The "WCCO-TV package."
Available all year round.
To everybody.

Every schedule you buy with us comes with a "package" of iron-clad guarantees.
All nonpre-emptible, and available all year round. To everybody.
Once you’ve made your buy, the rate will not change. You have contract rate protection up to 52 weeks. That includes per spot protection, applicable even to renewals.
Your spot will not be lost in "clutter." In all of our local programming we guarantee no more than 3 commercials per break.
Lastly, your client’s product will not be aired anywhere near a competitor. We guarantee a minimum of 15-minutes product protection.
But don’t buy us on our promises. Check our performance. Then call Peters, Griffin, Woodward or the WCCO-TV sales staff.
The program on this screen may save your life some day.

The eminent Swedish physician, Dr. Olof P. Norlander, at the graphic display screen in the operating room, is reviewing data on his patient's condition. He is getting it on an up-to-the-second basis.

During this operation, an almost limitless number of “values” are being collected and analyzed. A built-in warning signal will flag critical situations.

Data on display screens in other locations, such as doctors' offices and X-ray rooms, are being followed by other staff members.

They're using our Patient Data System.

From surgery to teaching
Our Patient Data System was developed and installed at Stockholm's Karolinska Hospital in close cooperation with the medical staff. And one has been ordered by a prominent New York City university hospital for the surgical metabolism intensive care unit. At this hospital, the senior medical staff has specified the addition of a unique automatic chemical blood analyzer.

The Patient Data System may also be used in post-operative care, releasing skilled staff from many routine tasks.

And it may be used for conferences, in teaching—in fact, wherever a computer-based communications system is needed to utilize the flow of data generated by modern technology.

Bringing down medical costs
Sheraton, our hotel subsidiary, has expanded its interests into the field of medical care—into what we call Convatel centers. These provide a full range of medical services for patients between acute hospital care and return to daily living, at rates substantially lower than those at local hospitals.

Our first now serves the University of Vermont Medical Center Hospital and the community of Burlington. A similar unit serves St. Vincent Hospital in Worcester, Massachusetts. Just a beginning, but there are more to come.

ITT and you
These developments are but two examples of how we respond to the changing needs of our changing world. And which together with our other activities, ranging from food preservation to weather-satellite camera systems, can mean a happier and, hopefully, a longer life for you and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.
We've spent the last fifty years getting ready for the next.

Fiftieth Anniversary 1970 ITT SERVING PEOPLE AND NATIONS EVERYWHERE
solving the puzzle is simpler when you know where to find the parts...

All these programs are ready right now.
Five hundred all color hours and half-hours plus as many more features for ninety minute and two hour time slots. Call us collect for the full picture.

SHOW CORPORATION
10 East 49th Street, New York, New York 10017, 212-421-8830
FULKS/DAVIS
& Dallas • Ft. Worth
EYEWITNESS
the NEWS

Anchormen Warren Fulks and
Jerome Davis team up with Dallas-
Fort Worth, the 11th ADI market
in the Nation. It's some team!
Contact your HR representative for
availabilities.
Head hunt
Grover Cobb, one-time chairman of National Association of Broadcasters, now chief of broadcast division of publisher-broadcaster Gannett Co., Rochester, N.Y., is being mentioned as prospect for new executive vice-presidency of NAB in charge of station relations. He's not running for job, as are others, including some incumbent executives at NAB. Mr. Cobb owned KVOB(AM) Great Bend, Kan., before joining Gannett.

Second NAB executive vice-presidency in charge of government relations looks ticketed for Paul Comstock, now VP and general counsel, whose stock rose last week with defeat of Senate override of political-broadcasting bill (see page 30). Third new job on same level, in charge of public relations, said to be wide open. Selection committee, including Vincent Wasilewski, NAB president, will talk about that at its first meeting in Washington this week. Also meeting will be executive committee, which will probably talk about other two jobs, which Mr. Wasilewski is empowered to fill with board consultation.

On the block?
RCA-NBC, names synonymous with radio from its beginning, just might sell their radio stations—if right offer came along. Like many other major-station owners, they received number of inquiries as to interest in swapping or selling individual properties after FCC issued proposal to break up media cross-ownership in individual markets. They also have received, it was learned last week, one offer to buy NBC-owned AM stations as group, and were sufficiently interested to have financial experts confer with bidder. Whether anything comes of deal or not, implication is clear that, given right circumstances, they are currently willing at least to consider selling. What might happen to NBC Radio network operations in event of stations' sale is unclear and, in opinion of observers, could be major factor in any sale decision. NBC was first radio network.

What are NBC-owned radio stations worth on current market? Price offered by unidentified bidder for AM outlets is unknown, but unofficial estimates range up to $40-$45 million or so for both AM and FM, with $35-$40 million of that attributable to AM. AM stations are WNBC New York, WCKY Chicago and WYJC Cleveland, all 50 kw 1-a clear channels; KNBR San Francisco, 50 kw 1-b clear, and WRC Washington and WJAS Pittsburgh, 5 kw regions. All have FM affiliates and all but Pittsburgh and San Francisco have TV outlets.

Moving in
In wake of TV networks' announcements indicating at least tentative thinking as to which time periods they will turn back to affiliates under prime-time access rule (BROADCASTING, Nov. 16, 23), stations across country have been advised by Hughes Sports Network to stay loose until they see what HSN has to offer. HSN, which as name indicates, has made reputation primarily on sports, has ventured occasionally into other programing and regards access rule as opportunity to branch out with syndicated programing that it is now developing and that it considers "different."

Smoke-filled room
FCC will go back to work this week on policy to govern broadcast handling of smoking-and-health information after Jan. 1 when statutory ban on cigarette commercials goes into effect and fairness-doctrine obligation to broadcast anti-cigarette messages expires—unless revised and extended. Staff recommendation is for policy stating broad public-interest standard requires continuation of smoking-health broadcasts. Argument is that if fairness doctrine is invoked after Jan. 1, broadcasters would have to balance antismoking information with promoking arguments.

Staff proposal takes its cue from decision denying request by ecological society, Friends of the Earth, for "fair" time on air to take issue with commercials for leaded gasoline. Society had argued cigarette-fairness ruling was precedent. In decision FCC said its cigarette ruling had been unique in application of fairness doctrine, that if after broadcast advertising ends cigarettes still constitute menace to health, the broadcaster cannot ignore discussion of the public-health matter because of its importance to public (BROADCASTING, Sept. 28).

Back in act
Does loser of competitive hearing for new TV station have any legal option on channel if winner later decides to turn it over to third party for reimbursement of costs? Point may be pressed before FCC soon if Chicago Federation of Labor makes deal with Zenith Radio Corp. for permit for UHF channel-38 WCFL-TV Chicago. Though WCFL-TV talks continue with Zenith, which aims to make outlet nation's first regular pay-TV facility (BROADCASTING, Nov. 16), channel-38 losers, Fred Livingston and Tom Davis, indicate it won't happen without fight. Mr. Livingston has advertising agency, Mr. Davis operates WSDR(AM) Sterling, Ill.

Touching bases
FCC is showing increased reluctance to pass on station transfers in which large mergers are involved unless mergers have been cleared by other affected agencies. Request that Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. supply letters from Federal Trade Commission and Justice Department clearing their proposed merger is one of several points raised in letter commission staff is preparing for them, it was learned Friday (Nov. 27). (Other major point involves application of commission's top-50-market policy to transfer of five Corinthian television stations into merged ownership involved in merger, see page 19). FCC is also known to have contacted lawyers for Plough Inc. with similar request on Wednesday, two days before story broke that FTC is looking into Plough's merger into Schering Corp. At stake as far as FCC is concerned are transfers of Plough's five AM-FM combinations.

Commission's letter to Corinthian and Dun & Bradstreet is expected to raise two questions specifically dealing with anticompetitive issue—one is whether conflict of interest will exist in merged corporation since Dun & Bradstreet, through credit reporting service, might have influence over potential television advertisers: other is whether steps have been taken to prevent anti-competitive actions flowing from presence on Dun & Bradstreet board of General Foods director. Other question in letter reportedly will ask for specifics on proposal to improve stations' children programing.

Property hunt
Viacom International Inc., program-syndication and cable-television company that is being formed out of spinoff from CBS in late December, is expected to go on production spree in 1971 to accumulate new product, particularly for syndication market. Viacom officials are reported to be in discussions with independent producers in Canada and Australia for dramatic and game-show programing.
JOHN THAYER & DON BRUCE

TOGETHER, INC.

APPOINTED EXCLUSIVE SALES AGENT for...

Adds thousands of dollars of plus billing to your station.

You sell Woman's World once—then enjoy a high percentage of renewals that will give you a solid base for the following year a full twelve months in advance.

A highly successful promotion that reaches every homemaker in your market.

Puts your station in solidly with those all important ladies.

Gives your advertisers real incentive for continued use of your facility.

RESERVE YOUR MARKET

CALL COLLECT:

901-525-8651
Lacking seventh commissioner, FCC deadlocked on proposed $100-million-plus merger of Corinthian Broadcasting into Dun & Bradstreet stalling transfer of five TV's, three of which are top-50-market VHF's. See ...

Cut rate politics: Scott now on stage ... 30

FCC extends deadlines for comments and reply comments in newspaper-CATV crossownership proceedings. ANPA questions commission's authority to disqualify newspaper publishers from CATV ownership. See ...

European advertising agency, Intermarco N.V., joins D'Arcy and MacManus, John & Adams agencies in plans to merge into multi-national firm with billings in excess of $250 million; now awaiting stockholder approval. See ...

Exhausted forces working to sustain or overturn President's veto of political broadcasting bill spark no new ideas as industry hopefuls await Republican minority leader Hugh Scott's expenditure bill. See ...

FCC delays comment on crossownership ... 19

A big merger gets even bigger ... 32

FCC adds Justice Department to list of parties in complicated New York CATV-telephone proceeding and sets argument for Feb. 4, 1971. At issue is application of telephone company to provide CATV's with line service. See ...

Justice Department in FCC territory ... 21

Study performed by Starch/Hooper of Daniel Starch & Staff Inc. shows TV viewers have developed ability to tune out unwanted advertising and often misidentify products being advertised. See ...

FTC takes TV toy ads to task ... 28

Access becomes a free speech issue ... 37

FTC hardens its line on allegedly deceptive broadcast advertising, announcing intentions to issue complaints and possibly cease-and-desist orders against Mattel Inc., Topper Corp. and E. I. duPont. See ...

CBS and affiliates attack FCC's prime-time access rule as restraint on free speech and as product of unlawful commission procedures; sees parallel in prohibiting newspapers from unlimited use of wire services. See ...

National Association of Broadcasters TV code-review board to consider new restrictions on toy commercials by writing specific guidelines into code in attempt to give child viewers realistic picture of products. See ...

TV to tone down toy commercials? ... 29

Ecology, Vietnam specials cited ... 42

Former FCC Commissioner Kenneth A. Cox, NET's 'Hospital,' CBS News's 'Charlie Company in Vietnam' reports and NBC pollution documentary are among winners of Alfred I. duPont-Columbia University awards. See ...

Departments

| AT DEADLINE | 9 |
| BROADCAST ADVERTISING | 28 |
| CHANGING FORMATS | 43 |
| CHANGING HANDS | 24 |
| CLOSED CIRCUIT | 5 |
| EDITORIALS | 66 |
| EQUIPMENT & ENGINEERING | 48 |
| FATES & FORTUNES | 53 |
| FOCUS ON FINANCE | 45 |
| FOR THE RECORD | 55 |
| INTERNATIONAL | 52 |
| LEAD STORY | 19 |
| THE MEDIA | 19 |
| MONDAY MEMO | 17 |
| OPEN MIKE | 16 |

| PROGRAMING | 37 |
| WEEK'S HEADLINERS | 10 |
| WEEK'S PROFILE | 65 |

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To some people there is a fate worse than death. Old age.

Last July, 108 aged people in a Baltimore nursing home were infected by a vicious intestinal disease. 25 of them died.

For four days the home itself didn't officially tell the city or state health authorities that a communicable disease was on the rampage.

Unfortunately, many of the conditions that led to this disaster still exist in the nation.

In our new special "When You Reach December," Group W's Urban America Unit takes a look at Maryland's elderly and the possible fate awaiting them in nursing homes.

You'll see people who are mentally alert thrown together with others who are hopelessly senile. Where days are spent staring at walls. Where, for one man, bathing consisted of being undressed and "hosed like a car." Where serious questions are being asked about the enforcement of state and Federal regulations.

There are good nursing homes. But no matter how good or bad they are, many nursing homes are nothing more than places where the aged are discarded when society is finished with them.

"When You Reach December" is one of the prime-time specials Group W is presenting regularly on its five TV stations this year.

We're showing this because we think our elderly should have more than just a lonely wait for death.
Merger under review

Boards of both Corinthian Broadcasting Corp. and Dun & Bradstreet are slated to meet this week and undoubtedly consider their merger plans in view of FCC failure to give its approval by Friday (Nov. 27) (see page 19).

Joint statement by two companies on Friday noted that merger agreement gave either party right to terminate after Nov. 27 if FCC had not approved by then, but also said "there has been no decision on the part of either company as of this time to terminate the merger agreement."

D&B has regular board meeting scheduled Wednesday (Dec. 2), authorities said. Corinthian also planned board meeting this week but date had not been set. There was speculation that minimum had been reached for a settlement, and perhaps also D&B, would be inclined to continue contract if prospect was for FCC action in "reasonable" time. Whether they would continue if outlook was for delay of months was far from certain. Corinthian authorities reportedly feel they have already been immobilized for almost year on important matters such as employee benefits, hiring additional people and acquisitions.

Corinthian stock prices dropped 2% points Friday, closing at 25 1/2. D&B shares rose 2% to 51 3/4. Both are traded on New York Stock Exchange.

Clutter frets ANA group

Clutter in media is one of most pressing concerns of advertisers, according to statement of Media Policy Committee of Association of National Advertisers distributed over Thanksgiving holiday.

Committee pointed out that proliferation of multi-minute station breaks, ad sizes, inserts and special sections might well be "turning off" audiences, with resultant drop in advertising effectiveness. Committee repeated recommendation of ANA that TV medium particularly should take positive action to guarantee viewers minimum of 51 minutes of program time in each prime-time hour. ANA has held since 1964 that minimum guarantee is preferable to rigid rules on number and placement of commercials.

With respect to concern over public attitudes toward advertising as evidenced by rising tide of consumerism, committee concluded that industry-wide regulatory procedures are "not as desirable as stimulation of more effective control of advertising content through exercise of individual responsibilities on part of advertisers, agencies and media."

Committee explored subject of independent buying services and said these services represent desirable development for advertisers. Committee felt that efforts of these services have resulted in more efficient buying practices. It said continued tests of relative efficiencies of buying services and agency media departments are "considered healthy development."

Electronic monitoring of broadcast signals also was discussed by committee. It said systems of International Digisonics, Broadcast Advertisers Reports and Audicom are being carefully analyzed by advertisers to determine their potential contribution to proof-of-performance aspect of advertising cost control.

Huddle on liquor ads

Meeting between Vincent T. Wasielewski, president of National Association of Broadcasters, and Leonard B. Stevens, vice president of U.S. Communications Corp., on latter's announcement earlier this month that it will accept distilled spirits advertising (BROADCASTING, Nov. 20 et seq.), takes place today (Nov. 30) in Washington.

Mr. Wasielewski had asked for meeting, and Mr. Stevens decided to come to Washington to meet with NAB leader and possibly with congressional critics of his move. One Hill leader who has publicly expressed his dissatisfaction is Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee which oversees TV and radio legislation.

Mr. Stevens has written directly to Representative Staggers—and also to Senators Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee—stressing stringent conditions under which hard liquor advertising will be accepted by USCC's five UHF TV stations. He is still convinced, he said Friday (Nov. 27), that under rigorous restrictions imposed by licensee, acceptance of broadcast liquor advertising, which is legally made and advertised in all other medium, cannot be considered contrary to public interest. Also, Mr. Stevens stressed, UHF television is in "ruthless" competition to survive and needs new sources of revenue.

KVOO-TV sale approved

FCC announced on Friday (Nov. 27) its approval of Scripps-Howard Broadcasting Co.'s purchase of kvoO-TV (ch. 2) Tulsa, Okla., from Central Plains Enterprises Inc. (see page 19). Scripps-Howard, which has controlling interest in four VHF, one FM and two AM stations, will pay $6.6 million for Tulsa "W." In addition, Harold Stuart, president and director of Central Plains, will be paid $2,500 monthly for seven years under consultancy, non-competition agreement.

Commission vote approving transfer was 4-to-2, with Commissioner H. Rex Lee concurring in result and Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Commissioner Johnson said commission should hold hearing on transfer on issue of concentration of control of mass media.

Besides broadcast interests, E. W. Scripps owns newspapers in 16 cities across country, but none in Oklahoma.

Shadow had been thrown over transfer in August, when report of commission staff report on pilot study of conglomerate ownership of broadcast properties was leaked. (BROADCASTING, Aug. 17). Staff had recommended that Scripps-Howard's acquisition of Tulsa station be held up as result of information unearthed during study. However, staff, which conducted follow-up investigation, is said to have indicated recently it had no further reason for recommending delay.

