and resume to General Manager, WGSA-WIOV, Ephrata, Pennsylvania 17522.

Beck-soul leader on Florida's coast wants announcer-salesman management two man team. Either 4 hours board each Monday through Friday and 4 hours sales each Saturday. Good salary—agreeable working conditions, and Mr. Outside—sales and promotion. Here's your chance to work with a first-class company in a first-class market as a MOR broadcaster with full say. Salary, commission, plus share of profits. Saturdays and Sundays swim and fall in the Fun Patch. Send resume to Hudson Miller, WOWV, Fort Pierce, Florida now pushing 30,000 population.

Opportunity—Ambitious, experienced announcer to break into sales. Make more money. Go-getters only. WSMI, Unifield, Illinois.

WHIO AM-FM will go on the air January 1 with a professional on the air. If you're an equal opportunity candidate for one of its many opportunities, write to Box 286, Springfield, Ga.

Announcers . . . see our display ad . . . BROAD-
casters Hot Line.

Technical

Assistant chief for east coast AM direction. No announcer’s experience required. Excellent engineering and working conditions. Send resume, references and current pic to Box L-90, BROADCASTING.

Opening for announcer/engineer; some maintenance; some coordination with equipment. Box L-214, BROADCASTING.

Chief engineer-announcer for non-directional 1 KW AM station in Northwest Ohio. 20 hours per week. Top pay and permanent position for the right man. Must be experienced with 1 KW. Good pay, good working job. All applications will be held in confidence. Send tape and complete resume to Box L-228, BROADCASTING.

Combo engineer-announcer wanted for medium mar-
tet, South Florida station. Good pay for excellent technically-qualified person. Send resume and tape to Box L-236, BROADCASTING.

Bay area 5KW fulltime seeks chief engineer for operation and maintenance. Must have studio con-
struction experience. Benefits include full hospital-
ization and life insurance program. Willing to pay top salary for qualified man. Please contact Frank W. McLaurin, General Manager, KSRO, Santa Rosa, California.

News

Newswoman for Eastern major market. Exciting area, excellent living conditions. Experienced or trainee. Excellent benefit package, good and regular, deferred comp, resume, references and current pic to Box L-89, BROADCASTING.

Wanted: newswoman with sportscast and play-by-play capabilities. Ralph Weber, KLLS/KSMU, Mason City, Iowa.

Professional radio news man for a four man news team. Send resume, tape and resume to General Manager, WSOY Radio, P.O. Box 2250, Decatur, Illinois 62526.

Programing, Production, Others

Spanish format. Need experienced program director for new California AM daytimer. Box L-115, BROADCASTING.
**Announcers continued**


Top forty personelly seeks advancement in east coast with potential, 1st phone exp. Box L-180, BROADCASTING.

Saul DJ experienced in top 25 market. Will relocate. Have done PD and sales. 1st phone. Box L-181, BROADCASTING.

Experienced announcer, available immediately! DJ, newscasting, production. Third endorsement. Single, personable, Prefer northeast, but all offers considered. Air control, resume, available. Box L-187, BROADCASTING.

Beginner, broadcast grad, third endorsed, will take off air position to learn radio. Write Box L-188, BROADCASTING.

Top 100 market 1st phone pro looking—strong copy, production, bright, happy sound, 5 years experience. Top references, seeking personality rock or MOR. Minimum $175. Serious offers only. Box L-201, BROADCASTING.

Why's a university grad, with broadcasting degree and 4 years experience working in a one-horse town? Answer is not lack of talent, single, draft free. Will not settle for less than "entry" position, professional milieu, and a midwest nonunion competition city. Box L-210, BROADCASTING.

Immediately available; experienced first phone, with excellent references. Box L-211, BROADCASTING.

Top personality disk-jockey/salesman, mature, experienced. Phone 803-794-3658. Box L-221, BROADCASTING.

Bright, mature, morning man, 12 years experience and first phone. Seeking experienced radio station with chance for advancement. Have worked all day and evening shifts and 9-hour air check available. Box L-237, BROADCASTING.


Yasino, married, man seeks announcer position on MOR station. Broadcast school grad with 1 yr. college. Contact Michael Borgens, 1517 S. Hanover St., Baltimore, Md. 21203 or phone 301-772-1868.

Heavy night mouth—super heavy sparks—class production. 28, married, chief 10K direction. 9 yrs. experience. Does 12 yrs. afterstmt, but will sell yours better. Box P.O. Box 9541, Richmond, Va. 23226.

Professional radio and CC-CATV announcer, third ticket, married, 27, College Westy, very professional, looking for permanent position. Call 815-539-9210.