Anti-tobacco plot seen

FCC-required fairness doctrine anti-smoking commercials have merely been "scapegoat" of smoking-health controversy and are only one part of effort to outlaw all tobacco, Fred S. Royster, president, Tobacco Tax Council Inc., told National Association of Farm Broadcasters in Chicago Friday (Nov. 7). He noted anti-smoking forces are now seeking free newspaper space to fight cigarette ads since broadcast ban goes into effect Jan. 1.

"Some of the anti-tobacco ads used on the electronic media are not factual," Mr. Royster charged, adding, "I believe our anti-tobacco foes have changed their tactics of slander and smears which are the keystones of their fear campaign to efforts now to eliminate and wipe out all phases of the tobacco community."

At NAFB luncheon Friday, Geigy

More "At Deadline" on page 10
Week's Headliners

Leonard S. Matthews, president, Leo Burnett Co., Chicago, named chief executive officer of agency's U.S. operations, responsibility which also includes Burnett's Canadian subsidiary and D. P. Brother & Co., Detroit. He reports to Philip H. Schaff Jr., chairman. His executive team for U.S. includes Howard Shank, executive VP in charge of creative services, and C. R. (Jack) Kopp, executive VP in charge of client services.


Edward N. Ney, president of Young & Rubicam International, elected president and chief executive officer with responsibilities for worldwide activities of Y & R. As chief executive officer he succeeds Edward L. Bond Jr., who continues as board chairman. Stephen O. Frankfurter has resigned as president of Young & Rubicam—U.S.A. (see page 33).

H. F. Grumhaus, vice chairman, elected chairman of board and chief executive officer, Tribune Co., Chicago, holding company whose interests include publishing and broadcasting. He succeeds J. Howard Wood effective Jan. 1. Mr. Wood continues as chairman of executive committee. He also continues as chairman and chief executive officer of WON Continental Broadcasting Co., group owner.

Thomas G. Kuhn, VP program development, Warner Bros. Television, New York, appointed VP of TV production. Mr. Kuhn will supervise all nighttime programming in both film and live-on-tape areas of production. He continues to supervise WB-TV's program development for future series projects. Mr. Kuhn was formerly director of NBC's West Coast live nighttime programs and specials.

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

Agricultural Chemicals gave its annual broadcast award to Barney Arnold, WHAS-AM-TV, Louisville, Ky. NAFB meritorious service award was to be presented at Sunday banquet to Ward L. Quaal, president, WON Continental Broadcasting Co., group operator. NAFB President Jack Crowner, WHAS-AM-TV, reported on new efforts to expand membership services through small stations and get NAFB to be more active participant in affairs of National Agricultural Advertising and Marketing Association, group that includes major farm sponsors as well as media.

Comments called unfair

KWB(A)M Baytown, Tex., has been notified by FCC that comments on bombings of Pacifica Foundation's KPFT(FM) Houston were personal attacks and station's failure to notify KPFT(FM) violated personal attack provisions.

Chief William B. Ray of commission's complaints and compliance division told KWB(A)M that since station has dismissed individual making statements and since time to respond was offered and refused, no further action is planned.

KPFT(FM) was bombed May 12, causing $25,000 damage to transmitter and other equipment and again on Oct. 6, causing $35,000 damage (BROADCASTING, Oct. 12). Station is still off air.

Complainant, one Richard S. Manne, otherwise unidentified, told commission moderator of KWBA call-in show on May 14 aired opinion that Pacifica management dynamited transmitter themselves to collect insurance.

Seeks reply time

Senator William Proxmire (D-Wis.) Friday (Nov. 27) asked NBC-TV for free network time, under fairness doctrine, "to balance the ... impact" of show broadcast by network Nov. 25 which, he contended, depicted controversial supersonic transport (SST) as "a glorious and exciting new way to fly." Story was episode of NBC-TV's San Francisco International Airport part of network's Four-in-One series. In story, airport changes were being planned to accommodate controversial airplane.

Senator Proxmire asked NBC President Julian Goodman for 'few minutes' to give other side. Neither Mr. Goodman nor other NBC officials were available for replies Friday. Senate is due to vote this week on appropriations for SST construction.

Burnett promotes dozen

Leo Burnett Co., Chicago, Friday (Nov. 27) elevated dozen executives to posts of senior vice president. Five have been vice president-executive creative directors: Eugene Kolkey, Norman Muse, Robert Noel, Richard Stanwood and Hal Weinsteint; six have been vice president-management directors: George Hamm, Thomas Heath, DeWitt Jones, John Kinsella, A. E. McKeough and Martin Snitzer, and one, Harold Tillson, has been vice president in charge of media services.

New EVR camera patented

CBS Laboratories confirmed Friday (Nov. 27) that patent has been granted to its president, Dr. Peter C. Goldmark, and one of his associates, Dr. William E. Glenn Jr., for method of electronic color photography using black-and-white film.
"As through a glass, darkly..."

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

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

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

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

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

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

McHugh & Hoffman, Inc.
Television & Advertising Consultants
480 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9800

January, 1971

Jan. 5—Deadline for comments on FCC’s proposed rulesmaking regarding 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 Dec. 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 proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

Feb. 1971


Feb. 3—Deadline for reply comments on FCC’s proposed rules concerning interconnection of CATV systems and CATV service to private property (Doc. 18897-A). Previous deadline was Oct. 22.

Feb. 7—Announcement of extension of deadline for reply comments on FCC’s proposed rule making concerning spectrum allocations (Doc. 18898). Previous deadline was Dec. 27.

Feb. 24—Meeting of South Carolina Association of Broadcasters. Down Towne hotel, Charleston.

March, 1971

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


March 9—Meeting of New York Association of Broadcasters, Thruway Hyatt House, Albany.


April, 1971

April 1—New deadline set by FCC for origination of program material by CATV operators for use by cablecasting companies to 5,000 or more subscribers. Previous deadline was Jan. 31.


April 19-22—23rd cine-meeting, International Film, TV Film and Documentary Market (MIFED). Milan. For information: MIFED, Largo Domodossola 1, 20145 Milan.

April 21—George Foster Peabody Broadcasting Award presentation. New York.
Up Down, Up Down ... despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line. Let your audience relax. Write or call collect. 203-327-2000.
Step up to Northern Michigan—a 1¼ billion-dollar market

$6,781 C. S. I. per household

$1,247,143,000 in Consumer Spendable Income in the 35 counties where WWTV/WWUP-TV is the dominant CBS station. Source: SRDS and ARB.

When you're looking at the Cadillac- Traverse City-Sault Ste. Marie A.D.I., you're looking at the richest A. D. I. in the state—a huge 25-county area where Michigan's biggest spenders spend. And if you add the ten neighboring counties where WWTV/WWUP-TV is the dominant CBS station, you're looking at a cool billion dollars in retail sales. Think about it—when you're thinking about Michigan.

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BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

May, 1971

BookNotes


This book "was originally prepared as a quick reference for the correspondents, producers, and editors of CBS News," the authors tell us. It would serve that purpose equally well in any newspaper, or wherever a convenient list of basic facts about civil rights might be useful. The core of the book is an alphabetical guide to individuals and organizations—more than 100 pages of profiles, from Ralph Abernathy to the Young Lords Party. Appendices contain a guide to acronyms; a list of congressional voting records on civil-rights measures between 1960 to 1968; a list of states with civil-rights laws and state agencies with civil-rights responsibilities; a civil-rights chronology from September 1954 to September 1970; a list of leading black officials throughout the country, and a bibliography.


The author sees his loose-leaf publication as "a starting point" in understanding the rapidly growing cassette field. Included are an illustrated history and description of all systems now on the market; a description of the markets, problems, potentials, and probable future of the new product; and a directory of companies that are involved in some facet of the videocassette field.

Mr. Roberts, president of Martin Roberts & Associates, a Los Angeles Agency that for 10 years has marketed all kinds of electronic entertainment, acknowledges that "events [in the video-cassette field] are moving faster than any single report can document." His book, published by the Roberts firm, is...
FOUR STAR proudly presents

BRUNO VAILATI'S

SEVEN SEAS

THE ATLANTIC OCEAN
THE POLAR SEAS
THE INDIAN OCEAN
THE MEDITERRANEAN
THE CARIBBEAN
THE PACIFIC OCEAN
THE RED SEA

New for syndication...
seven superb one hour color specials
on each of the Seven Seas of the world.

Narrator by
Bruno Vailati and
Norman Corwin

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WPLG Miami
WJXT Jacksonville

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tailed to meet that situation. Buyers of the book will receive, at no additional cost, three quarterly supplements that will contain the latest information on cassettes.


This book is based on two one-hour documentary programs produced by CBS News as part of its CBS Reports series. They were telecast on successive nights over CBS-TV earlier this year, and, according to the author of the book, CBS News correspondent Daniel Schorr, produced "a major controversy" with letters from many viewers (including physicians) either lauding or condemning the telecasts.

Mr. Schorr drew on the work of his colleagues and research assistants (much of the material could not be used in the programs) but accepts the responsibility for the book's thesis: "Don't Get Sick In America." Mr. Schorr makes the points that medicine in America is over-costly and it is not that good.

OpenMike 

Chart told reverse story

EDITOR: Your coverage of TVB's 16th annual meeting was superlative.

We would appreciate it if you would make two corrections. The chart called "Television," lower right side on page 41, is mislabeled. The column titled "Most" should read "Least" and vice versa. The first line of the chart should then read: 2% said television was least entertaining medium and 88% said television was the most entertaining, etc.

Also, on page 40 you refer to two R. H. Bruskin studies on which our new film "CompetTVity" is based. You credit TVB for the public opinion study, Television Information Office for the time-spent study. Both were commissioned by TVB.—Murray Gross, vice president, communications, Television Bureau of Advertising, New York.

(The Bruskin chart summarized how television, as a medium, rates with the public. Findings were the result of a nationwide study of 2,000 adults. Words at left were shown to those interviewed and each was asked to say which kind of communication—magazine, newspaper, radio or TV—was in his judgment "most described" and "least described" by the word shown. Results for media other than TV are shown in the Nov. 23 article.)

A puzzled philatelist

EDITOR: One of my hobbies is coin collecting. A few years ago in a trade I acquired some old books. Among the books was a small stamp album. The stamps are all basically the same. They're called "Verified Reception Stamps." There are 53 and all but three are of the same design, varying only in color, and all were produced by The American Banknote Co. Across the center of each stamp is the call sign of a commercial station. Thus I have stamps from 53 different stations.

Obviously in the early days of radio broadcasting these stamps were sent to listeners who wrote to a station telling of hearing a broadcast at some distance. The album itself appears to have been designed to hold these stamps and it has a copyright date of 1910.

I have written the American Banknote Co. about this, but received no answer. My questions are: What are they? How many different stamps were executed, and have they any value?—Don Sylvia, WABT-Bangor, Me. (Perhaps a reader can help Mr. Sylvia).

More on getting started

EDITOR: In response to Laurence Lancit's letter (BROADCASTING, Nov. 2), I feel any potential broadcast employe should keep some things in mind. So should the broadcaster who hires.

First, the fact that a young man or woman holds a college-level degree does not in itself entitle him or her to a job. I've seen and heard entirely too much complaining too the effect: "Well, here I am, world. Now owe me a living."

Second, many would-be broadcasters approach the profession only in the context of on-air performance. What about operations, traffic, sales, promotion, engineering, accounting? These areas contain many fascinating opportunities.

Third, those college years can include some part-time work in broadcasting if the student has something to offer and is willing to take on an extra ration of work. Broadcasters are in business 18 to 24 hours a day as a rule, seven days a week, with at least some odd-hour or weekend work available to fill out operating schedules. Obtaining such jobs takes some shoeleather and ingenuity, since most of the really interested students have already covered them.—James B. Holston Jr., director of operations, KJON (AM) Los Angeles.
Technology, not advertising, is the bearer of social change

Change is not a challenge. It is an ordeal.

So great is our innate distaste for change that we make our institutions thoroughly inflexible. Human beings, though, are programmed for slow evolutionary change. We have a built-in rate of change which is emotionally acceptable and physically tolerable. It is very slow, determined in a Pavlovian manner by preceding generations.

Nature's second safeguard is our urge to imitate. Human progress springs from imitation. Eventually it gets sanctified as habit, conduct and morality. We are instinctively trying to be like our own tribe, our own fellow beings.

This is a long way around saying that the changes we will have to face in the decade ahead will be set in motion by technology rather than political and social movements—or advertising itself. If technology is the source of change, coercion and imitation are its battalions of enforcement.

Some people find this hard to believe. Look at the Beatles and the rock revolution, they say. It is a social change. So it is. But it could not have happened without the technology of electric instruments.

The sexual revolution can be rationalized in psychological terms. But without the technology of contraception it simply would not have taken place.

I think it would be equally wrong to look upon advertising as a source of change. Contrary to popular belief, advertising never invented anything and never caused any fundamental change. This question is very much misunderstood by the critics of advertising. We are not creators of change.

We speed up the process of change by informing and by persuading. But we did not invent miniskirts nor are we able to hold the headline above the knee.

Advertising does not create life-styles. It reflects them.

Advertising is part of the technology of communications. Its strength lies in being the cheapest and most effective way known to man of disseminating information, or knowledge, or persuasion to vast numbers of people.

For technological reasons alone, advertising is here to stay. But we may predict some likely changes.

The scope, power and influence of the printed word are going to increase dramatically. All talk about the demise of books, newspapers and magazines is sheer folly. They are going to increase as a result of the billions being poured into the technologies of education, information collection and dissemination and the imitative urge we fondly call the thirst for knowledge.

And above all, the printed word will increase because of television.

Yes, because of television. This remarkable medium has a unique ability to create interest and involvement. It forces viewers to satisfy their aroused curiosity by seeking more knowledge, seeking more and better and fuller information—more often than not through the printed word.

A few TV programs made that marvelous philosopher, Eric Hoffer, a national celebrity. They sold out all his books overnight and have kept them in strong demand.

Statistics are hard to come by, but the introduction of television in all countries is accompanied by people reading more.

The underground press has not yet demonstrated long-term viability, but it has shown that technology enables birds of a feather to flock together in small groups and in unorthodox ways. It is possible they will come to represent an important forum, a vital part of the communications structure of future society.

It is today's conventional wisdom to make solicitous noises about the future of magazines. Mass magazines may indeed change into something else by 1980. I do not know what. The growth of the mass magazines was based on technological advantages over newspapers. Now and in the future, newspapers will have techniques for closing this gap. And in any event, the news-story-picture treatment is better, more topically done on TV.

We must see our future role not from our own point of view but from the point of view of our market and our customers. What we shall need increasingly is comparable information for all media. We are looking for new technology to show the way, but it is a change that is bound to come.

It is useless to argue that it is not possible to compare print and broadcast. The advertiser must do just that every time a media decision is taken. Like any business, advertising is based on choosing between alternatives.

In the new society, which will be so much more populous than the present, many advertisers will be turning away from the concept of mass marketing. In production we are moving in the direction of more products for smaller groups of people. While we still are in the process of improving the demographic data, our new needs are more and more for psychographic data.

We are entering an era of faster change than we have been accustomed to. My belief is that the rate of change will be dictated by technological changes. Neither marketing nor the communications industry can escape the pressure to change. To continue to serve a need that has become outmoded will not be sufficient to insure survival.

Andrew Kershaw was appointed president of Ogilvy & Mather Inc., New York, in October 1969. He had started the agency's Canadian operation in 1950 and under his leadership it became one of that country's best-known advertising firms. After wartime service in the British Army Commandos, Mr. Kershaw joined the British Travel Association and became its deputy director general. In 1956 he migrated to Canada and joined McLaren Advertising as director of client service.

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Split vote stalls Corinthian merger

Bartley, in last-minute return, ties up FCC; top-50 policy dusted off, may affect others

For want of a seventh commissioner, the FCC deadlocked last week on a proposed $100-million-plus merger involving the transfer of five television stations, nine months after the applications were submitted for approval.

At stake is the agreement under which group owner Corinthian Broadcasting Corp. would become a wholly owned subsidiary of Dun & Bradstreet, the book-publishing and data-service concern.

The commission took two votes in an effort to resolve the issue—once to grant the transfers, once to set the applications for hearing. Each ended in a 3-to-3 tie.

Then, in what some officials described as an effort to get off dead center on the issue, the commission instructed the staff to direct the applicants to make the "compelling public-interest showing" required by the agency's top-50-market policy. Under the policy, special justification must be offered for acquisition of more than two VHF stations in the major markets.

Voting for the station transfers and against a hearing were Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells. Those opposing the transfers were Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee. Commissioner Bartley, a consistent foe of the concept of group ownership, was making his first appearance at the commission since entering a hospital on Oct. 27 to undergo cataract surgery. He stayed at the meeting only long enough to participate on assignment-and-transfer items.

In one matter, he was on the losing side when the commission voted 4-to-2 to approve Scripps-Howard Broadcasting Co.'s purchase, for $6.6 million, of KVOO-TV Tulsa, Okla., from Central Plains Enterprises, owned principally by Kay E. Clark, Breene M. Kerr and D. A. Mc Gee. Mr. Johnson was the other "no" voter.

Action on another merger item, involving the consolidation of Plough Inc., group broadcaster and producer of drugs, cosmetics and home products, into Schering Corp., a pharmaceutical manufacturer, was postponed for one week. Plough, whose stockholders would own 36% of the consolidated company, owns WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

In the Corinthian action, the two 3-to-3 votes constituted a dramatic example of the handicap under which the commission is operating as a result of the White House's failure to resolve the question of the seventh commissioner since the departure of Kenneth Cox at the end of his term last summer. Sherman Unger, then general counsel of the Department of Housing and Urban Development, was nominated in July to the FCC. However, a "hold" was put on the nomination after the Internal Revenue Service began what was described as a "routine" audit of his 1968 income-tax return, and the White House has yet to remove the hold or withdraw the nomination and make a new one.

The top-50-market policy, which caught up Corinthian and Dun & Bradstreet last week, was adopted in February 1968, when the commission abandoned a rulemaking that would have limited new ownership of television stations to three (no more than two

FCC delays comment on crossownership

It also claims power to rule whether newspapers can own cable systems

In response to a petition by the American Newspaper Publishers Association, the FCC last week extended the deadlines for comments and reply comments in its newspaper-CATV crossownership proceeding.

The deadlines were extended from Dec. 7 to Jan. 15, 1971, for comments; from Jan. 8, 1971, to Feb. 12, 1971, for replies.

In a letter to the commission last July, ANPA disagreed with a portion of the commission's Second Report and Order in which the FCC said it had the authority to adopt rules governing crossownership of CATV systems with newspapers and indicated that the question was in an inquiry rather than a rulemaking status. In answer to ANPA's letter, the FCC's Cable Television Bureau stated that the commission contemplated that it might adopt CATV-newspaper crossownership rules at the conclusion of the proceeding.

ANPA disputed the ruling, and asked the commission to clarify whether the issue is in a rulemaking or inquiry phase. Specifically, it asked that the question be either dismissed or merged into the inquiry part of the proceeding; and that the original comment and reply comment phases be deferred until three months after the comment phase of the commission's proceeding on multiple-ownership of AM, FM and TV stations.

In support of its requests, ANPA argued that the commission lacked authority to disqualify newspaper publishers from CATV ownership, that there was not sufficient evidence in the proceeding to justify adoption of the rule without a further notice of proposed rulemaking, and that the notice of proposed rulemaking in one of the commission's CATV rulemaking proposals suggests that the newspaper-CATV crossownership question is in an inquiry phase.

The commission rejected ANPA's arguments and reaffirmed its contention that the question is in a rulemaking phase. It extended the deadlines by a 5-to-0 vote with Commissioner Robert T. Bartley absent.
VHF's) in the top-50 markets. The policy requires a compelling public-interest showing of applicants seeking to acquire more stations than the rule would have allowed.

Three of the Corinthian stations—Khou-TV Houston, KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis—are top-50-market VHF's. The others are KTV(TV) Tulsa, a VHF, and WATE-50, Knoxville, a UHF.

Corinthian and Dun & Bradstreet have thus far maintained that the policy does not apply to their merger. They argued that the policy is not designed to bring about divestiture of existing holdings and that there would be no change in the number of stations under common ownership.

The top-50-market policy will also confront participants in at least two other major transfers of station groups that must clear the FCC: Triangle's sale to Capital Cities and Time Inc.'s sale to McGraw-Hill.

It was not clear last week whether the commission will request information on other aspects of the Corinthian merger that are said to be troubling some commissioners. But it remains to be seen whether the request for additional information of any kind will be more than an academic exercise.

The "upset" date in the merger contract was to pass on Friday (Nov. 27). After that either side was to be free to cancel its agreement. There was no immediate indication whether either side would exercise that option. They will be in a better position to make that decision after receiving the commission notification which was held up by the Thanksgiving holiday.

The merger would involve the exchange of a .675 share of Dun & Bradstreet stock for each share of Corinthian. The group owns 4.4 million shares outstanding, 48.5% of which are owned by John Hay Whitney, financier, who would own 9% of the merged company.

At the time the merger was announced, on Dec. 1, 1969, the exchange of stock had a value of $134 million. Dun & Bradstreet shares then were quoted at $58.75, Corinthian at $25.75.

Since then, the value of Dun & Bradstreet stock had dropped while that of Corinthian's has climbed. Dun & Bradstreet closed last Wednesday at $49.37 1/2, Corinthian at $28.25.

Corinthian and Dun & Bradstreet are not the first applicants to be forced to a moment of sales-contract truth by the length of time taken by the FCC to act on transfer applications.

In February, Metromedia canceled its agreement to buy WFLD-TV Chicago after waiting 10 months for the commission to consider its application. Metromedia would have been obliged by its contract to begin paying a penalty of $200,000 a month, in addition to the $10-million purchase price, on which they may decide to file.

In its request for a Feb. 28 extension to file for earth stations, Western Telecommunications said it also is considering filing for transmit-receive stations in the 4 and 6 ghz or higher bands to operate in conjunction with one or more satellites or satellite systems owned by others, and may decide to apply for a complete system of its own.

Communications Satellite Corp. and GT&E Service Corp. requested reconsideration of the Feb. 28 filing date granted to Microwave Communications Inc. for a 4 and 6 ghz proposal to avoid inequity. In the alternatives, they requested an extension to Feb. 28 for all applicants. Western Union requested that the date for an MCI filing for 4 and 6 ghz be cut back to Dec. 15.

In granting the deadline extensions, the commission said it wants to avoid "unnecessary delay" in resolving the proceeding and hopes to begin processing applications as promptly as possible. It urged applicants who do not need extra time, to submit their applications as soon as they are ready.

The vote on the extensions was 5-to-0 with Commissioner Robert T. Bartley absent.

Three-month extension on satellite applications

The FCC last week extended from Dec. 1 to March 1, 1971, the time for filing all applications for domestic communications-satellite systems in the 4 and 6 ghz bands or using higher frequencies.

The commission also set the following new deadlines for specific filings related to satellite applications:

- March 15, 1971, for ABC, CBS and NBC to submit statements of their intent to apply for a satellite system.
- March 30, 1971, for the networks' affiliates associations to apply for a prototype receive-only earth station.
- March 30, 1971, for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

Comments on the applications and on the rulemaking proposal are due March 30; reply comments are due April 26.

Requests for additional time to file for systems in the 4 and 6 ghz bands were filed by RCA Global Communications and RCA Alaska Communications Inc. They asked for a Dec. 30 deadline to file and to study the higher frequencies to keep the agreement in effect (Broadcasting, Feb. 9).

In December 1969, the Minneapolis Star & Tribune decided against going through a hearing the commission had ordered on its proposed $4.4-million sale of KTVM(TV) Hutchinson, Kan., to WKY Television Systems Inc. After the parties waived their right to a hearing at some effort to get prompt decision, the commission denied the application. The sale had been pending nine months. Contract termination date was Dec. 31.

Corinthian and Dun & Bradstreet, apparently with those experiences in mind, twice in recent months called the commission's attention to the fact that the transfer applications had been filed on Feb. 27 and noted that the "upset" date was Nov. 27 ("Closed Circuit," Nov. 9). Each time, the commission assured the parties that action would be taken by then.

Barring the top-50-market-policy matter, some commissioners are said to be concerned about the programming proposed in the applications. They are reportedly unimpressed by the Corinthian stations' performance in news, public affairs and other nonentertainment areas—particularly in view of their profits—and, thus, are said to be unmoved by Dun & Bradstreet's promise to extend and strengthen the stations' "quality" operations.

There are other factors complicating the proposed merger—namely, three petitions to deny it. One was filed by WLFI-TV (ch. 18) Lafayette, Ind., which argues it would be economically injured by the additional strength the merger would bring to the Corinthian stations. Another was filed by LVO Cable Co. of Tulsa, Okla., whose request for the importation of distant signals was opposed by Corinthian and which argues that the merger would create a monopoly problem.

The third petition to deny was filed by Anthony Marton-Trigona, owner of now-dark WTAF-TV (ch. 31) Marion, Ind., and a persistent gadfly in broadcast matters who has filed petitions to deny a variety of renewal and transfer applications. He opposes the Corinthian-Dun & Bradstreet merger on concentration-of-control-of-media grounds.

The decision to request additional information from the applications—taken without a vote but, reportedly, over no objections—was seen by some officials as offering encouragement to both sides. Opponents might feel it would add to the petitioners additional grounds for appealing any eventual decision to approve the transfers.

Proponents, on the other hand, might be hoping for the addition of a fourth, and deciding vote, in the person of a new commissioner, by the time the matter comes back for a vote—assuming the merger is still intact.
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Community

Three-way hearing set
for Los Angeles ETV

The FCC last week set a comparative hearing for educational channel 58 in Los Angeles. The hearing was scheduled three years after Community Television of Southern California, one of three applicants, applied for the channel.

Community first applied for the channel on July 21, 1967. Applications for the channel later were filed by the Los Angeles Unified School District and by Viewer Sponsored Television Foundation. Two months ago, Community asked the commission to help find a compromise solution short of designating a hearing (BROADCASTING, Sept. 28).

Community Television told the commission last September it would agree to a share-time arrangement with the two other applicants to avoid a costly and lengthy hearing and asked the commission to call the applicants together in an off-the-record session, to see if any possible basis exists for compromise, whether through a share-time arrangement or through withdrawal of one or more of the applicants.

Viewer Sponsored Television said it would be willing to discuss the possibilities of the share-time arrangement, the commission said, adding that Los Angeles Unified School District opposed the suggestion and said it would only discuss the complete withdrawal of the competing applications.

In setting the hearing, the commission
said it considered Community Television's alternative solutions and, because of Unified's opposition to a share-time arrangement, it was specifying an issue to determine whether such an arrangement would be the most effective use of the channel.

Other issues include the extent to which each of the proposed operations would be integrated into the overall cultural and educational operation and objectives of the applicants, as well as the manner in which such objectives meet the needs of the community to be served; whether other factors show that one applicant would provide superior educational TV service; and the financial qualifications of Viewer Sponsored Television.

Community Television is the licensee of noncommercial KCBT (TV) (ch. 28) Los Angeles. Los Angeles and Viewer Sponsored have no other broadcast interests.

Cox, Jencks, McGannon slated for symposium

A "Broadcasting Industry Symposium" designed to provide a forum for broadcasters, government officials and community leaders is scheduled Jan. 18-20, 1971, in Washington.

Kenneth A. Cox, who stepped down as a member of the FCC on Sept. 1, will serve as chairman of the symposium. Speakers will be Richard W. Jencks, president of CBS/Broadcasting Group; Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co.; and Evelyn Sarson, president of Action for Children's TV.

Principal organizer and sponsor of the symposium is Dr. Philip Minter of the University of Pennsylvania and president of Educational Communications Inc., of Wayne, Pa., an education-based consulting firm that works in communications. Other sponsors are the newly organized National Communications Club of Washington, and Symposium Management Inc., of Washington.

Racial seminar set

Federal City College, Washington, last week announced scheduling of a one-day seminar on "Race and the Media" on Dec. 11. Keynote speaker will be Tony Brown, executive producer of NET's Black Journal and adjunct professor at the college. Mr. Brown is also president of the National Association of Black Media Producers, professional film-makers concerned with black programming and minority-employment practices. Others to speak include Lionel Monagas, director of minority affairs, National Association of Educational Broadcasters, and Walter Brooks, producer, of Ebony Productions Inc. The seminar, jointly sponsored by the Division of Community Education and the D.C. Cooperative Extension Service, will be held at the Sheraton Park hotel, Washington.

BROADCASTING, Nov. 30, 1970 21
Another attempt to trade WCAM(AM)

Starr ready to buy Camden, N.J.-owned outlet for $1.45 million

After three unsuccessful attempts in four years to sell WCAM(AM) Camden, N.J., the city of Camden last week found another prospective buyer in Starr Broadcasting Group Inc. The New Orleans-based group owner will buy the station for $1.45 million, subject to the signing of a formal agreement and FCC approval.

Last March, Harrison M. Fuerst and others were to purchase the station for $1.35 million, but questions concerning the financial qualifications of the proposed buyers subsequently led the municipality to search for another bidder (Broadcasting, March 30). Mr. Fuerst is an attorney with the Cleveland firm of Fuerst, Fisher, Levy and Goulder. He and others own WSLR(AM) Aktion, Ohio; WOXO(AM) Albany, N.Y., XTLR(AM) Denver, and WKBX(AM) Omaha. Last year the FCC disapproved the sale of WCAM to group owner Gordon McLendon for $1.35 million (Broadcasting, June 16, 1969).

The commission had set the assignment application for hearing on two issues: whether the McLendon Corp. had engaged in trafficking (the sale of 12 stations over a 22-year period) and whether its proposed programing was realistically designed to meet the needs of Camden or of the neighboring, and larger, city of Philadelphia.

The examiner resolved both issues in favor of McLendon. And, although both were aired in the oral argument, questions from the bench—particularly from Commissioners Kenneth A. Cox and Nicholas Johnson—focused principally on whether the station's service, under McLendon ownership, would be in tune with Camden's needs. Subsequently, the commission denied the transfer by a 5-to-1 vote with Commissioner Robert E. Lee the lone dissent. Commissioner Robert T. Bartley absent.

In 1966 the city agreed to sell WCAM for $1.35 million to L&P Broadcasting Corp., owned by Philip and the late Leonard Chess (wsdm(AM) Chicago and WNOV(AM) Milwaukee). However, the commission designated the sale for hearing on the question of whether L&P's programing proposals were designed for the large Negro audience of Philadelphia. The parties dismissed the application.

Two weeks ago Starr added its first TV outlet and another FM to its list of broadcast properties with commission approval of agreements to buy WCYS-TV (ch. 5) Bristol, Va.-Johnson City-Kingsport, Tenn., and KEIR(FM) Dallas for an aggregate of $5.5 million (Broadcasting, Nov. 23).

Starr also owns KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KEJZ-FM Kansas City, both Kansas; KKLX(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.

Three weeks ago, Starr received commission authorization to sell K0ZI(AM) and K0W1-FM Omaha to black-owned Reconciliations Inc. for $375,000, subject to the outcome of a lawsuit by Thomas J. and David J. Lynch who contend that they had oral agreement to purchase the stations (Broadcasting, Nov. 16).

Broker for the WCAM sale was Blackburn & Co.

Joseph M. Nardi is the mayor of the city of Camden and WCAM is full time on 1310 khz with 1 kw day and 250 w night.

AWRT challenges industry on jobs

A renewed call for broadcasters to provide equal opportunity for employment, regardless of sex, was issued by American Women in Radio and Television last week, following the AWRT board meeting in Washington, Nov. 20-21.

The AWRT board resolution stated that AWRT "reaffirms its position that qualified professional employees of the broadcasting industry, regardless of sex, be given equal consideration for employment and advancement; and equal remuneration based on performance."

And, the board added, it "charges the broadcast industry with the responsibility of promptly adopting and implementing a program specifically designed to accomplish these ends."

As part of its project to get more women into the professional levels of broadcasting, AWRT's Educational Foundation has undertaken job-training programs on the local level. The project aims at having skilled members of AWRT or outside broadcasters conduct workshops, whose goal is converting stenographers, for example, into copywriters.

One example, provided by Virginia F. Pate, WSA-AM-FM Havre de Grace, Md., national president of AWRT, is that of a young woman hired as a receptionist who acquired a third-class operator's ticket and is now an announcer at the station.

Mrs. Helen Zelkowitz, WMVO-AM-FM Mt. Vernon, Ohio, is chairman of the educational foundation.

Latin group challenges Chicago AM-FM licenses

An organization called the Latin American Task Force for Community Broadcasting, a coalition of several community groups, has filed a petition to deny the license renewals of WSBG(AM)-FM, WSBG(FM) Chicago, charging the stations do not meet the needs of Spanish-speaking residents in their programing.

The group's action came as another citizens' coalition, the Taskforce for Community Broadcasting (which is also concerned with minority interests, particularly those of blacks) is challenging the renewals of other Chicago-area radio and FM stations (Broadcasting, Oct. 26, et seq.).

James Nixon, executive coordinator of the Taskforce, said last week that, to his knowledge, the Latin organization is not related to his group. However, he said his organization has been exchanging information with other groups, including Spanish groups, and speculated that the Latin American Task Force could be a "spin-off" group.

In its petition to deny, the Latin American Task Force alleged that the licensee, WSBG Broadcasting Co., did not contact enough Spanish-speaking people in its survey of community leaders, and failed to reach any of the more active Spanish-speaking groups.

The coalition indicated in its petition that it thought WSBG Broadcasting's foreign-language programs were not being monitored properly, and it questioned whether the licensee is keeping records, logs and English translations of Spanish programs.

The group also accused wsbg of
More than a radio station... WSB is a reflection of Atlanta.

It takes more than sound to be a sound citizen. We believe a radio station should be more than music, news, talk, weather and sports. We believe that a radio station, which aspires to greatness, should be totally involved in the community and dedicated to making life better for all its citizens. We believe this because we have spent more than 48 years proving that it works. To truly reflect a great city, a great radio station can do no less.

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Represented by CBS Radio Spot Sales®

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broadcasting false and misleading information in its news coverage and denying requests for equal reply time; failing to require employees to be American citizens (which they said hindered sincere efforts to promulgate Americanization), and not informing the minority about available government services because it lacks facilities to translate press releases and because most of its employees do not speak English.