First phone, limited experience. Relocate. DJ, news, prod., broadcasting. 20, single. Box Bob Romanski, (714) 424-5557. 165 Cala AVE., Imperial Beach, Calif.

Talent and experience plus Veteran announcer/newscaster available now. Third ticket, best references. 406-252-3956.

Beginner 1st seeking rocker. Has own collection 50's to 70's over 10,000. Charles Mosier, 2534 N. Chicago, Chicag, III. 60647.

First phone, broadcast school graduate, married, responsible, will relocate, MOR, news. Call Box 11232, BROADCASTING.

First phone, broadcast school graduate, responsible, married, will relocate, MOR, news. Call 1-714-622-0555, or write Box Robert Ross, 2069 N.E. 3rd, San Diego, Cali.

Trained. 3d endorsed. Two years military experience, five years voice training, tight board. MOB-40 experience. Married, 24, will relocate. Medium—major. Trained management, direction, production, sales. Box 12328.

Announcer—Desire five experiences, third ticket endorsed. Call 701-572-5579.

First phone—Bill Wade grad. Willing to relocate, married, draft exempt. Tape, resume upon request. Box Charles Vary, 1326 S. Ocean Blvd., Ocean Beach, Calif.

Trained. 3d endorsed. Two years military experience, five years voice training, tight board. MOB—40 experience. Married, 24, will relocate. Medium—major. Trained management, direction, production, sales. Box 12328.

Announcers continued

First phone, 23 years old, draft deferred, hard working, dependable with 13 months experience as DJ and Spanish announcer. Available. Annie Koenig, 7350 Bell Blvd., Bayside, N.Y.

Available now—DJ—BA in Political Science—broad professional music background—broadcasting school grad, with some experience. Write CCG, 1516 Fernwood Ave., Oakland, Calif., or phone 415-663-0040. Will relocate anywhere.

Wanted: Part time radio-TV. Experienced. Third ticket, Southern Wisconsin, Friday and occasional Saturday. Box B-266, BROADCASTING.

Will relocate for FM stereo, free form, progressive rock or jazz radio station with dependable equipment, and management which doesn't have the can before the horse. College grad., 2 yrs. veteran of radio with 1st ticket. Call Sid Clemenon after 7 pm. EST. Phone: (312) 512-4679.

**Technical**

First phone technician available soon. Transmitter engineer, 36, Box L-155, BROADCASTING.

Engineering manager, network 50 K.W. seasoned in dealing with people, thoroughly familiar with budget, payroll, union negotiations, projects, P.C.C. rules, maintenance and engineering, desires West Coast affiliation. Married, 3 school age children. Dependable. Box 199, BROADCASTING.

Mature/chief engineer, 20 years experience in all phases of AM, FM, automation and some TV. Prefer lake, central or southern Midwest states. Box L-207, BROADCASTING.

Chief engineer wants position in Ohio or nearby states. No announcing. Experienced in AM/FM, automation and other. Desires permanent employment. Box 161, BROADCASTING.

Warm weather regions: experienced pro wants airwriter-editor position, college degree, dependable, no hang-ups. Box L-239, BROADCASTING.

Bob Allen—needs a job. Highly qualified news director. Recently took a 1st ticket position. 516-231-6810. 194 Louise Dr., Bay Shore, N.Y. 11706. Hurry—I have wife and three kids.


**Programing, Production, Others**

Agnew would dub me a rad-lib. Successful talk show host. 10 yrs. experience in top 3 stations. 400 listeners. 3500. Respond to: 213-2100 or 714-975-9755. All nights. 5000 watt station. Works 3 nights a week and 3 nights on three large markets. Last job . . . network correspondent but you can afford me. Two good offices pending but will wait. Hear from you. Hurry! Box L-141, BROADCASTING.

Copywriter, reporter. Ivy League grad. Willing to try new outlet. Has knowledge of contemporary music. Box L-211, BROADCASTING.

Available immediately. Play-play, 5 years basketball, sports and news. Heated 300 watt station. Box 227, BROADCASTING.

Experienced P.D. available, all formats, all phases. Experience is most important. Box B-114, BROADCASTING. All replies confidential. Box L-234, BROADCASTING.
Situations Wanted
Progran'mng, Production, Others continued

Looking for a mature talent with a background of success? Family man in early 40’s—30 years of radio experience. Succes in both program and program management. Major market background. Bill Jaeger, 301-655-4223.

Television Help Wanted

Sales
Come to where the living is good. Top 15 market independent is looking for a guy on his way up. Great chance to make some real money and work for a company with excellent working conditions and fringe benefits. Send resume to Box L-220, BROADCASTING.

Experienced TV salesman, WURD-TV, Indianapolis, Dr. Wendell Hansen, Rt. 4, Noblesville, Ind., 317-773-0030.

Technical

Wanted, 1st phone experienced TV broadcast technician. Excellent benefits. Equal opportunity employer. Field experience and college engineering background. WAUB 43, 8434 Day Drive, Cleveland, Ohio 44129.

Studio technician needed for operation and maintenance. Write to Bob Swaze of WURT-TV, 2302 Lafayette Blvd., 46038. We are an equal opportunity employer.


News

Exchanging company with three televisions and one radio outlet seeks experienced newswoman equally qualified in writing and presentation. Televising news is needed to head news operation at one television station with opportunity of building news department. News emphasis to be local. Long term tenure assured qualified man. Salary open. Send resume, film or tape to President, WMIC-TV, Minot, North Dakota 58701. Applications confidential.

Progran'ming, Production, Others

Director/producer—VHF station, southern New England, graduate, experienced. Send resume and salary requirements to Box L-177, BROADCASTING.


Television Situation Wanted

Management

Executive vice president-general manager. Large market station or group. Nationally-recognized industry leader. Quality administration-troubleshooter. Specialist in competitive programing and sales (national and local). Thorously experienced and successful all phases, including station-ownership. 16 years in television; 12 prior years, radio. Accentuated field knowledge in research, writing and producing television news. Too many opportunities, not enough time.

Engineer, experienced with Ampex equipment, seeking a position in the major market. Call 537-226, BROADCASTING.

Recent graduate in broadcasting major. Please call 326-5111, BROADCASTING.

Wanted

Developed many 30-second spots for various local radio and television stations. Excellent copy writer. Phone (213) 226-2754.

Wanted

Program director—program production manager, experienced in producing-directing, operations, administration, programing, feature and syndicated product, FCC regs., production costs. 35 years old, FCC first ticket, college, veterans. Presently tuning major market in VTB production, looking for management spot. Box L-218, BROADCASTING.

Promotion manager, production background, seeks midwestern promotion position which may lead to program management. Box L-226, BROADCASTING.

National group executive seeking position as radio/TV general manager—local or market area. Desires available on strict confidential basis. Box L-231, BROADCASTING.

Situations Wanted
Progran'ming, Production, Others continued

Sales

25, draft exempt, engaged, 4 years production film promotion. Mature knowledgeable. Want sales position. Box L-223, BROADCASTING.

Announcers

Currently employed announcer-personality, with the accent on personality. Help me put the accent on personality. I can do news, sports, weather and commercials. Let me do one or more of those for you. If you are interested, I can afford you some talent. Tape and resume on request. Box L-63, BROADCASTING.

Major market only: Major market show host, weatherman, announcer, comedy writer desires larger market. Young. Box L-200, BROADCASTING.

Strong commercial and weatherman with 16 years experience interested in major market pilot with 6000 hours airplane, 2500 hours helicopter and A&P rating. Box L-229, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York area. Single and draft exempt. Primarily interested in writing, shooting, and/or editing film. Familiar with all film and electronic production equipment. Strong background in lighting and set design, photography. Box L-199, BROADCASTING.

Effective news director wanted. Former network overseas correspondent (you’ll recognize my name) seeks management position with on-the-air duties okay. No heavy load required. Security more important. Box L-142, BROADCASTING.

Chief engineer, presently comfortable but not satisfied. Camera and studio construction experience, radio proofs. Box L-225, BROADCASTING.

Young TV chief engineer in top 4 markets seeks long, long-term preferred. Strong, broad background, theory, design, computer automation. Call 315-242-1410.

News

News directorship wanted. Former network overseas correspondent (you’ll recognize my name) seeks management position with on-the-air duties okay. No heavy load required. Security more important. Box L-142, BROADCASTING.

Effective news director, high rated anchorman wants similar position or on-street reporter, tiny size market. Solid preference record, references. Box L-197, BROADCASTING.

Media newsmen, copywriter, Ivy League grad. Aggressive, thoroughgoing, plus interesting copy. Box L-222, BROADCASTING.

General assignment reporter, Top five experience. Master’s degree. Tape and references on request. Box L-222, BROADCASTING.

Assistant news director. Major market only. Experienced in all phases. Master’s, 20. Top references. Box L-223, BROADCASTING.


Progran'ming, Production, Others

Film production. Recent honors graduate of major university. Single and draft exempt. Primarily interested in writing, shooting, and/or editing film. Familiar with all film and electronic production equipment. Strong background in lighting and set design, photography. Box L-199, BROADCASTING.

Small market production supervisor looking to move up. Excellent writing, directing, copy writing, camera work, film, etc. College grad. Write Box L-194, BROADCASTING.

Young director seeking production position. B5 degrees, experience production-management. Box L-194, BROADCASTING.