CATV seminar slated to hear Cronkite

Walter Cronkite will be keynote speaker at the CATV programming and advertising seminar in Los Angeles Dec. 6-9. Sponsored by the Center for Communications, the seminar-workshop will guide CATV operators in designing program operations to attract advertising dollars, produce local programming for which sponsors will pay, and enable them to meet advertisers with money to spend in cable television.

Advertisers and agency personnel will be given information on CATV demographics and meet the systems' owners. Motion picture and TV producers will have the opportunity to learn present and future programming needs of CATV.

In addition to Mr. Cronkite, scheduled speakers at the conference, at the Ambassador hotel, include producer David Wolper, advertising executive Jerry Della Femina, and Donald V. Taverner, president of the National Cable Television Association.

Triangle rebuts foes of Capcities deal

The radio and TV division of Triangle Publications and the proposed buyer of one of its FM stations have opposed as "without merit" a petition to block the $110-million transfer of Triangle's stations to Capital Cities Broadcasting Corp.

In a petition earlier this month, the Citizens Communications Center and a group of 12 law-school students contended that the transaction would violate the FCC's rules against trafficking and would result in a concentration of media control by Capcities (Broadcasting, Nov. 9).

Capcities is buying Triangle's WIL-AM-FM-TV Philadelphia; KFRE-AM-FM-TV Fresno, Calif.; and WNHC-AM-FM-TV New Haven-Hartford, Conn. (including Triangle's syndication division and some Philadelphia real estate), but it will sell the radio stations and its WSAZ-TV Huntington, W. Va. and WTEN(TV) Albany, N.Y., to comply with the commission's multiple-ownership rule (Broadcasting, Feb. 16, et seq.).

Triangle noted in its opposition petition that Capcities plans to submit "detailed and factual showings" that will establish that the commission's approval of the transaction would be in the public interest.

Metro Connecticut Media Corp., which plans to buy WNHC-FM, said CCC's allegations that Metro's program proposals will not meet the FCC's public-interest standard are "factually in error" and entitled to no weight in the commission's consideration of the transaction.

Metro Connecticut Media is owned by Robert G. Herpe, general manager of WNHC-FM.

Changing Hands

Announced:

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

Wcam(AM) Camden, N.J.: Sold by city of Camden to Starr Broadcasting Group Inc. for $1.45 million (see page 22).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

KLEX-AM-FM Lexington, Mo.: Sold by Ralph Meador to Kenneth E. Meyer, Inks A. Franklin and Thomas A. Barney for $225,000. Messrs. Meyer, Franklin and Barney own 12.14%, 4.9% and 6.92%, respectively, of KMTC(TV) Springfield, Mo. Messrs. Meyer and Franklin each own 33 1/3% of KFAL(AM) and KKCA(FM) Fulton, Mo. Messrs. Meyer and Barney each own 31.1% of KTXR(FM) Springfield, Mo. KLEX(AM) is a daytime on 1570 kHz with 250 w; KLEX-FM is on 106.3 mhz with 3 kw and an antenna 205 feet above average terrain.

K-gray(FM) (formerly KACO(FM)) St. Louis: Sold by Jack Troter to Intermedia Inc. for $206,696.05. Mr. Trotter, a Houston attorney and accountant, formerly owned KCRG(FM) San Francisco and KLEG(FM) Houston. Paul Hamilton Jr. is president of Intermedia, which owns KREA(AM) Mission, Kan., and KBEY-FM Kansas City and KQTV(TV) St. Joseph, both Missouri, and is buying KLYX(FM) Clear Lake City (Houston), Tex., from L Raymond Dawson for $300,000, subject to FCC approval. Intermedia is owned by ISC Industries Inc., Kansas City, Mo., a

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public company that owns finance, leasing and insurance companies. KGKV-(FM) is on 107.7 mhz with 100 kw and an antenna 320 feet above average terrain.

- KFMR(FM) Fremont, Calif.: Sold by Robert H. Ripley to Robert F. Bell and others for $200,000. Mr. Bell is general manager of the L&P Broadcasting Corp. stations—WSDM(FM) Chicago and WNOV(AM) Milwaukee. KFMR is on 104.9 mhz with 3 kw and an antenna 115 feet above average terrain.

School district drops KQED(TV) instruction

The first school district to sign for instructional television service from non-commercial KQED(TV) San Francisco and the third largest district taking the service, has voted to terminate it. By a 3-to-2 tally, the Richmond, Calif., board of education rebuffed the recommendation of the school district's administration and—for the first time since 1958—will not take the education station's instruction programs.

George Blumenson, administrative assistant to the Richmond superintendent of schools, said the decision was based on what the board of education believes is "a liberal bias and failure to present both sides of an issue." Specific references were made to Newsroom on KQED, a program that is not part of the ITV service. The board said it could not be sure that the bias that apparently exists in one program would not be carried over to the instructional service. Costs of the ITV service paid by the Richmond district, the board felt, were used to perpetuate that bias. The contract with KQED for the previous year totaled $29,635 with the school district paying $15,000 and the state paying the rest.

Although KQED has had cancellations of its ITV service before, Larry Smith, director of instructional television services at the station, pointed out that this was the first that resulted from a charge of bias against a program that is not part of ITV. He added that the station had experienced a growth of approximately 15% per year to where it was now serving 110 public school districts and about a dozen private schools. The ITV service is seen by 300,000 students in 21 northern California counties.

The Richmond school district is considering taking an instructional service said to be very similar to that offered by KQED from KCST-TV, the noncommercial station at San Mateo (Calif.) Junior College. Mr. Blumenson said the cost to the Richmond district will be less per pupil—75 cents compared with $1.10 for KQED. Action is expected by mid-December.

D.C. cable question remains unresolved

Hearings on the possibility of establishing cable television in Washington have concluded with two fundamental questions still unanswered: whether the city is legally empowered to grant a franchise, and whether any system ultimately authorized should be privately or municipally owned and operated.

The hearings were conducted a fortnight ago by the city council, which heard testimony from several profit and nonprofit groups which have expressed an interest in obtaining a CATV franchise in the capital. Among those is Teleprompter Corp., the country's largest multiple-CATV system owner.

Also on hand was Mike Dann, erstwhile CBS-TV senior vice president for programming now with Children's Television Workshop (Sesame Street), who said CTW is considering associating itself with an as-yet-unestablished nonprofit group which would file for a franchise. CTW would supply some programing for cablecasting.

Jockeying for a Washington franchise has been going on for almost a year. The mayor's economic development committee, which conducted a feasibility study on franchising CATV, recommended that a nonprofit community group rather than a private firm be awarded a license.

Joseph B. Danzansky, chairman of the committee, said it was "probable" that the city government has the right to issue a development franchise, but that the question of whether it can operate a system must be resolved before further progress can be made.

Wisconsin TV answers group eyeing license

Television Wisconsin Inc., licensee of wisc-TV, Wis., last week asked the FCC to reject petitions by Better Television of Madison to deny the station's license renewal application or to designate it for evidentiary hearing.

The group, an organization of journalists and radio-television film teachers at the University of Wisconsin, alleged that the station's news and public-affairs programing was "of low quality and quantity" while its profits were high (Broadcasting, Oct. 5, Nov. 2).

Wisc-TV's license expires tomorrow (Dec. 1). In its opposition petition last week, Television Wisconsin said "wisc-TV's record of public-service operation is fine and essentially unblemished.
Tuesday/Dec. 1
First Tuesday (9:00-11:00) While other campuses were in turmoil, Notre Dame's Father Theodore Hesburgh led his university through a period of drastic but non-violent change. How he and his students did it is one of the stories on this month's "First Tuesday."
Sunday/Dec. 6

**The Littlest Angel (7:30-9:00)**
Encore of the musical based on the children's story. Fred Gwynne and young Johnnie Whitaker star in this "Hallmark Hall of Fame" presentation.

**Dick Van Dyke Meets Bill Cosby (9:00-10:00)** Dick and his guest star—two of America's most inventive funnymen—join forces in a happy melange that includes sketches, monologues and some priceless pantomime.

Monday/Dec. 7

**Timex Presents the Bob Hope Special (9:00-10:00)** Bob welcomes Jack Benny, Claudia Cardinale, Engelbert Humperdinck, Dorothy Lamour and the Look Magazine All-America football team.

Wednesday/Dec. 9

**The Besieged Majority: An NBC News White Paper on Urban Crime (10:00-11:00)** Award-winning producer Fred Freed turns a spotlight on crime in the streets—seen from the point of view of the victims. Filmed in Philadelphia.

Saturday/Dec. 12

**Hans Brinker (7:00-9:00)** An encore of the musical version of the charming classic. Eleanor Parker, Richard Basehart star; Robin Askwith is Hans. Special guest: Cyril Ritchard.

Wednesday/Dec. 16

**The Little Drummer Boy (7:30-8:00)** The voices of Greer Garson, Jose Ferrer, Teddy Eccles and the Vienna Choir Boys are featured in a reshowing of this delightful, animated musical favorite.

Saturday/Dec. 26 and Sunday/Dec. 27

**American Football Conference Divisional Playoffs (times to be announced).** The winners in these two contests will meet for the Conference championship January 3 (also to be televised by NBC).

The Full Color Network

**Orange Bowl Parade (7:30-8:30)** Anita Bryant and Joe Garagiola co-host the holiday pageant—live from Miami. Theme of this year's parade: "Yesterday, Today and Tomorrow."
The Federal Trade Commission further hardened its line on allegedly deceptive broadcast advertising last week by announcing its intention to issue complaints and possibly cease-and-desist orders against toy manufacturers Mattel Inc. and Topper Corp., and E. I. du Pont for what the commission said was fraudulent TV advertising for Mattel’s "Hot Wheels" racing cars and "Dancerina Doll," Topper’s "Johnny Lightning" racing car and du Pont’s Zerex antifreeze.

The complaints charged that through special camera, filming or sound techniques, the television commercials for both the "Hot Wheels" and "Johnny Lightning" car-and-track sets "exaggerate or falsely represent their appearance or performance" and "convey a sense of involvement or participation which falsely represents their actual use." Mattel’s "Dancerina Doll," the commission charged, "does not walk itself or without assistance, as advertised." The commission also contended that the ads exploit the vulnerable special audience—children—to which they are directed.

In the case of du Pont’s Zerex antifreeze, the commission alleged that the "can-stabbing" demonstration, in which punctures in a Zerex container are almost immediately sealed by the solution, is "invalid"; that the company has failed to disclose that Zerex "may damage the car’s cooling system although it knew or had reason to know this," and that du Pont "advertised Zerex for use in the cooling system without having conducted scientific tests that were adequate to establish whether it would or could cause damage.

Robert Pitofsky, director of the commission’s Bureau of Consumer Protection, in announcing the actions pointed out that the FTC issues a complaint when it has "reason to believe" that the law has been violated. Mr. Pitofsky said the investigations of the toy companies had been in progress since about mid-July of this year and that of du Pont since "early" this year. He added that the inquiries were principally staff-initiated although complaints against all three firms had been received.

Jack Jones, Mattel’s vice president for advertising, said: "We can’t understand why such action was taken by the FTC. The nature of the commercials in question and our willingness to cooperate with the FTC do not justify the FTC’s unilateral action at this time." Jack Roberts, vice chairman of the board and creative director of Carson/Roberts/Inc., Mattel’s agency, said: "We haven’t seen the complaint and haven’t the foggiest idea as to why the FTC would issue one.... I believe this is a case of chasing the wrong advertiser. Mattel has bent over backward to be not only honest and informative but to do it with some style as well."

Dancer-Fitzgerald-Sample Inc., on behalf of Topper Corp., said the complaint "came as a surprise. . . . Every effort has been made to ensure that the 'Johnny Lightning' commercials are always submitted to the Code Authority of the National Association of Broadcasters, and are not televised until they have been approved by the authority as well as by the broadcast standards departments of the three major TV networks."

Topper Corp. President Harry Oren...
stein said he felt the "Johnny Lightning" commercials to be more conservative in relation to actual product performance than those of any other racing-toy manufacturer. "Should the commission ultimately decide to proceed in this matter," he added, "D-F-S and Topper will vigorously contest such action. . . . We sincerely believe that each of the 'Johnny Lightning' commercials complies with all standards of fairness, as well as with any reasonable interpretation of the law."

D-F-S observed that the FTC "has never provided the toy industry with any guidance relating to the advertising methods complained of in the proposed action. We believe that the public interest should have required the commission to issue rules or regulations covering the new standards it is apparently seeking rather than by arbitrarily proceeding against a particular advertiser."

A du Pont spokesman said the complaint against Zerex was "totally unjustified." He said the antifreeze was test-marketed in "tens of thousands" of cars with no reports of radiator damage and noted that it is sold with an unconditional guarantee. The script of the commercial in question and technical data were submitted to the FTC before the ad was aired, and suggested modifications made, the spokesman added.

In the case of Zerex, the commission said that if it found full disclosure and the removal of deceptive elements in advertisements for the product to be inadequate in informing users of possible damage, it would consider imposing an outright ban on the sale or distribution of Zerex.

The three companies have the option of signing consent orders—which involves redressing the FTC's complaints without actually admitting guilt—or of contesting the actions in court.

Last May the FCC asked ABC to confirm that it would follow a practice of logging as commercial matter all audio references to Mattel's "Hot Wheels" racing cars on the program of the same name sponsored on the network by Mattel. The commission said it was concerned over "subordination of programming in the public interest to programming in the interest of saleability" (Broadcasting, May 18).

Independent buyer lists $35 million in business

Clifford A. Botway Inc., New York, which serves as the negotiator-buyer of network-TV advertising for agency clients, reported last week it has placed more than $35 million of business during the first year of operation.

Mr. Botway, president, also announced that he has been named to place network television advertising for clients of Doremus & Co., New York. He added that during his first year, he has negotiated and bought network time for products handled by such agencies as the J. Walter Thompson Co., Doyle Dane Bernbach and Kurtz Kambanis Symon Inc., all New York.

DKG picks up a Muriel

Consolidated Cigar Co., New York, announced last week that it has chosen DKG Inc., there, to handle its $2 million Muriel cigar account. Account was moved from Lennen & Newell last October when a conflict of interest arose when L&N was assigned a new cigar account by Lorillard Corp. (Broadcasting, Sept. 28). Break ended a 14-year association between the tobacco firm and L&N. New advertising plans have not been set, but it is expected that Muriel will continue to be a heavy broadcast spender. At L&N, where the account reportedly billed about $2.5 million, Consolidated allocated $2.1 million to network-TV and $250,000 to spot-radio.

TV to tone down toy commercials?

That's one proposal among several tough ones facing code board now

New restrictions on toy commercials will be considered this week by the National Association of Broadcasters' television code-review board.

The restrictions would provide that for five seconds at the end of each commercial, the toy itself, without adornment, must be shown and that any fantasizing or glamourizing of a toy must be confined to the first third of a commercial. Authorities said these would be among the first attempts to write into the code explicit instructions on graphics and production.

The two restrictions have been proposed to the code-review board by the NAB Code Authority. If passed by the code board, they will go to the NAB's television board for final action at its regular meeting in January.

The purpose behind the proposed amendments to the code is to give child viewers a realistic impression of advertised toys.

The toy amendments are among several proposals to be considered by the code board, at meeting in Bal Harbour, Fla., Dec. 9 and 10.

Also expected to go before the board are requests for admission to television advertising by Scott Paper Co. for Confidets, sanitary napkins, and by Whitehall Laboratories for Preparation H, a hemorrhoid remedy. Earlier this year Scott's request for clearance for Confidets was tabled pending submission of additional evidence of acceptability. Confidets commercials have been running on noncode stations.

If Confidets are approved, they will be the first in their product category to be accepted by the television code. In radio, Tampons (Campana Co.), Modess (Personal Products Co.), and Kotex (Kimberly Clark) have been officially cleared, but so far no advertising for these products has been broadcast.

Other items on the TV code board agenda include cigarette smoking in commercials for products other than cigarettes, feature-film trailers, testimonial advertising, proprietary-drug advertising and references to liquor in nonliquor advertising. Also expected to be discussed is the recent announcement of U.S. Communications Corp., Philadelphia-based UHF-group owner, that it would accept liquor commercials under strict controls (Broadcasting, Nov. 16). The code prohibits all liquor advertising. The UHF group does not subscribe to the code.

Robert W. Ferguson, WTRF-TV Wheeling, W.Va., is chairman of the TV code board. Other members are Mike Shapiro, WFAA-TV Dallas; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Max Bice, KNTV-TV Tacoma, Wash.; Morton S. Cohn, WLOS-TV Asheville, N.C.; Thad M. Sandstrom, WBW-TV Topena, Kan.; Alfred R. Schneider, ABC, New York; William H. Tankersley, CBS, New York, and Herminio Traviesas, NBC, New York.

KM&G TV-radio billings up $2.6 million in 1970

Ketchum, MacLeod & Grove's broadcast billings in 1970 are expected to total $21.8 million, up from $19.2 million in 1969. The agency's estimate was received too late for inclusion in Broadcasting's ranking of the top-50 radio-TV agencies for 1970 (Broadcasting, Nov. 24).

KM&G's estimate, which would have made it 34th on the list, up from 33th in 1969, put 1970 TV billings at $17.3 million, a gain of $1.5 million, and radio billings at $4.5 million, a gain of $1.1 million. Network-TV billings rose from $6.7 million to $8.2 million while spot-TV investments held even at $9.1 million. Spending in spot radio increased from $3.4 million to $4.4 million. In network radio, which received virtually no KM&G investment in 1969, spending for 1970 was put at $100,000.