Help! Want to direct again in TV or film. Unemployed since the decline in all phases of television production, news, film, radio, and cinemagraphs (no copy, no films). Stuart Landis, 2180 Pleasant St., Canton, Ohio 44701.

Wanted To Buy Equipment

We used 220, 500, 1 kw & 10 kw AM and FM transmitters. To join, Guarantee Radio Supply Corp., 1314 Irubari St., Laredo, Texas 78040.
Every lock should have a logo! So the General Manager said, Getting a job "Not worth it," he says. Ok, looks for $75. Flair, we'll produce a custom, full, 10 voice capitol lock job. Let's make the nation's single song list by Catholics. Incidentally, we'll level with the world of mouth advertising starts bringing in orders, we're gonna raise the price to $100. Why? Because the single song is worth it, and second, because we'd like to retire at 30. So address and call Media Consultants, Suite 858, 30 North LaSalle St., Chicago, Ill. 60602. Phone 312-529-1001. Call or write today.

**INSTRUCTIONS**

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the ACCSC. National Home School Council. Be a real engineer with higher income, prestige, and security. Free catalog from School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared...let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write for information, convenient to you. ELKINS INST.** in Texas, 2803 womb road, Dallas, Texas 75223. Phone 214-357-4001.


ELKINS in Florida, 3120 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-522-0422. ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.


ELKINS** in Indiana, 1419 East Lake Street, Indianapolis, Indiana 46202. Phone 317-272-6249.

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4481.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45236. Phone 513-771-8580.

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970.

ELKINS*** in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120.

ELKINS*** in Tennessee, 545 5th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-325-6569.

ELKINS*** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-751-3781.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53209. Phone 414-353-1945.

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. ELKINS is one of the nation's few schools offering 1st class FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of ATTS. Write for information convenient to you. ELKINS in Dallas*** - Atlanta*** - Chicago*** - Memphis*** - Miami*** - Nashville*** - New Orleans*** - San Francisco***.

Licensed by the New York State, veteran approved for FCC 1st Class license and announce-disc jockey training. ELKINS Training Studios, 25 West 43 St., New York, (212) 212-9245. "1970 Tests-Answers" for FCC 1st Class License, Plus Commercial and Audio Activity Test.$5.00, Command Productions, 262348 E, San Francisco 49126.


For more information, send your resume, in confidence, to:

**Announcers**

Major broadcasting chain is expanding operations in major market top 40. This is an opportunity for Personality jocks and news men. Send photo, tape and resume to:

**BOX L-176, BROADCASTING**

**TOP FLIGHT MORNING RADIO PERSONALITY**

**TOP FLIGHT WESTERN STATION**

**TOP FLIGHT WESTERN MARKET**

**TOP FLIGHT PAY**

**FOR TOP FLIGHT PRO**

unique creative Send tape and resume:

**BOX L-215**

**SOUTH FLORIDA CHIEF ENGINEER**

For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the radio end of the business. Send complete resume and references to:

**BOX L-219, BROADCASTING**

**CAREER OPPORTUNITY**

Research/sales development
Promotion/marketing manager

New Position
Florida M.O.R. AM/FM

Reply with education, experience, and ideas. Include personal data, photo, references and salary requirements. Confidential.

**BOX L-160, BROADCASTING**

**BROADCAST AUTOMATION PROGRAMMING SPECIALIST**

We're Looking For An Innovator!

We are leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in commercial broadcast automation. You will handle production, recording, and demonstration of automatic broadcast systems. We require an broad knowledge of radio station technical and programming operations. Phone for further information, send your resume, in confidence, to:

**OR CALL:**
Robert T. Fluent, Assistant Personnel Manager
(212) 272-8220.

**GATES RADIO COMPANY**

A Division of Harris-Interbyte Corporation

123 Hampshire St., Quincy, Illinois 62301

An Equal Opportunity Employer (m/f)

77
NOW AVAILABLE!
MAJOR MARKET TALK PERSONALITY
WITH CENTRIST MODERATE
CONSERVATIVE
POINT OF VIEW
Send inquiries to:
BOX L-240, BROADCASTING

Television Help Wanted
Technical
TRANSMITTER SUPERVISOR
Transmitter Technicians
Studio Control Room Technicians
Studio Maintenance Technicians
Immediate openings for transmitter supervisor, 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

Employment Services
527 Madison Ave., New York, N.Y. 10022
BROADCAST PERSONNEL AGENCY
Sharon Bartsh, Director

STATION MANAGERS
Why look for personnel? Call
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San Joaquin Delta Jr. College, Stockton, Calif.-Granted *KSC-FM.
McGill University, Decatur, Ill.-Granted *WJMU(FM).
3-D Communications, Marion, Ill.-Granted
WVIN(FM).
Vincennes University, Vincennes, Ind.-Granted *WVUB(FM).
Air Communications, Seiblty, Mont.-Granted *KCGM(FM).
New England College, Henniker, N.H.-Granted *WNEC-FM.
Cable Broadcasting, Sallisaw, Okla.-Granted KRBB-FM.

Renewal of licenses, all stations

Broadcast Bureau granted license of CP to change trans. location to same; change dir. ant. system.

Modification of CP's, all stations


Other actions

Chief Hearing Examiner Arthur A. Gladstone, for renewal of authority to deliver network radio and television programs to Mexico, in absence of Hearing Examiner James F. Tierney, on petition by WBLC(FM) for extension to Oct. 1, 1971, time will file proposed findings of fact and conclusions of law and to Dec. 8, time will file reply findings of fact and conclusions of law.

Other actions, all stations

Board of Hearing Examiner David J. Krauseh in (Doc. 1808, 18932) Application for action Nov. 25.

Hearing examiner David J. Krauseh in (Doc. 1808, 18932) Application for action Nov. 25.

Hearing Examiner Forest L. McClennan in (Doc. 1808, 18932) Application for action Nov. 25.

Hearing Examiner Herbert Shafman in (Doc. 1808, 18932) Application for action Nov. 25.

Rulemaking petitions

Sparks, Ga.-Hancock County for Social and Economic Development. Requests rulemaking to amend certain regulations to remove 261A from Washington, Ga., and reassign it to Sparks, Ga.; or, if necessary, remove 261A from Washington, Ga., and reassign it to Sparks, Ariz.


North Myrtle Beach, S.C.-North Myrtle Beach Broadcastf. Corp. Requests amendment of rules and regulations to remove 261A from North Myrtle Beach.


Call letter applications

Georgia Radio Inc., Rockmart, Ga.-Requests WZOT(FM).

Tufts University, Medford, Mass.-Requests *WTEC(FM).

Eastimnioting Broadcast Corp., Newport, N.H.-Requests WCNL-FM.

Jackson Transportation Inc., Canton, O.-Requests WNNN(FM).

Warren Broadcasting Inc., Omeida, N.Y.-Requests WMCR-FM.

Call letter actions

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McGill University, Decatur, Ill.-Granted *WJMU(FM).

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Cable Broadcasting, Sallisaw, Okla.-Granted KRBB-FM.


Bellevue School District #405, Bellevue, Wash.-Granted *KWCW(FM).


Designated for hearing

Sun City, Ariz.-FCC set for hearing applications of Dr. Richard Stone of Sun City Broadcasting Corp. for new FM on 106.3 MHz with 3 kw. Action Nov. 10.

Corpus Christi, Tex.-FCC set for hearing applications of The Big Chief and Community Service Band, Inc. for new FM on 99.1 MHz at Corpus Christi. Action Nov. 10.

Virginia Beach, Va.-FCC set for hearing applications of Payne of Virginia Inc., Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp. for new FM on 99.1 MHz at Virginia Beach. Action Nov. 10.

Existing FM stations

Final actions

WCHN(FM) Hartford, Conn.-Broadcast Bureau granted CP to change FM on 2 kw. Action Nov. 10.

WTOF(FM) Washington-Broadcast Bureau granted CP to install new antenna, new equipment in system, ERP 20 kw. Action Nov. 10.

WDHS(FM) Gaston, Ind.-Seeks to change frequency from 91.1 MHz to 89.9 MHz. Action Nov. 13.

WBFM-FM Altoona, Pa.-Broadcast Bureau granted CP to install new antenna. Action Nov. 9.

WGBI-FM Scranton, Pa.-Broadcast Bureau granted CP to install new antenna. Action Nov. 10.

KXI-FM Seattle-Broadcast Bureau granted CP to install new antenna, new equipment in system, ERP 30 kw. Action Nov. 10.

WXZC(FM) Wilkes-Barre, Pa.-Broadcast Bureau granted CP to install new antenna, new equipment in system, ERP 1.0 kw. Action Nov. 10.

KTGO(FM) Tacoma, Wash.-Broadcast Bureau granted CP to install new antenna, new equipment in system, ERP 10 kw, Action Nov. 10.

WLEO-FM Ponce, P. R.-Broadcast Bureau granted CP to change location. Action Nov. 10.

Other actions


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WVIN(FM).

Vincennes University, Vincennes, Ind.-Granted *WVUB(FM).

Air Communications, Seiblty, Mont.-Granted *KCGM(FM).