TV-radio share of the agency's 1970 over-all billing was 22.9%.
Cutrate politcals: Scott now on stage

Minority leader promises to draft over-all curbs on campaigning, as antibroadcasting bill stays dead

Exhaustion was the common note last week for the forces, including those representing broadcasting, who worked to sustain or overturn the President’s veto of the political broadcasting bill. All were too weary to spark new ideas on how to cut skyrocketing political spending during election campaigns. All seemed content to await the introduction of an over-all campaign-control bill promised by Republican Leader Hugh Scott of Pennsylvania on the eve of the Nov. 23 Senate session that failed by four votes to override the veto.

Paul A. Comstock, vice president for government affairs of the National Association of Broadcasters, who directed the massive broadcaster support for President Nixon’s position, said NAB intends to explore with senators and congressmen bipartisan legislation that would cover all media—and perhaps other elements of campaign problems that have been raised. But first, Mr. Comstock said, the NAB intends to wait to see what Senator Scott intends to propose.

“We’re committed to support reasonable legislation,” Mr. Comstock said last week following the Senate vote, and, he added, the association will support any “good bill.” He repeated that the association has no intention of planning or writing such a bill itself, but noted that broadcasting and other media can do some things voluntarily.

Although he declined to be specific, there have been suggestions by broadcasters and others that the media can help candidates by offering discounts on advertising, providing free time or space, and refusing to carry any advertising during the last 48 hours before the election.

These were among some of the suggestions made by the Post-Newsew stations in their special, 38-minute editorial, broadcast two weeks ago, that urged Congress to uphold the veto but offered a number of suggestions to overcome the evils of excessive campaign spending (Broadcasting, Nov. 23). On Nov. 22, the night before the Senate vote on the veto, the Post-Newsew stations followed up their recommendations by devoting an hour-long panel discussion to the problem. For the first half-hour, the subject was discussed by Senators Thomas F. Eagleton (D-Mo.) and Charles E. Goodell (R-N.Y.); Representative Lionel Van Deerlin (D-Calif.) and Russell D. Hemenway, director of the Committee for an Effective Congress. In the second half, Senators Eagleton and Marlow W. Cook (R-Ky.) were quizzed by Peter Lisagar of the Chicago Daily News, Hugh S. Sidey of Time-Life and Sid Davis, Westinghouse Broadcasting Co.

Mr. Comstock’s remarks followed those of Vincent T. Wasilewski, president of NAB, who expressed gratification at the result. Mr. Wasilewski added that broadcasters reiterated “our pledge of support of meaningful legislation to treat in an across-the-board fashion the problem presented by unlimited campaign expenditures.”

But those who strove to win votes to override President Nixon’s veto were incensed at the result and doubted that any omnibus bill would get anywhere.

Their view was summed up by Mr. Hemenway, one of the leading active supporters for the political broadcasting bill’s passage. “Any idea that Congress will pass an omnibus bill,” he declared after the Senate vote, “is a hoax.” Congress, he said, has had several chances to act but has failed to do so.

Commenting that “what the [broadcasting] industry is going to get is awful … much worse than this bill,” Mr. Hemenway said that he and his organization would try again in the 92d Congress to obtain laws that would ease the burden of campaigning. Stressing that he believed that the piecemeal approach was the only one that held hope for legislation, he said that he saw these as separate proposals: (1) a limit on spending in TV and radio, (2) a revision of the Corrupt Practices Act to require better reporting of financial contributions and spending, (3) an arrangement whereby each candidate would be permitted one free mailing to voters, (4) a move to shorten the campaign period, (5) and, possibly, he said, repeal of Section 315, the equal-time provision of the Communications Act.

John Stewart, communications specialist at the Democratic National Committee, was less irate but still smarting at the party’s failure to override the veto. The Democrats, he said, will give the Republicans time to produce something in the next Congress, and if nothing is forthcoming, will move again. Just what this move would be, Mr. Stewart failed to detail, but it was evident that the vetoed bill was in his mind. It was also evident that Mr. Stewart was dubious that the Republicans would carry through on their promise to propose changes.

Democratic National Chairman Lawrence F. O’Brien said after the vote: “In hewing abjectly to the Republican party line as laid down by the White House, those Republican senators who changed their original positions in favor of the bill to a vote for Mr. Nixon’s veto have only increased our suspicion that the veto had but two purposes: to protect the traditional Republican advantage in campaign finances, and to protect Mr. Nixon from the possibility of having to debate the issues with his Democratic opponent in 1972.”

The lethal blow to the attempt last week by Senate Democrats to override
Sen. Scott's veto was obviously struck by Senator Scott's promise to introduce a comprehensive new bill limiting political campaign expenditures.

The override failed by a vote of 58-34, four votes short of the required two-thirds of those present and voting. Several senators on both sides of the aisle who originally supported the measure were apparently swayed by the prospect of a broader bill and voted on Monday (Nov. 23) to sustain the veto.

Senator Scott's proposal to draft a new bill has received President Nixon's support. In a Nov. 20 letter to the senator, three days before the vote, the President said: "Your proposal to offer a comprehensive campaign reform bill in the 92d Congress is commendable. The administration will, of course, work closely with you, other members of the Congress and the governors in an effort to arrive at a bill which will deal with all problems of political campaigns, including spending limitations, in a direct, effective and enforceable manner... Of utmost importance, new legislation must not discriminate against one communication medium. It must also provide a meaningful mechanism for enforcement, as to which S. 3637 is seriously deficient."

Senator Scott, who will draft the proposed legislation and introduce it in "a matter of weeks," after Congress convenes in January, said: "We're going to try to cover as much as we can, let people shoot at it and see what survives." He said he and his staff would be consulting with congressional proponents and opponents of the vetoed bill, with administration officials (who offered to provide "technical assistance") and with counsel for the Democratic and Republican national committees, among others, on the new bill.

An aide to the senator said the bill would involve rigid campaign expenditure reporting requirements and some sort of formula ceiling on spending, with strict enforcement provisions.

The vetoed bill would have limited candidates' radio-TV spending to an amount equal to a multiple of seven cents per vote cast in the previous general election or $20,000, whichever was greater; repealed the equal-time provisions of the Communications Act relating to the Presidency and Vice-Presidency, and prohibited broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period.

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee and principal author of the final version of the vetoed bill, said broadcasters "may come to regret their activities on behalf of the veto... The bill the President vetoed was a moderate bill, providing for a voluntary approach to free time in presidential campaigns, which was supported by the networks, and with a provision that stations set their own rates for political time according to their own commercial practices... It is only fair notice to all concerned that the President's veto makes possible even stricter legislation."

Observing that "you can't comment on something you haven't seen," Representative Macdonald — along with other Senate and House Communications Subcommittee members and staffers—appeared to be taking a wait-and-see stance on the bill promised by Senator Scott.

Rumors of a possible attempt to attach the vetoed measure to the social-security or another bill as an amendment were being discounted by knowledgeable committee members as Congress recessed Wednesday (Nov. 25) for Thanksgiving.

Of 17 Republicans who originally supported the political-broadcasting bill, six switched and voted to back the President—Senators George D. Aiken (Vt.), Len B. Jordan (Idaho), Winston L. Prouty (N.H.), Margaret Chase Smith (Maine), John J. Williams (Del.) and Milton R. Young (N.D.).

Six Democrats who supported the

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Rockefeller campaign: another spending spree

Informed sources said last week that New York Governor Nelson Rockefeller spent $2,206,000 on broadcast advertising in his successful re-election campaign.

The estimate came as Governor Rockefeller filed figures last week with the New York secretary of state, indicating that he spent $6,794,627 for his entire campaign. No formal breakdown of the expenditures was immediately made available. The total campaign cost was $1.5 million more than the $6.2 million spent in 1966 for re-election.

The governor's heavy TV-radio campaign was conducted through Jack Tinker & Partners, New York.

Although the deadline for filing reports of campaign expenses with the State Department was midnight, Nov. 23, the secretary's office said it had not received reports from either Arthur J. Goldberg, unsuccessful Democratic gubernatorial candidate, Richard L. Ottinger, unsuccessful senatorial candidate, or Senator-elect James L. Buckley, the Conservative Party candidate. Unsuccessful senatorial candidate Charles E. Goodell was reported to have spent $790,586, of which $300,387 was for all advertising.

The consolidation of D'Arcy Advertising, St. Louis, and MacManus, John & A. J. Wax, Bloomfield Hills, Mich., and the agreement to purchase shares of Intermarco N.V., of Amsterdam, Holland.

The consolidation of D'Arcy and MacManus had been expected (BROADCASTING, Nov. 23) but the inclusion of Intermarco in the new combination had not been generally known. The new multinational agency is to be known as D'Arcy-MacManus-Intermarco Inc. and will have 25 offices in 15 countries. Ratification of the transaction is expected shortly by stockholders of the involved companies.

D'Arcy and MacManus have billings of about $100 million each and Intermarco, about $57 million. Approximately 50% is in TV-radio.

Both D'Arcy and MJ&A will retain their original executive structures as U.S. operations divisions of D-M-I. Ernest A. Jones will be chairman of the new agency, while retaining chairmanship of the MJ&A division. James B. Orthwein, chairman of D'Arcy, continues as head of that division while becoming president of D-M-I. Messrs. Jones and Orthwein will be co-chief executive officers. Dr. A. J. M. Weebers continues as chairman of Intermarco and becomes a director of D-M-I.

At a news conference in New York last Tuesday (Nov. 24), Messrs. Jones and Orthwein indicated that the merger followed three years of negotiations and said it made sense because there was a minimal account conflict (less than $2 million in billing); compatibility among executives at each agency; and "enthusiastic" approval of their clients.

Corporate headquarters of D-M-I will be maintained in New York in the office of the MJ&A division at 437 Madison Avenue. Headquarters of the MJ&A division will remain in Bloomfield Hills. The D'Arcy division will stay in St. Louis.

D'Arcy and MacManus serve about 150 clients in the U.S. In the D'Arcy list are such advertisers as American Oil Co., Anheuser-Busch, Bank of America, General Tire & Rubber, Gerber's Inc.,Ralston Purina and Bigelow-Sanford. MJ&A clients include Colgate-Palmolive, General Mills, General Motors (corporate) and its Pontiac division, Celanese Corp., Bendix Corp., Dow Chemical and 3M Co.

It was noted that the interest in Intermarco is a "substantial minority one." Intermarco bills about $57 million and clients include Irish Airlines, Johnson Wax, KLM, and Dutch Tourist Board for advertising in Europe.

Paving the way for the merger of D'Arcy and MacManus was the settlement of a suit for more than $15 million brought against D'Arcy by Daniel H. Lewis, who was dismissed in October as the agency's managing director in New York. Mr. Lewis had sued for damages in New York State Supreme Court and also had sought a preliminary injunction to prevent D'Arcy's consolidation with MJ&A. According to D'Arcy, the agency paid Mr. Lewis between $1.2 million and $1.3 million for his 27,000 shares.
Ney appointed Y&R president

Replaces Frankfurt who resigns; one of several shifts

As part of a series of top-level changes at Young & Rubicam Inc., Edward N. Ney was named last week as president and chief executive officer of the agency, with responsibility for both domestic and international operations.

Mr. Ney had been president of Young & Rubicam International since 1968. Stephen O. Frankfurt, who has been president of Young & Rubicam—U.S.A., as well as director of creative services worldwide for the past three years, has resigned. Mr. Frankfurt’s future plans were not announced.

The announcement of the executive realignment was made by Edward L. Bond, Jr., board chairman of Young & Rubicam, who relinquishes the title of chief executive officer to Mr. Ney. As chairman, Mr. Bond, who is 57, will counsel Mr. Ney on important decisions; continue to maintain client contacts; work closely on new business; and represent the agency in industry and related activities.

Mr. Ney, who is 45, joined Y & R in 1951 and rejoined the agency in 1956 after a year’s absence. Mr. Frankfurt is 38 and was with Y & R for 15 years.

Two other top promotions also were announced by Mr. Bond. Alex Kroll, 33, was advanced to executive vice president and creative director from his position as a vice president. Alex Brody, 37, executive vice president, area manager, Europe and Middle East, moved up to executive vice president in charge of international, assuming direction of all Y & R overseas operations.

No reason was given for the executive shifts. The agency has lost billings in 1970, having reported a drop in broadcast spending of almost $23 million (Broadcasting, Nov. 23).

Y & R also said it has eliminated its four-man operations committee that had been led by Mr. Bond and has set up an executive committee headed by Mr. Ney. It consists of Messrs. Bond, Kroll, Brody and William P. Reilly, vice chairman; James Mortensen and Wilson H. Kierstead, executive vice presidents in account management, and Warren A. Bahr, executive vice president and director of media services.

Three agency veterans open their own shop

Keenan, Keane & McLaughlin Inc., a new advertising agency, has opened at 300 Park Avenue, New York. Mike Keenan is president, Jack Keane, vice president of creative services, and John McLaughlin, vice president, account and marketing services. The three founders, with Richard E. Hart, an investment banker, will form the board of directors for the agency.

Spokesmen said the company has already signed clients representing $1.3 million in billings. They said the clients’ names would be disclosed later.

Mr. Keenan formerly was vice president and director of the consumer products division of Fuller & Smith & Ross. Mr. Keane was a vice president and creative director and board member of J. M. Mathis, and Mr. McLaughlin had been in charge of account and marketing services at Spade & Archer.

Trade groups reach contract consensus

New conditions in spot-TV contract spell out who is liable for paying station

Final agreement has been reached by broadcasting and agency trade associations on the wording of recommended new conditions to replace the so-called “standard” spot-TV contract adopted in 1956.

In a joint announcement a fortnight ago the American Association of Advertising Agencies, the National Association of Broadcasters, Station Representatives Association and the Television Bureau of Advertising said the new conditions are part of an effort to modernize, simplify and clarify the present “conditions,” approved 14 years ago by the AAAA and the National Association of Radio and Television Broadcasters (now NAB).

One of the sticklers in developing the new provisions, stemming from the emergence of independent media-buying services in recent years, was the placement of responsibility for paying stations on orders not placed by an advertiser or conventional advertising agency.

The provisions define “agency” as the organization contracting for the TV time covered in the contract, and the problem of responsibility is solved in this way: “Station agrees to hold agency solely liable for payments to be made under this contract, except that where agency is not an advertising agency, the person, firm or corporation which authorizes agency to contract for
television time hereunder shall be liable in the event of default by agency."

In other words, if an advertising agency places the time, it is liable. If it authorizes someone else, such as an independent buyer, to place the time, it must share liability for payment. And if an advertiser directly authorizes an independent buyer to place the order, the advertiser—but not his regular advertising agency—must share the liability.

Other changes anticipate the use of the final-Sunday fiscal month to replace the traditional calendar-month billing method; provide for the combination of invoice and affidavit; eliminate the requirement of written notification of termination and renewal and the specific length of notification on programs of five minutes or more duration.

Work on the conditions was started in 1967 by the AAAA's broadcast station-relations committee and the SRA's TV trade-practices committee. Tentative agreement was reached by these two committees early this year and at that time the NAB and TVB were asked to participate in the discussions.

The spot television confirmation/contract form, which was recommended by the AAAA, TVB and SRA early in 1969, is used widely by representatives in confirming spot-TV schedules to buyers. It is expected that many reps will now print the new conditions on the reverse side of their confirmation/contract forms. There is no obligation for any organization to use the conditions, but industry organizations anticipate wide usage of them, the trade groups said.

Copies of the new conditions, with the confirmation/contract form, will be distributed by the four organizations.

The announcement said that work on updated conditions for spot-radio broadcasting is in progress and approval by the AAAA and SRA is expected soon.

**Study values message over medium**

**What the ad is like matters more than where it's seen, according to Starch**

Research to show that the message makes more difference than the medium in today's advertising has been compiled by Starch/Hooper, a service of Daniel Starch & Staff Inc., which hopes to make the most of this concept in a new syndicated TV research service starting in 1971.

In terms of its chance of being seen, "the message does not necessarily start out ahead in any medium," according to Oscar B. Lubow, president, Starch & Staff, Mamaroneck, N.Y. In any medium, he contended, the difference between "best," "average" and "worst" performance of an advertising message can be critical.

He cited figures to show that in television, for instance, the "best-noted" commercial is worth two to three times as much as the average and three to five times as much as the "worst-noted." In print the pattern was said to be similar, though the range between "best" and "worst" was not as great.

An analysis of more than 500,000 commercials measured over the years by Starch and by C. E. Hooper Inc., now owned by Starch, shows that "noting" of TV commercials declined by close to 50% between 1960 and 1970, according to Mr. Lubow. "Noters" are those who said they were watching the channel and saw the commercial.

Noters of the average TV commercial declined from about 40%-44% of the men and 40%-42% of the women in 1960 to 25%-27% of the men and 20%-22% of the women in 1970, Mr. Lubow reported. This, he said, puts television, newspaper, magazine and outdoor advertising on roughly equal footing in terms of noting.

"People have learned how to mentally tune out a commercial on subjects they are not interested in," he said. "Much the same way, their eyes pass over unwanted print ads, absorbing only enough to decide they are unwanted."

Even when they see the ads, in any medium, they often fail to associate them with the right products, he continued. "In quite a bit of advertising being run today, the wrong fellow, the guy who isn't paying a red cent for the message, gets the credit for it."

About one-fourth of the TV commercial noters in both 1960 and 1970 could not or did not try to associate the commercial with any particular product, he said. Moreover, he continued, about 10% tried but got the product wrong in 1960, and more than twice that many got it wrong in 1970—20% of the men noters and 25% of the women.

"On the average," he said, "10% misidentify the product in even the best-performing commercials. For the worst, 50% misidentify, on the average."

Mr. Lubow said Starch/Hooper conducted a 28-day test in Atlanta in May 1969, monitoring all commercials on all four channels for one hour a day (7:30-8:30 p.m.), then checking viewers' impressions in interviews the same evening, usually within an hour. For the 28-day period, he reported, one station averaged 7.1 commercials per half-hour of the monitored time, two averaged 8.3 each, one averaged 10.1.

This test found that, for all 1,840 commercials, the average noting score was 31.6%, considerably higher than the 25%-27% average for men and 20%-22% average for women reported on the basis of the Starch/Hooper 1960-1970 analysis. Mr. Lubow maintained that the lower figures must be accepted as valid on a national basis because, unlike the Atlanta data, they were derived from national studies of historical trends. He suggested that noting in Atlanta may run higher than the national average.

Among other conclusions from the Atlanta test, which was a forerunner for the syndicated service Starch expects to start next year:

- The average "noted" score increases as length of commercial increases. The average 10-second commercial was noted by 23.7% of the people who said they were watching the channel at the time; the average 20-second commercial by 27.9%; the average 30-second message by 31.5%; and the average 60-second spot by 38.9%.

- It doesn't seem to matter too much whether the audience is large or small; the percentage of "noters" is about the same for both.

- By station, the cost in terms of "penny-per-noter" ranged from 0.4 cents on one channel to 0.6 cents on another, 1.4 cents on another and 1.9 cents on the fourth.

- While noting increased with commercial length, the increase was not in proportion to the increase in length. And "penny-per-noter" costs also increased with length, averaging 0.7 cents in the case of 10-second commercials, 0.8 cents for 20's, one cent for 30's and 1.4 cents for 60's.

- But correct identification of the advertised product also increased as lengths increased—and misidentification increased as the lengths got shorter. Thus, Mr. Lubow reported, for 10-second commercials almost as many viewers got the product wrong as got it right; for 20's the ratio of correct to incorrect was about one and a half to one; for 30's, two to one, and for 60's three to one. For all commercials the average was about two to one in favor of correct identification.

- Type of product or service being advertised, and the viewer's interest in them, can make big differences in noting scores.

- As number of commercials per half-hour increased, correct brand iden-
Interbank account may move

Interbank Card Association's naming of William Esty Co., New York, as national agency for its $3.5-million Master Charge Card account, is expected Dec. 3, an Interbank official has announced. Appointment is contingent upon ratification by Interbank's board of directors.

Esty, which would replace Foote, Cone & Belding, would handle association's 1971 national TV-network campaign. About 80% of the budget—$2.8 million—is scheduled for TV in 30- and 60-second commercials. The balance is to cover production costs and print.

Alberto-Culver adds agency


Business briefly:

Nissan Motor Corp., Philadelphia, DATsun car and truck division through Parker Advertising, Palos Verdes Peninsula, Calif., will sponsor the American Road Race of Champions at the Road Atlanta Track, Atlanta. Half-hour telecast, distributed through Triangle Stations and scheduled for broadcast in January, has a line-up of approximately 180 stations.

APL Corp.'s Eagle Division, through Helitzer Advertising Inc., New York, plans a major-market TV and radio campaign for its Superseal food savers. Art Linkletter, radio and TV personality, will appear in 60- and 30-second TV commercials and in 60-second radio spots and will be featured in the firm's other advertising and promotion. Agency spokesman said the Superseal campaign will be carried in most major markets but that details were not available.

Purchases on NBC-TV include American Home Products Corp. through John F. Murray Advertising Agency Inc., both New York, for sponsorship in seven NBC-TV night-time programs; S. C. Johnson and Son Inc., Racine, Wis., through Needham, Harper and Steers Inc., Chicago, on NBC Nightly News and six other NBC-TV night-time programs, and The Mennen Co., Morristown, N.J., through Grey Advertising Inc., New York, also on Nightly News and four other NBC-TV night-time programs.

Quaker Oats Co., Chicago, through

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 Southeast.

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.
Adcom, New York, will sponsor repeat telecast of The World of the Beaver, outdoor-adventure special, Tuesday, Dec. 8 (7:30-8:30 p.m. NYT) on NBC-TV. Quaker also sponsored the special when it was first presented Jan. 30.

AT&T through N. W. Ayer & Son, New York, will be full sponsor of two one-hour entertainment specials on NBC-TV in early 1971. The first is Highlights of Ringling Bros. and Barnum & Bailey Circus on Jan. 29 (8:30-9:30 p.m.) and the other is The Record Makers, depicting the exploits of champions in sports and other fields, on April 2 (7:30-8:30 p.m.).

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, has renewed its half-sponsorship in NBC-TV's Dinah's Place, weekday morning talk-show starring Dinah Shore, for 26 weeks beginning Feb. 1 and running through July 30. Colgate's initial commitment ran from show's premiere, Aug. 3 through Jan. 29.


Fram Corp., Tulsa, Okla., through Aitken-Kynett, Philadelphia, for its oil filters; Ashland Refining Co., Ashland, Ky., through Ralph H. Jones Agency, Cincinnati, for its Valvoline Motor Oil, and Champion Spark Plugs, Toledo, Ohio, through J. Walter Thompson Co., New York, will sponsor the half-hour telecast of the world drag finals of the National Hot Rod Association. Program, produced by Triangle Television and titled For Love Or Money, will be broadcast in January in approximately 185 markets.

Champale Inc., manufacturer of a malt liquor, through Richard K. Manoff Inc., both New York, will launch an advertising campaign on network and spot television and on spot radio in the spring of 1971.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has signed for participations for Cheerios cereal on NBC Radio's News on the Hour and Emphasis.

Milani Foods Division of Alberto-Culver Co., Melrose Park, Ill., which now is entering final phase of national distribution for its Milani 1890 salad dressing lines, plans multi-million dollar TV spot and network drive starting first of year through N. W. Ayer, Chicago. Spot TV in some markets starts Dec. 1 but heavy push in all major markets gets under way beginning Jan. 1. Daytime network schedules start Feb. 15.

F&M Schafer Brewing Co., through BBDO, both New York, has acquired one-quarter sponsorship of all New York Yankees games to be broadcast on ABC -TV this season. Baseball will begin the 1971 baseball season. Games will be broadcast on New York stations WPIX(AM) and WMCA(AM). WHN(AM) New York held the radio rights last year. Remaining advertiser participations are still being negotiated.

International Paper Co., through Ogilvy & Mather, both New York, will sponsor A World of Love, a one-hour holiday special on CBS-TV Tuesday, Dec. 22 (8:30-9:30 p.m. EST). The special, featuring various stars, will be presented in conjunction with UNICEF and will originate in part at the United Nations General Assembly in New York.

Also in advertising:

Bargain buying • ABC-TV Productions Inc. and L&B Time Buying Inc., both New York, have made an agreement under which they will offer agencies and their clients a package of TV commercials and TV time purchases at reduced rates. L&B officials said the agency will receive a 15% commission on the time bought.

Spot maker formed • Vistar Inc., New York, has been formed with offices at 575 Madison Avenue, to handle assignments in multi-media slide and film production, including TV and radio commercials. Tony Faillace is sales and administrative director; George Edrich, creative director; Rocco Dellarso, film production director; Tony Perone, art and film director; and Dick Barry, production and technical director.

Venture moves to Ventura • Harlan G. Oakes and Associates, Los Angeles, is moving to new offices at 1441 Ventura Boulevard, Sherman Oaks, Calif. Mail address at the new location is Box 5962, Sherman Oaks, Calif. 91413. Telephone: (213) 986-8050.

New marketing unit • Media Corp. of America, New York, a media-buying and planning organization, has formed a marketing consultants division, which will offer clients research and information on new products and services for business both in the U.S. and abroad. The new division is headed by Harry E. Wholley, formerly vice president and director of advertising promotion for Chase-Manhattan Bank, New York.
tion for Chase-Manhattan Bank, New York.

Change of name and address - Arndt, Preston, Chapin, Lamb and Keen Inc., Philadelphia-based advertising agency, has changed firm's name to APC&K Inc. and has moved to new offices in Philadelphia. The firm also maintains offices in New York.

Agency appointments:
- Cook Chemical Co., Kansas City, Mo., has appointed Norman, Craig and Kimmel Inc., New York, to handle advertising for its insecticide products. Plans for a campaign are being prepared, according to an NCK spokesman. Cook Chemical's former agency was Simon and Gwynn Inc., Memphis.
- HCA Foods Corp., makers of Doxsee Clam products, has named W.B. Donner & Co., both Baltimore, to handle its advertising program. HCA is a subsidiary of the Sonesta Corp., a worldwide hotel operator. Media plans were not immediately announced.
- Indiana Credit Union League has named Garrison, Jasper, Rose and Co., Indianapolis, to handle a statewide advertising campaign. According to the League, this is the first time all credit unions in a state have pooled resources for television advertising. The campaign will have a $100,000 budget and is to begin in early 1971.

**Programming**

Access becomes a free speech issue

But that's only one of many objections raised as appellants hit network rule from all sides

The FCC's prime-time access rule came under attack last week as a direct restraint on free speech, in violation of both the First Amendment and the Communications Act, and as the product of unlawful procedures by the commission.

The attack occurred in briefs filed with the U.S. Second Circuit Appeals Court in New York by CBS and the CBS Television Affiliates Association. They were among a series of briefs submitted by appellants at the Wednesday (Nov. 25) deadline for submission of arguments against the access rule and two companion prohibitions. One of the companion rules bars networks from syndicating programs with the approval of the Federal Communications Commission. The other bars them from acquiring other syndicated programs from other stations.

The briefs showed the appellants in varying positions. CBS, the only network now appealing the access rule, also attacked the financial-interest ban but, having arranged to spin off its syndication business, did not challenge the syndication ban. The affiliates focused on the access rule, which bars stations in the top-50 markets from taking more than three hours of network programming between 7 and 11 p.m. local time (except 6-10 central time).

The rule was hit from a number of different angles by others appealing the commission rule—WCAX-TV Burlington, Vt., MCA Inc., and WLK-TV Louisville, Ky., and WAST-TV Albany, N.Y., both owned by Sonderling Broadcasting Corp. In addition, the National Association of Broadcasters filed a friend-of-the-court brief opposing the rule in behalf of stations in markets below the top 50.

NBC, which along with its TV affiliates association, had given notice that it was abandoning its appeal of the access rule in favor of another form of attack (Broadcasting, Nov. 23), sought to preserve the right to engage in syndication of programs other than those it acquires for showing on the network. It also sought to overturn the financial-interest rule to the extent that the rule prevents acquisition of such program-syndication rights, in disposing of the existing program rights.

ABC, which had never strenuously opposed the access rule and in recent months had tacitly endorsed it, centered its fire on the syndication and financial-interest ban. CBS contended the prime-time access rule was an assault on constitutional guarantees of free speech. It is "comparable in purpose and effect," the CBS brief said, "to a regulation prohibiting newspapers from devoting more than a specified portion of their news space to items taken from major news services such as AP or UPI. Such an interference by the government in the free marketplace of ideas would, as applied to the printed press, clearly violate the First Amendment."

"None of the special characteristics of broadcasting justifies a different conclusion with respect to the 'prime-time access' rule. The commission possesses no constitutional power to control program sources for commercial television and radio broadcasting."

It is the broadcaster's obligation as well as his right to select "the material he believes will best serve the needs and interests of his community," the brief continued, and the access rule "seriously interferes with this right and the performance of this obligation."

The CBS TV affiliates said the record in the rulemaking proceeding and the commission's own opinions "demonstrate the lack of any compelling justification that might constitutionally justify the direct restraints on speech" imposed by the rule. "The commission," the brief said, "has blithely imposed severe and immediate restraints on speech in return for unsubstantiated hope of eventual benefit."

A number of the appellants also said the commission's action should be reversed because of what they considered the haphazard and improper manner in which it was taken. Several cited the commission's reliance, in denying petitions for reconsideration of the rule, on a number of letters from producers supporting the access rule that had not been a part of the public record. They said they had been dealt with unfairly in not being given an opportunity to rebut the letters.

WCAX-TV, which is a CBS affiliate, the CBS affiliates association and the NAB stressed the adverse impact they said the rule would have on small-market stations—an impact, they contended, the commission did not consider sufficiently. They noted that, although the rule applies only to the top-50 markets, affiliates in smaller markets will be affected since the networks are cutting back their prime-time programming to three hours. And small-market stations, they added, will be unable to afford quality syndicated programing to fill the vacant time.

WCAX-TV said the rule violates the Communications Act provision requiring the commission to provide equitable distribution of broadcast service among the states and communities, and pro-
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A—The Facilities of Television
TV Station Directory
Call Letters
Canadian TV Stations
Channels
Canadian Channels
Allocations
Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
TV Applications Pending
Group Ownership
International Broadcasting

B—The Facilities of AM-FM Radio
AM & FM Radio Directories
Canadian AM & FM Stations
AM Station Call Letters
FM Commercial Call Letters
FM Educational Call Letters
AM Radio by Frequencies
Canadian AM by Frequency
FM, Frequencies, Channels
Canadian FM by Frequency
FM Assignments
Caribbean, Mexican Stations
College Stations

C—Equipment and Products
Product Guide
Equipment Manufacturers
FCC Rules & Regulations
Station Application

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

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
Radio TV Representatives
Network Executives
Regional Radio Networks
Government Agencies
Associations, Societies
Unions, Labor Groups
Attorneys in Radio-TV Consulting Engineers
Schools
Farm Directors
Advertising Agencies
Major Trends, Events

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

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(312) 236-4115

Hollywood
1680 N. Vine St. 90028,
(213) 463-3148
hibiting it from discriminating against small communities "in order to obtain benefits for large communities.

WCAV-TV said the new rule's benefits, if any, will be realized in the larger markets—where new syndicated programming will presumably be introduced "while small-market stations will be diminished in their ability to serve the public interest and will sustain financial losses that will, for a substantial number of them, be crippling."

The station produced figures, based on commission calculations and data, to support its charge that the rule is "discriminatory" as well as discriminatory. It said that one station known to have lost $50,000 in 1969 would have lost $88,000 if the rule had been in effect; one that lost $96,000 would have lost $140,000. In all, WCAV-TV listed nine situations in which stations that lost money last year would have lost substantially more under the rule.

MCA, a major supplier of network programming, urged the court to set aside the rule pending further proceedings to provide "a factual predicate" for any action the commission might take. Like others opposing the rule, it said the commission had articulated no such predicate. There is nothing in the record to indicate that the rule will succeed in its aim of generating syndicated programming that sponsors will buy, MCA said.

As an alternative, MCA urged the court to overturn that portion of the rule setting Oct. 1, 1971, as its effective date and to direct the commission to move the date back one year. MCA said the lead time allowed syndicators to develop and sell independent programming is too short under the existing time table.

Furthermore, MCA said, the commission has "emasculated" the rule as a means of providing nonnetwork program syndicators with access to prime time by postponing until Oct. 1, 1972, that portion of the rule prohibiting the use of off-network material and theatrical films as substitutes for the barred network programming. MCA said the two "inconsistent actions" amount to encouraging producers to invest in syndication efforts for the 1971-72 season while advising stations that, during that time period, they can use existing program stock instead of spending money on "new untested" syndicated programs.

It was the ban on off-network and theatrical films to fill the network-vacated time that drew the fire of WFLY-TV and WAST. Their joint brief noted that those stations rely heavily on such material "to interprogram in prime time "well-entrenched VHF stations with superior technical facilities." Both have invested heavily in off-network and theatrical films they could not use in prime time under the rules.

The stations, as did the CBS TV network, contended that aspect of the rule was adopted without adequate notice, since the commission did not indicate it was contemplating a ban on the use of off-network and theatrical films in the vacated time until it adopted its rule in May.

The Sonderling stations also said the commission lacks the authority to adopt such a provision. They said that there is nothing in the Communications Act "which deals even remotely with the film-production industry or charges the commission with the responsibility to encourage the manufacture of new film series for any purpose."

The FCC was also said to be out of its depth in adopting its financial-interest rule. CBS said that, "as a direct regulation of networks," it exceeds the commission's authority. CBS also said the rule is invalid because it is not supported by the record.

ABC called the syndication and financial-interest barrier "arbitrary, capricious, unreasonable and otherwise unlawful," and also asked the court to require the FCC to consider less drastic regulatory measures that ABC and others had previously proposed. It asked the court to call on the commission to state in what respect, if any, these proposals would not be responsive to the commission's concerns.

One point raised earlier by ABC, the brief said, was that there should be no restrictions on foreign syndication in-

Agnew praises U.S. journalists

Tells AP parley group is 'fairest in the world'

Vice President Spiro T. Agnew, who last year used the stick of invective in getting across his views of American journalism, has now turned to the carrot of sweet talk in seeking to persuade the news media to achieve greater balance and fairness.