New England College, Henniker, N.H.-Granted *WNEC-FM.
Translator actions

Dolan Springs, Ariz., Mohave County Board of Supervisors—Broadcast Bureau granted CP for new UHF translator to serve Dolan Springs on ch. 25 by rebroadcasting KTKF-TV Phoenix. Action Nov. 10.

K9HI(C) Quartzsite, Ariz.—Broadcast Bureau granted CP for new translator to serve Quartzsite on ch. 31 by rebroadcasting KA6QTV Phoenix. Action Nov. 10.

Pahonia Springs, Colo., Upper Piedra Television Association—Broadcast Bureau granted CP for new translator to serve Pahonia Springs on ch. 39 by rebroadcasting KDRA-TV Pittsburgh, ch. 10 by rebroadcasting KOA-TV Denver, and ch. 6 by rebroadcasting KTBV-TV Denver. Actions Nov. 10.

Westenport, Md., United T.V. Inc.—Broadcast Bureau granted CP’s for new VHF translators to serve Westenport on ch. 8 by rebroadcasting KDRC-TV Pittsburgh, ch. 12 by rebroadcasting KOLO-TV Reno. Action Nov. 10.

Broward, Nev., Eureka County TV Tax District No. 2—Broadcast Bureau granted CP for new VHF translator to serve Beatty and Crescent Valley, both Nevada, on ch. 12 by rebroadcasting KOLO-TV Reno. Action Nov. 10.

Quinn River Crossing, Quinn River Television Maintenance District, Nev.—Broadcast Bureau granted CP’s for new VHF translators to serve Quinn River and Quinn River Crossing, both Nevada, on ch. 8 by rebroadcasting KBOI-TV Boise, Idaho. Action Nov. 10.

KQED Las Vegas, Nev.—Broadcast Bureau granted CP’s to replace expired permits of VHF translators. Actions Nov. 12.

KOSA Thermopolis, LIN Service and Owl Creek district, all Wyoming—Broadcast Bureau granted CP to install new translator. Action Nov. 10.

Ownership changes

Applications

KACL (AM) Santa Barbara, Calif.—Seeks assignment of license of Potter-Herman Broadcasting Corp. to KACL Radio Inc. for $200,000. Sellers: Albert Potter, Jr., presidente, etc. Buyers: Mr. and Mrs. F. W. Carr (jointly 80%), David Cacciatore, 3208 Capp St., N.D., radio consultant.

KTLK(C) L.A. Times, Los Angeles, Calif.—Broadcast Bureau granted CP to replace expired permits of VHF translators. Actions Nov. 12.

CATV

Final actions

Hattiesburg, Miss.—General Electric Cablevision Corp.—Cable Television Bureau dismissed objection of Circuit City Corp. filed May 20, 1969. Action Nov. 12.

KN-8016 Southeastern Neb.—Cable Television Bureau granted license to FMC Corp. for $250,000. Sellers: Robert H. Smith, president, etc. Buyers: own WCYB-TV Bristol, etc. Action Nov. 12.

WTKM (AM) Hartford, Wis.—Broadcast Bureau granted assignment of license from Abbeville Broadcasting Co. to WABC-TV for $157,500. Sellers: A. R. Elliman, president, etc. Buyers: own WABC-TV New York, etc. Action Nov. 12.


Bryan, Tex.—Midwest Video Inc., Cable Television Bureau dismissed objection of Mr. Huffman to order to serve cause order, filed Sept. 28, Action Nov. 12.

Wheeling, W. Va.—FCC conditionally ordered Wheeling Antenna Inc. and owner and operator, to cease marketing franchises for the franchise carriage requirement of rules with respect to eligibility of applicants. Order filed Nov. 3, by Commissioner William Deloach. Action Nov. 12.

Other action


Actions on motions

Drawing a young audience to a radio station, and keeping it there, requires much more than a collection of single records and a few noisy announcers. That something extra—the public service, the personalities, the "sound" that conveys genuine empathy and not just phony camaraderie—is what occupies the time and mind of Richard Dimes Buckley Jr.

Rick Buckley is president and 11% stockholder of Buckley Broadcasting Co., which owns five AM stations. He is general manager of the firm's newest acquisition, WIBG (AM) Philadelphia. He is also the boss's son (his father, Richard Dimes Buckley Sr., has stepped down to vice president but retains 89% ownership of the company). And he is a relatively young man—34—with a tough job in a tough business. It is not difficult to understand why his two hobbies, sport fishing and automobile racing, have been neglected for many months. Rick Buckley is living the business.

His principal day-to-day job as general manager of WIBG is to create and sustain a distinctive "contemporary" sound. The station was youth-oriented when Buckley Broadcasting purchased it little more than a year ago, but Mr. Buckley felt it needed a more distinctive style to improve its ratings. He set out to change the station's image—or lack of it—for ever.