The U.S., he told newspaper editors attending an Associated Press managing editors convention in Honolulu on Nov. 20, "has the most self-demanding, least self-satisfied, most ingenious, least inhibited, best informed, least controlled, most professional, least subjective, most competitive, least party-line, fairest, and finest journalistic complex in the world."

He didn't take anything back from his past speeches—particularly two within the space of a week in November 1969 in which he accused the television networks and the Washington Post, the New York Times and Newsweek of being prejudiced against the administration and of being guilty of a liberal bias (broadcasting, Nov. 17, 1969, et seq.).

The reason for his criticism, he said, was to get the industry to examine itself closely—a goal he believes has been achieved. And if that self-assessment is indeed getting under way, he said, "I have done your profession not an injury but a lasting favor."

He shared credit for any success along that line with the many thousands of readers and viewers who supported the points he made in his speeches and who joined in with criticisms of their own. "I feel that this outpouring demonstrated that a bona-fide basis for the criticism did in fact exist, and it came as a revelation to media officials," he said.

But, returning to the positive, he said he has found the majority of newscasters and reporters "as fair and as objective as they are emotionally and psychologically able to be." And he feels that most accounts of his words and deeds are "adequate and factual; indeed time and again I have found surprisingly complimentary coverage of my viewpoints by journalists who I happen to know do not suffer from ador
as much as the FCC's argument about conflict of interest and preferred position with affiliates could not apply in the overseas sector. Another alternative suggested by ABC was that the syndication proscription should not apply to domestic syndication of programs produced solely by network companies, or to those that are not acquired during network licensing or to distribution to stations that are not affiliates of the network.

As for the financial-interest rule, ABC said it supported a policy that CBS had reported to the FCC. The CBS policy was that producers asking for development financing or working capital from the network have the option of agreeing to repay such network investment or negotiating a participation by the network in the subsidiary rights or interests.

The brief noted that, in denying petitions for reconsideration, the commission has made no reference to these less drastic remedies. It asked the court to direct the commission to consider these suggestions and to make findings from which a reviewing court could determine that the FCC had examined the alternatives.

NBC's brief stressed that the company was not challenging the FCC's rule banning networks from syndicating programs they had acquired for network distribution. But NBC said it was opposing regulations that would require it to give up virtually every part of the syndication business; prevent NBC from obtaining distribution rights to programs unrelated to network licensing, and prohibit the network from sharing in the revenues or profits of programs whose rights NBC would assign to another distributor.

Throughout its brief, NBC contended that the commission's rules go far beyond its original concern for "possible abuse" by the networks because of their power to select programs for network schedules and to bargain for subsidiary rights. NBC pointed out that under the commission's regulations it would be prohibited from acquiring rights to programs that are not intended for network licensing, whether they are produced by an independent company, another network or a station.

It said the rules would prevent NBC from acquiring rights to foreign-produced programs for foreign distribution. NBC noted that the commission said the rule was not intended to cover this situation, but added that no other modifications had been discussed or made.

NBC challenged sharply a commission ruling that would prevent networks, when they disposed of syndication rights, from sharing in the profits accruing to the chosen distributor. NBC deduced that the rule, as stated, would require a "sudden death" forced sale at a flat price, in contrast with normal distribution arrangement under which the licensor paid all revenues after deduction of distribution fees and expenses.

The brief cited the successful Bonanza series as a case in point. Under the rule if the network were to decide to put Bonanza into syndication, it would have to name a distributor and decide on a flat fee for the rights to the program. "NBC knows of no syndicator who would agree to pay a fixed amount in advance even approaching the many millions of dollars that Bonanza is worth to NBC," the brief stated. "There is no reason given by the commission for imposing such severe divestment procedure."

Students' script due as 'Bewitched' story

A script given last year to William Asher, executive producer of ABC-TV's Bewitched series, by 25 10th grade students at Jefferson High School, Los Angeles, will be aired as the Christmas Eve episode of the series. Payment for the script will be placed in a special fund at the school to continue elective courses in mass-media communications.

The script was a thank-you gift following a visit by the class (all black) and its teacher, Marcella Saunders, 22, to the Screen Gems studio. Titled "Sisters at Heart," the episode is about a black girl, with series regular Tabitha, both change to polka-dot.

CBS edges NBC in latest Fast Nielsen

CBS-TV moved back into the lead in the Fast National Nielsens for the week of Nov. 9-15 with a half-point advantage over NBC-TV, which had led the last four weeks. The prime-time average ratings were 19.7 for CBS-TV, 19.2 for NBC-TV and 18.4 or 18.3, depending on method of computation, for ABC-TV.

As was the case in previous Nielsen races, NBC's Gunsmoke and its night-night series, NBC's Bonanza, CBS's Hawaii Five-O and ABC's Mod Squad.

Actors awaiting share of cassette gold mine

"Nobody can tell how rich a pie this will be, or when it will come out of the oven, but it smells very good indeed, just the dish for hungry actors," the speaker was Charlton Heston, re-elected president of the Screen Actors Guild, and the pie is the video-cassette. In his state of the union address to SAG members, Mr. Heston called the cassette the "biggest prize package opened in Hollywood since sound came in."

Noting that the cassette's potential has yet to be realized, the six-time guild president added that the total determination to establish the actor's "prime right to an ongoing share in the continuing proceeds from the rental or sale of cassettes... will undoubtedly create the most serious confrontation with producers since the word 'residual' was first heard." Mr. Heston added that the cassette could well become a basic strike issue.

It was the guild's job, he felt, to determine how the field will materialize and when. Some preliminary exploration of the issue with other guilds has already been conducted. "We will be the first American actor's union to negotiate in this area when our theatrical contract runs out next spring," Mr. Heston said. "I will appoint a negotiating committee which will place video-cassette rights at the top of their list of contract demands."

A meeting with British Actors' Equity is planned for January in London for negotiations in the cassette field there.
Dissidents rock but don't sink FM

Staff of Bay Area outlet seizes studio, fails to get greater program control

To an average commercial broadcaster, the programing of KMPX(FM) San Francisco would probably represent the far fringe of the ideological spectrum. Under the ownership of the National Science Network, KMPX has programed a salty mixture of progressive rock and freewheeling left-wing philosophy that most outsiders would regard as a living monument to the elasticity of free speech in America.

But a group of the station's announcers wanted more. They saw the station as a potential vehicle for cultural revolution—a radio equivalent, in content and structure, of the underground press. To present their case to management and to provide a framework for the pursuit of revolution on the airwaves, 10 staff members formed a "collective" several months ago and demanded broad control over programing, hiring, salaries and other details of running the commercial station.

Ultimately, their demands went beyond what the licensee was willing to grant. The result was that four leaders of the collective seized control of the station on Oct. 20, and for four hours broadcast an uninhibited stream of music, demands and radical philosophy.

It began this way: Like some progressive stations, KMPX attracted a number of unconventional staff members. Gradually, they began to produce something that was more than the "white rock" sound of the typical progressive station. As an official of the licensee corporation was the first to acknowledge, the station became "violently radical." Its music went beyond rock to include avant-garde jazz, African music and other sounds calculated to attract a multinational "free community" audience. Its talk was similarly reflective of an entire life-style.

The announcers apparently were reaching their underground audience, but they were also antagonizing their own management with demands for greater control. The split widened when the KMPX program director left, and management hired a replacement without consulting the collective—which saw no need for any program director at all. Finally, the management elected to dismiss four leaders of the collective as "agitators."

That decision led to the takeover. At 3:30 p.m. on Oct. 20, the four locked themselves in and began broadcasting independently. The whole scene culminated about 7:30 that evening when a statement previously issued by management was read over the air. It said, in part:

"The complete and only grounds for conflict lay in differing concepts of authority, control and audience structure. . . . Where a station is operated for benefit of the general public, such power-control revolutionary demands are impossible and harm the corporation, the public and revolutionaries."

Members of the collective greeted that statement by yelling, in unison and on the air: "Bullshit!" A moment later, they were off the air. National Science Network Senior Vice President Stan Gurrell had worked his way into the studio and pulled the plug.

For the next three weeks, KMPX was without a staff and unable to broadcast anything except a record containing "sounds of the ocean," to let listeners know that the station was still alive. Finally, on Nov. 13, KMPX returned to the air—with a Shinto purification ceremony. The demands of the collective had been rejected, but the station had not abandoned its eclectic format.

Today, the station is on the air with a staff of 12, three of whom are ex-members of the collective. KMPX has returned to a broader format, and a state of rough equilibrium prevails. Radicals had promised picketing and other harassment, but so far almost none of that has taken place.

The licensee corporation, National Science Network, is entirely owned by L. W. Frohlich, who also owns a New York advertising agency and a number of research firms in the U.S. and Europe. The company owns, in addition to KMPX, WNCN(FM) New York, a classical-music station; WDHF(FM) Chicago, middle-of-the-road, and KPCC(FM) Los Angeles, a progressive-rock station. KMPX was purchased by NSN from Crosby Pacific slightly more than one year ago.

New radio network starts on coast

The formation of a radio network to provide "alternative news programing" has been announced by Lew Irwin, creator and producer of The Credibility Gap on KRLA(AM) Los Angeles. Topical satire and music will be integrated with hard news on the Fifth Estate Network.

Programing of the six-minute news shows is scheduled to start Feb. 1, 1971, on 12 California stations. Sixteen shows each day are planned for contemporary and underground broadcast operations. High-quality telephone lines will carry the signals from the network's Los An-geles studios. National operations are expected to begin Sept. 1, 1971.

Members of the Fifth Estate Network include folk singer-commentator Len Chandler, who appeared with Mr. Irwin on The Newsciall Muse, a summer series produced by noncommercial KCET(TV) Los Angeles, former TV host Les Crane and Avery Schreiber. Among the celebrities the network says have agreed to appear are Tom Smothers, Rowan and Martin, George Harrison and Melvin Belli.

TV news story helps KO 'drug Pushing' notebook

A report, broadcast by Bill Bonds on KABC-TV Los Angeles, has been credited as a key factor in the removal from store shelves of a looseleaf notebook, which among other "in" phrases on its cover, suggested: "Drop acid . . . not bombs."

Following the story on Nov. 13, a local drugstore chain removed the books, and the station later reported that Edgar Stovall, president of Westab Inc., Dayton, Ohio, manufacturer of the books had taken the product off the market after receiving a number of complaints.

Ecology, Vietnam specials cited

And Kenneth Cox is also among winners of duPont awards

Winners of the second annual Alfred I. duPont-Columbia University awards in broadcast journalism for the 1969-70 season were announced last week by Dr. William McGill, president of Columbia.

The awards, administered by the university's Graduate School of Journalism, will be presented to Kenneth A. Cox, FCC commissioner from 1963 to 70, for "championing the public interest in broadcasting"; producer-director Fred erick Wiseman and National Educational Television for a 90-minute documentary, "Hospital"; CBS News correspondent John Laurence and CBS Evening News for a series of reports on Charlie Company in Vietnam. Also producer Fred Freed and NBC for a one-hour TV program, "Pollution Is A Matter of Choice"; wcco-TV Minneapolis for a half-hour documentary, "Grunt's Little War," dealing with the views of soldiers in Vietnam, particularly Minnesota boys, on the war; and wood-TV Grand Rapids, Mich., for Our Poisoned World, five prime-time half-hour programs on the ecological crisis as it applied to Grand Rapids.

Selection of the winners was made

42 (PROGRAMMING)
by a six-man jury consisting of Elie Abel, dean of the Columbia Graduate School of Journalism; Michael Aizen, author and critic; Richard T. Baker, professor of journalism, Columbia University; Edward W. Barrett, director of the Communications Institute at the Academy for Educational Development; Marya Mannes, critic and author; and Sig Mickelson, vice president, Encyclopedia Britannica Educational Corp. and former president of CBS News.

The announcement of the winners was made in conjunction with the Alfred I. DuPont-Columbia University Survey of Broadcast Journalism. The second survey, covering the 1969-70 season, will be published next month by Grosset & Dunlap Inc.

"Criticism cannot, by itself, raise standards in broadcasting," Dean Abel said. "It must, in our judgment, be accompanied by recognition of excellence. The jurors have tried to serve both purposes with this year's DuPont-Columbia Awards and the Survey of Broadcast Journalism."

The initial survey last year was highly critical of the role of broadcast journalism during 1968-69. Some observers construed Dean Abel's remarks as an indication that this year's survey will be more judicious in tone.

The awards depend mainly on a program of research rather than on submissions by interested parties, although these also are encouraged. Sixty DuPont correspondents throughout the country recommend individuals or programs.

Rickles plans new TV series

Don Rickles, whose last venture into network television on ABC-TV lasted half a season, is the star of a new series being prepared for the CBS-TV 1971-72 season. The half-hour situation-comedy series features Mr. Rickles as an advertising agency executive. Pilot shooting begins Dec. 11 in Los Angeles. CBS and Warmth Productions are co-producers of the show.

ABC-TV gives stations extra Saturday time

ABC-TV is realigning its Saturday-morning schedule effective Jan. 2, starting an hour later, but adding a half-hour at the end of the morning schedule for a net return of a half-hour to affiliates for local programing. The Reluctant Dragon and Mr. Toad, which now opens the Saturday lineup at 8:30 Eastern time, will be dropped for the rest of the season but will return, ABC said, at a later date. Motor Mouse, now on at 8:30-9 a.m., will move to 9-10:30 a.m., the Hardy Boys, now at 12-12:30, will shift to 12:30-1 p.m. and American Bandstand, which currently winds up the Saturday-morning schedule at 12:30-1:30, will go to 1-2 p.m.

The 9 noon line-up is unchanged: Lancelot Link, Secret Chimp Hour, will open the schedule at 9-9:30, followed by Will The Real Jerry Lewis Please Sit Down?, Here Come the Doubledecker, Hot Wheels and Sky Hawks.

Two new shows feature Sugar Ray, sports quiz

"For quite some time now, people have been talking about doing something for our kids, but have never gone beyond that stage. Well, we have and we're going to be entertaining at the same time." Having outlined the need, Gerry Gross, executive producer, CPM Programs Inc., Los Angeles, has developed two shows he believes will be just that.

The one he is most proud of is Sugar Ray's Junior Champions, in which the stars of the show are children from the area where the program is seen, competing in a decathlon to test their athletic ability. Former boxing champion Sugar Ray Robinson, whose junior champions program for youngsters up to 15 years old has received national recognition, introduces each TV show and is host of a weekly clinic with a well-known professional athlete. Although originally scheduled as a 30-minute show, it is expected that Junior Champions will be expanded to an hour before it begins next spring.

The second program, The Sports Challenge, benefits youth clubs by providing up to $1,000 of athletic equipment each week to a different organization. Two teams of three pro athletes are pitted against each other in the 30-minute sports trivia question-and-answer game. The youth clubs represented by the pros get $1,000 and $500 worth of equipment depending on who wins the game. Clubs may be nominated by viewers and do not necessarily have to be from the city represented by the athlete's team.

Survey target: public affairs

20th Century Fund panel eyes improvements for this broadcast area

The Twentieth Century Fund, New York, last week announced the make-up of a 10-man committee which is examining how to improve public-affairs broadcasting. Frederick W. Ford, former FCC chairman and one-time president of the National Cable TV Association, is chairman of the committee.

Target date for the survey, which began last month, is April 1971. Estimated cost is $25,000.

Members of the committee are:

Elie Abel, former NBC newscaster who is now dean of the School of Journalism, Columbia University, New York; Douglas Cater, journalist and author and former special assistant to President Johnson, Washington; Frederick Dutton, reagent of the University of California, Berkeley, Calif., and a former assistant to the late President Kennedy; Vera Glaser, syndicated columnist for the Knight newspapers and previously a Republican publicist, Washington; Robert Northsheld, executive producer, NBC News, New York; George Owens, president, Tougaloo College, Tougaloo, Miss.; W. Theodore Pierson, communications lawyer, Dreyfus Fund, New York, and Robert D. Stuart Jr., president, Quaker Oats Co., Chicago.

Lawrence Laurent, TV-radio editor of the Washington Post, is secretary for the committee.

At its meeting in New York last week, its second, the committee reportedly accepted a definition of public-affairs programing, largely suggested by Mr. Pierson: "Programs and announcements that attempt to transfer information and knowledge to the public about the state of the polity." Also discussed were the effect of new technologies, like CATV and cassettes, on public-service program distribution.

The Ford committee also is expected to consider the problem of financing political programs.

Last year, a commission headed by former FCC Chairman Newton Minow, supported by Twentieth Century Fund, proposed that broadcasters be required to set aside a block of prime-time half hours for use by candidates to be charged at half the price of the regular fee for the time (Broadcasting, Oct. 6, 1969).
average terrain.

- **WORX-FM** Madison, Ind.—**WORX** division of Electronic Laboratories Inc., effective Nov. 6, changed from a middle-of-the-road music format to top-40 rock from 6 p.m. to 12 midnight. **WORX(AM)** and **WORX-FM** simulcast MOR during daytime hours. **WORX(AM)** is a daytimer on 1270 kHz with 1 kw. **WORX-FM** is on 96.7 mhz with 3 kw and an antenna 230 feet above average terrain.