The change involves every facet of the station's sound: a personality-oriented approach; album cuts and other variations on the standard "boss radio" format; heavy emphasis on local news; and a consistent community-service orientation that emphasizes subjects of interest to the young audience.

For example, Mr. Buckley says, "the local news is changed at night to include contemporary news from high schools and colleges by the kids themselves. We have reporters in 125 high schools and colleges, usually editors of their school papers. We report on drugs, racial problems, other 'anti-establishment' stories seven nights a week."

The object of this and other changes is a total sound. The premise is that contemporary radio is a strong way to reach young people—many of whom, Mr. Buckley feels, don't keep up with newspapers and magazines. And "if that is the case," he says, "radio will have to be a replacement." That is the goal not only of WIBG but of all the stations in the Buckley system.

But if the aim is to communicate with youth, the atmosphere is different from that close-knit kind of "community" one might associate with, say, an underground FM station. As the free-enterprise catechism points out, broadcasting is a business—and Rick Buckley is very much a businessman. "We have to attract the masses," he says, "and have more of that jukebox approach, a more commercial, modern-music sound."

And although he is young, Mr. Buckley is not exactly a specimen of the counter culture. His dress and appearance are conservative, and his six-foot frame conjures up images of football and Jack Armstrong. (He did, in fact, play football at Northwestern University in the mid-fifties—acquiring, among other things, a back injury that kept him out of the service.)

But, as a businessman, he recognizes that a youth-oriented station that aspires to mass appeal must have some kind of genuine affinity for its audience.

"Young people today," he says in his soft voice, "are much more aware of what's going on than they were 10 to 15 years ago. They're very bright. You're not going to pull the wool over their eyes."

He feels that radio is a natural medium with which to reach the young. "The future of radio is fantastic," Mr. Buckley says. "It is going to be more and more specialized. I don't think we can take away the excitement of the play-by-play in sports or anything in television's special coverage, but radio is a personal medium and it fills local needs, and people today are more concerned with local problems. And kids are even more so."

These viewpoints evolved both from working in the medium and from studying communications. Mr. Buckley received his BA from the University of Miami (Florida) in 1959 with a major in radio and television history. Even before that time, "I was introduced to broadcasting at a young age and I liked it," he says. "I used to hang around radio stations all the time."

That interest was fueled all the more in 1954, when the senior Buckley headed a group that bought WNEW (AM) New York (later sold to Metromedia).

After college, the younger Buckley got a job as a page at NBC Radio in 1960, then quickly moved to the production staff and to production assistant on the network's Monitor. In 1961, he left to become program director of Buckley-owned KGO (AM) Los Angeles, and in 1962 was named general manager of that station. He became president of Buckley Broadcasting in 1968, but continued to operate out of California until assuming the WIBG helm early this year.

Mr. Buckley is certain he would have moved on up the management ladder if he had stayed at NBC or another network. But, he notes, he would not have been in the position of ownership, as he is today.

Now, as general manager of WIBG, he makes day-to-day decisions but is joined by his father in format decisions on all the Buckley stations. "My father has been particularly concerned about that area," he notes.

It has been hard work building a radio station. "It really takes a year before all the pieces fall into place," Mr. Buckley says. And, he says, there is much yet to be done. But already WIBG is drawing a much greater audience, he says.

His experience of the past year is just one example of the hard work he expects in the future and the kind of performance he will have to demonstrate. Rick Buckley may be the boss's son, but he must pull his weight like everyone else in the organization.
No-win policy

According to a timetable set last week by the Democratic leadership, the Senate today is to vote on a proposal to override the President's veto of the political-broadcasting bill. If the proposal fails and broadcasters are spared the discrimination that the vetoed bill prescribed, the rescue may be regarded as only temporary.

This kind of legislation attracts the same coalition of cynicism and utopianism that combined to outlaw cigarette advertising on radio and television without inhibiting it anywhere else. On cigarettes the cynics chose to legislate against broadcasting in the pragmatic knowledge that they could get away with it, that the tobacco bloc would be untouched, that tobacco taxes would be undiminished, and that credit could be claimed for protecting the public health. The utopians, disregarding all evidence at hand, witlessly believed their votes against broadcast advertising would reduce cigarette consumption.

On political advertising the same forces are at work. There are those who shrewdly realize that ceilings on broadcast campaigning work to the advantage of the incumbents who perforce get consistent exposure in radio and television news, that the bill at hand would in no way defate expenditures for any other kind of campaign advertising or persuasion, and that, perhaps of largest consequence, it would introduce no embarrassments of disclosure of sources or amounts of campaign funds. Against better judgment it may be said that there are also utopians who think that restrictions on broadcast advertising will elevate the morality of political campaigns. This argument has been made by newspapers that carried what a good many people think was the dirtiest work done in the recent campaign, the print ads signed by Carl Shipley.

So whatever the outcome of the Senate vote today, broadcasters will have little reason to rejoice. If the Senate overrides, there will remain the formidable problem of a fight in the House. If the Senate sustains, the same sort of legislation is all but certain to surface in the next Congress, and perhaps in harsher form.

There are broadcasters who genuinely believe in campaign improvement and are willing to go out in front for it. The Post-Newsweek stations, as reported elsewhere in this issue, broadcast a 38-minute editorial last week in opposition to the vetoed bill and in favor of specific measures to achieve the ends it intends to be seeking. The National Association of Broadcasters has officially said it would support reform legislation but has offered no specifics.

Perhaps if efforts such as these had been planned and executed over months instead of days, the bill would never have been passed in the first place.

Secret testimonial

For the past few years, Sears, Roebuck has been moving deeper and deeper into television advertising. As reported in this magazine a week ago, its TV investments in the first six months of this year came to $11.7 million, not counting its expenditures for Allstate. That was an 88% gain from the same period of 1969.

Everybody knows there has to be a reason when an advertiser as big and knowledgeable and successful as Sears initiates and then consistently expands on a basic change in advertising strategy. Thus its move into television was hailed as a big new force behind a retailer trend that would—and does—continue to accelerate. But Sears guards its secrets as carefully as Procter & Gamble guards its, which is carefully indeed, and although word of spectacular TV tests by Sears has leaked out from time to time, Sears people for the most part have let their actions speak for themselves, without telling why.

Last week, at the Television Bureau of Advertising's annual meeting, one of Sears's reasons was put on the record. Richard Hogue, director of sales development and new business for ABC-owned television stations, let the cat out.

In 1967, he reported, Sears commissioned a one-year, nine-market test of newspaper vs. television. The test markets were divided into two groups, both of which continued their normal advertising and then invested 15% to 25% more—one group in newspapers, one in TV. At the end of six months, Mr. Hogue said, store sales in the newspaper markets were up 5%—in the TV markets, 8.9%. After eight months, gains in the newspaper markets flattened out, and the extra newspaper spending was discontinued. But sales in the TV markets continued to rise, and at the end of the test year were up 10.5%—double the increase in the newspaper markets.

No wonder Sears is spending more and more in TV. No wonder more and more retailers are getting in and expanding. Small wonder newspapers don't like the trend at all.

Other side

Lately there has been a lot of talk that the smart money is getting out of broadcasting, especially television. It is talk that feeds on reports of wired cities in the future, home-video cassettes, loss of cigarette advertising, disenchantment with programming, and repression by the government.

It is talk that also starts when a company such as Time Inc. unloads all of its broadcast properties, not many months after Walter Annenberg sells his Triangle group.

Well, there isn't any doubt that cables will expand, cassettes will come along, cigarettes are leaving, critics are dyspeptic, and the government shows no sign of letting up. But if it's smart money that is getting out, it isn't dumb money getting in. Time sold to McGraw-Hill and Triangle to Capital Cities.

"I was a TV timebuyer, but one day I took a bra manufacturer to lunch . . . and it turned out to be a topless restaurant!"
A team of professional broadcast journalists presenting clearly and concisely the events and people that affect our lives.

It cuts through the froth. Gets to the heart of an issue, problem or statement. The approach is more informal, relaxed, conversational.

Become a part of Washington's first and only...

TOTAL INFORMATION NEWS

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WMAL TV

THE EVENING STAR BROADCASTING CO.
WASHINGTON, D.C.
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.
A good little microphone, the E-V 635A. But just how good? After all, it was intended to replace the "workhorse" Model 635...a dynamic microphone that had earned its title under fire in studios and on remotes all around the world.

So when we introduced the 635A, we put it to a critical test. A major recording studio was loaned a dozen 635A's and asked to test them. The engineers weren't told the price, but they got the idea that it was somewhere near $300.00.

They were so delighted with the sound that they cut several big band recordings with nothing but 635A's. "Best $300.00 microphone we've got." Then we told them the price. They were shocked. They couldn't believe their ears.

Meanwhile, 635A's were beginning to appear in force on music and variety shows on every TV network. Mostly hand held. Something to do with ruggedness and good balance...but mostly because of the sound. Especially during ultraclose miking.

The rest is history. Radio and TV newsmen quickly adopted the 635A as their new "workhorse". After all, news only happens once, and the 635A was their best insurance against bad sound.

To most professional sound engineers, the E-V 635A is already an old friend, although it's only been around since 1965.

At the price, they can afford to use it almost everywhere. And they do. (We told you it was a success story.)