**Program notes:**

**Brother against brother** Dick Carson, whose brother is star of NBC-TV's *Tonight Show* with Johnny Carson, has been signed to direct the rival *Merv Griffin Show*, on CBS-TV, it was announced last week. Program, which recently moved to Hollywood in an apparent effort to boost its ratings, has consistently run behind the *Tonight Show* in the Nielsen race. Dick Carson, who replaces Daniel Smith, held a production post with Ralph Andrews Productions, Hollywood, before accepting the Griffin assignment. In addition, Merv Griffin Productions has renewed the contract of the show's producer, Walter Kempley, for the next 26 weeks.

**Mel Torme's Christmas Show** **Mel Torme Presents: The Price Of Fame**, a one-hour TV special, is being syndicated for Christmas showing by International Ventures Inc., Los Angeles, and Grey Advertising Inc., New York. The program is sponsored by Canada Dry. Guests on the show include Sammy Davis Jr., Dick Martin, Cass Elliott and Carol Burnett.

**Two Warner pilots** Warner Bros. Television reports it is involved in two pilot projects for NBC-TV. One is a two-hour feature film pilot titled *Banyon*, a detective story set in 1937, and the second is a half-hour comedy, *Allan*, dealing with the adventures of a college graduate moving out into the business world.

**It happened one year** Associated Press is producing a year-end audio program, *The World In Sound—1970*, which is planned for distribution on tape or 33 1/3 r.p.m. disks to radio stations in mid-December. This is the sixth year the AP has produced the program, which will be edited so that it may be used as a one-hour presentation, two 30-minute or four 15-minute programs. Morgan Beatty will be narrator of the program, covering news and feature highlights of 1970.

**Lost race, won show** Project 7 Inc. has signed Barry Farber for a new television interview show. Mr. Farber has two shows on *WOR(AM)* New York — a seven-nights-a-week talk interview show from 11:15 p.m. until 5 a.m., and an 8:15 to 9 p.m. syndicated program. Mr. Farber, running as a Republican-Liberal, was defeated in his bid for a House of Representatives seat from New York's 19th district by Democrat peace activist Bella Abzug during the last election (*Broadcasting*, Nov. 9).

**Updated oldies guide** The Music Director, Chestnut Hill, Mass., programming service will make its 1970 supplement to the Oldies Guide available to broadcasters by Dec. 30. The guide is an alphabetical listing of over 200 middle-of-the-road oldies that hit the top 100 during 1970. The date each oldie reached its national peak and the numerical high point of each record will also be listed.

**Sterling service** Radio personality Jack Sterling has returned to radio to be host of a lunchtime program over *WVXU(AM)* New Rochelle, N.Y. Mr. Sterling, who replaced Arthur Godfrey as morning man on *WCBN(AM)* New York in 1948 and was host of The Big Top on CBS-TV, will broadcast *Luncheon* with *Jack Sterling* live from the restaurant he operates in Eastchester, N.Y. Name guests will be featured.

**Rock takes five, returns** "McMillan & Wife," a world premiere to be seen on NBC-TV in 1971, will star Rock Hudson, according to Universal Studios. Mr. Hudson, who began his career at Universal, is making his first movie for the studio in five years and his first expressly for TV. Leonard Stern, who co-authored the screenplay, will produce and direct.

**Florida groundbreaking** Capital Film Laboratories Inc., Washington, has begun construction on a $140,000 addition to its present Miami laboratory. The 10,000 square-foot facility will contain six editorial rooms and two black-and-white processing machines providing 16mm and 35 mm sound and work print capabilities as well as high contrast positive title work. Increased color processing will also be housed in the addition plus a new service which will store, inspect and renew movie and TV films.

**Monday football boosted** James E. Duffy, president of ABC-TV, said last week his network's NFL Monday-night football has restored "event television" to prime time. Speaking Tuesday (Nov. 24) to the Rotary Club of New Haven, Conn., Mr. Duffy said the football series "has created more excitement, more enthusiasm, more empathy with the medium than any single network undertaking in many years."

Now 192 hours of specials! The eighth in a series of 24-hour specials was aired Nov. 16 by *KABC(AM)* Los Angeles. The topic was "The Sexual Revolution." Guests included members of Congress, so-called smut peddlers, prostitutes, clergymen and educators. Previous specials by the ABC-owned station have covered abortion, pollution, school desegregation and the generation gap.

**Holiday special** "The Great Santa Claus Switch," a holiday musical starring Art Carney and the Muppets, will be a special Christmas presentation of *The Ed Sullivan Show*, Sunday, Dec. 20 (8-9 p.m. EST) on CBS-TV. Special was written by Jerry Juhl with music by Joe Raposo.

**Stronger than fact** Science fiction merges with science fact in a two-hour movie being produced by MGM for ABC-TV. "Earth II" lists among its technical advisors Drs. Krafft Ehricke and R. Buckminster Fuller, chief scientific advisor, Advanced Programs, North American Rockwell Space Division, El Segundo, Calif., presently is serving on that department's Space Station study being conducted for the National Aeronautics and Space Administration. The study projects the construction of a space platform somewhat similar to that in "Earth II." Mr. Fuller, noted architect and head of the Whole Earth Resources Program, Concord, Ill, will supply the details and techniques of an "Earth Resources Inventory" applied to the movie's space station. One of the added bits of irony is that Gary Lockwood, who will star in "Earth II," played a space explorer in "2001: A Space Odyssey."

**More tracks for ABC** ABC Sports has signed an agreement with the U.S. Automobile Club to provide ABC-TV with six live telecasts of auto races in 1971. This new agreement, when combined with a previous auto-racing contract, will give the network exclusive rights to 14 major events next year. Included in the new contract will be two specials on the *ABC Championship Auto Racing* series and four top races for *Wide World of Sports*.

**Additional Four Star offices** Additional West Coast offices of Four Star Entertainment Corp., have been opened in Hollywood. Gilbert Iverson will manage the new facilities which will be used to edit shows and supply stations with film product. Address is 948 North Sycamore Street, Hollywood.

**Communists admitted to Guild** A provision prohibiting self-proclaimed Communists from belonging to the Writers Guild of America was voted out of the guild's constitution at its most recent meeting. The provision had been inserted nearly 20 years ago at the height
of the Army-McCarthy hearings. Results of the vote were not announced; however, the ratio was said to be two-to-one in favor of dropping the restriction. Also approved by the guild membership were three amendments giving active status for "created by" material, pilots and written-but-not-produced material. These changes affect television writers for the most part.

Dr. Spot formed * Producer-engineer Jon Badeaux and K.HJ(AM) Los Angeles personality Charlie Tuna have formed Dr. Spot Productions which the two say will function as a complete radio commercial service. The new company will provide script writing, production, dubbing and record pressing services. Headquarters for the firm is 1764 Vista Del Mar, Hollywood, Calif.

Jury reconvenes * The return to the air of Juvenile Jury will be noted Jan. 9, 1971, by KARC-TV Los Angeles. The ABC-owned station will share production of the updated version of the show with Jack Barry Productions. Mr. Barry will also act as host of the half-hour show which is to be designed for syndication.

Christopher series expands * Weekly TV series, The Christopher Closeup, currently on 100 stations in the U.S. and overseas via Armed Forces Network, has expanded in length from 15 minutes to a half-hour. Taping for the 1970-71 season is at Lewron Television Inc. studios in New York.

Sports on cable * Telarama Inc., Beachwood, Ohio, CATV system, has acquired rights to the home games of the Cleveland Cavaliers of the National Basketball Association and the Cleveland Barons of the American Hockey League. Initially the shows will be taped with a one-hour delay but a microwave arrangement for live telecasting is planned. All the televised games will be offered to other cable systems in Ohio on a syndicated basis.

Name change * GG Productions Inc., Boston, formed in 1967 to produce sports programs for television, has changed its name to GG Communications Inc. The change reflects the firm's expansion into TV distribution, theatrical production and distribution and CATV systems.

Danger in viewing solar eclipse * Fred Williams of WAHT(AM) Lebanon, Pa., was among the four winners of the 1970 American Optometric Association award for distinguished service in journalism at AOA's annual conference in Columbus, Ohio, earlier this month. Mr. Williams was the writer, producer, editor and narrator of a WAHT special report broadcast last March that discussed the dangers of directly viewing a solar eclipse. The National Association of Broadcasters, represented by NAB regional manager Ernest C. Sanders, received a special award in recognition of broadcasting's 50th anniversary.

Series producer moves * Microdramas Co., Rialto, Calif., producers of the series Youth and Drugs for radio stations, has moved to new offices in Hollywood. Jory Sherman, president of the firm, said that the drug series would continue in distribution to schools and drug abuse centers. The company expects to also produce films and audio materials for the educational market and for TV cassettes. New address is 1680 N. Vine Street, Hollywood, Calif. 90028. Telephone (213) 463-1755.

Family movie * Tele-Tape Productions, New York, has purchased the motion picture rights to "From the Mixed Up Files of Mrs. Basil E. Frankweiler," the children's book by Elaine L. Konigsburg. The film will be produced by Tele-Tape as a general family picture and will be privately financed.

Society's basic unit * All-American Family Institute, Miami Beach, plans to produce for network telecasting a one-hour All-American Family Pageant, based on the finals of its search for the most representative family of the year. The telecast is set for next August and will mark the first time in the four years the pageant has been held that it will be on TV. Radio and TV stations in the past have helped promote entries for the competition, as have the General Federation of Women's Clubs and other civic organizations.

Room-full of sound * Celebration, the four-channel televised rock concert first broadcast by KPIX(TV), KCBS-FM and KIOI(FM) all San Francisco, will be seen on the four other Westinghouse Broadcasting television stations. The 90-minute video tape will be distributed along with a four track stereo audio tape to KDKA-TV Pittsburgh, KYW-TV Philadelphia, WJZ-TV Baltimore and WBZ-TV Boston. Ampex Corp., Redwood City, Calif., will supply the 16-track audio tape machines in each market so the program can be aired in quadraphonic sound. Radio affiliations for the broadcast have not been announced.

Focus on Finance

Company reports:
Publishers Co., Washington-based printer, publisher and broadcaster, reported profitable operations for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.43</td>
<td>$0.39</td>
</tr>
<tr>
<td>Net sales</td>
<td>73,796,642</td>
<td>25,648,302</td>
</tr>
<tr>
<td>Net income</td>
<td>785,891</td>
<td>714,569</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,702,348</td>
<td>1,702,348</td>
</tr>
</tbody>
</table>

General Telephone and Electronics, New York, reported decreased profits on increased revenues for the first nine months of 1970 as compared to last year. GT&E said, the decline in consumer spending so far this year has adversely affected both the market for color TV sets and sales of color picture tubes and components which its subsidiary, Sylvania, produces for other manufacturers. But, GT&E said, Sylvania's percentage of total color sets sold by the entire industry improved during the third quarter.

For the nine months ended Sept. 30: 1970 1969
Earnings per share | $1.43 | $1.59 |
Revenues and sales | 2,500,069,000 | 2,385,925,000 |
Net income | 143,314,000 | 169,277,000 |

Collins Radio Co., Dallas-based broadcast-equipment and diversified electronics manufacturer, reported decreased sales and a loss of over $1 million for the first quarter ended Oct. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.35</td>
<td>$0.18</td>
</tr>
<tr>
<td>Sales</td>
<td>77,071,000</td>
<td>90,883,000</td>
</tr>
<tr>
<td>Net income</td>
<td>(1,040,000)</td>
<td>532,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,987,647</td>
<td>2,987,647</td>
</tr>
</tbody>
</table>

Avco Corp., Greenwich, Conn., parent company of a station group and sale representative firm, reported decreased sales and profits, attributed to the "general softening in the economy and a lower volume of government business," James R. Kerr, president, said. For the nine months ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.24</td>
<td>$2.46</td>
</tr>
<tr>
<td>Sales</td>
<td>533,826,000</td>
<td>663,556,000</td>
</tr>
<tr>
<td>Net income</td>
<td>15,239,000</td>
<td>40,773,000</td>
</tr>
</tbody>
</table>

Notes: 1969 net earnings include net profit of $2,057,000 from sale of Avco's 50% interest in Meredith-Avo Inc., CATV firm, and are restated to include earnings applicable to additional 37% interest in Cane Blanche Corp. acquired by Avco in 1970.

Burnup & Sims Inc., West Palm Beach, Fla., diversified communications and CATV firm, reported an increase in earnings and sales for the nine months ended Oct. 31 compared to the same period last year. The firm also an-
nounced a three-for-two stock split payable Jan. 29, 1971, to stockholders of record Dec. 24, 1970. For the six months ended Oct. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.56</td>
<td>$0.31</td>
</tr>
<tr>
<td>Revenues</td>
<td>18,764,200</td>
<td>11,555,300</td>
</tr>
<tr>
<td>Earnings</td>
<td>507,100</td>
<td>236,200</td>
</tr>
</tbody>
</table>

Twentieth Century Fox Film Corp., Los Angeles, reported continued losses for the nine-month period ended Sept. 26, despite a record gross business and six-fold increase in movie-television licensing fees. Long-term debts and other expense items were said to have accounted for the loss. The decline in income from TV series to $271,116,000 from $30,196,000 a year ago was nearly offset by the increase in movie licenses to television from $528,000 to $3,182,000.

Cablecom
CAN
Sterling Communications
General Entron
Cox Cable Communications Properties
Columbia
Burnup
Wometco
Broadcasting
Taft
Sonderling
Pacific Broadcasting
Angeles,
Twentieth Century Fox Film Corp.,
recordable
Rust
Rollins
Outlet
Meredith Corp.
Liberty
Lamb
Gray
General Tire
Moore
Pacific & Southern
Ruth Communications
O
Reeves Telecom
RBT
 Scripps-Howard
Scribner
Mobile
Kaufman
Dollar
Starr
Taft

**The Broadcasting stock index**

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

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 25</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out. (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 25</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out. (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**CATV**

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 25</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>High 1970</th>
<th>Low 1970</th>
<th>Approx. Shares Out. (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**BROADCASTING**, Nov. 30, 1970

**46 (FOCUS ON FINANCE)**
Investments in its subsidiary Transcontinental Music Corp., reported an approximate $46.4 million increase in gross income for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.13</td>
<td>$0.64</td>
</tr>
<tr>
<td>Gross income</td>
<td>83,864,000</td>
<td>77,608,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,133,000</td>
<td>5,273,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>6,864,000</td>
<td>6,255,000</td>
</tr>
</tbody>
</table>

Rollins Inc., Atlanta-based group broadcaster and CATV owner, reported increased revenues and profits for the nine months ended Oct. 31:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.55</td>
<td>$0.55</td>
</tr>
<tr>
<td>Net Income</td>
<td>63,191,945</td>
<td>62,790,597</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>6,055,666</td>
<td>6,024,801</td>
</tr>
</tbody>
</table>

Financial notes:

- Transamerica Corp., San Francisco, has declared a regular quarterly dividend of $1.20 to be paid stockholders of record on Dec. 31, of the firm's $4.80 convertible preferred; common stockholders of record on the same date will receive the cash dividend of 134 cents per share, payable Jan. 29, 1971. Preferred dividend is payable Feb. 1.
- Music Makers Inc., New York, diversified leisure-time company active in creating and producing music for TV

---

**Standard & Poor Industrial Average**

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


*New additions to Index.*

---

**Oak Electro/Netes Corp.,** Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported decreased sales and losses for the nine months ended Sept. 30:

**Programing**

<table>
<thead>
<tr>
<th></th>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Nov. 25</th>
<th>Closing Nov. 19</th>
<th>Closing Nov. 12</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Pictures</td>
<td>CPS</td>
<td>N</td>
<td>9%</td>
<td>10</td>
<td>10%</td>
<td>31%</td>
<td>6%</td>
<td>6,120</td>
<td>66,524</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS</td>
<td>A</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>20%</td>
<td>8%</td>
<td>5,894</td>
</tr>
<tr>
<td>Filmways</td>
<td>FNY</td>
<td>O</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>1%</td>
<td>666</td>
<td>1,166</td>
</tr>
<tr>
<td>Four Star International</td>
<td>FOU</td>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>6%</td>
<td>696</td>
<td>1,166</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GW</td>
<td>N</td>
<td>15%</td>
<td>15%</td>
<td>19%</td>
<td>20%</td>
<td>21%</td>
<td>12%</td>
<td>2,903</td>
</tr>
<tr>
<td>Kinney National</td>
<td>KNS</td>
<td>N</td>
<td>27%</td>
<td>25%</td>
<td>25%</td>
<td>36%</td>
<td>20%</td>
<td>11%</td>
<td>8,195</td>
</tr>
<tr>
<td>RCA</td>
<td>MCA</td>
<td>A</td>
<td>19</td>
<td>19</td>
<td>20%</td>
<td>20%</td>
<td>11%</td>
<td>8,195</td>
<td>170,126</td>
</tr>
<tr>
<td>MGM</td>
<td>MGM</td>
<td>N</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
<td>26%</td>
<td>12%</td>
<td>5,863</td>
<td>60,774</td>
</tr>
<tr>
<td>Music Makers</td>
<td>MUS</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>9%</td>
<td>2%</td>
<td>579</td>
<td>1,325</td>
</tr>
<tr>
<td>National General</td>
<td>NGL</td>
<td>N</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>20%</td>
<td>9%</td>
<td>4,910</td>
<td>82,243</td>
</tr>
<tr>
<td>Tele-Production</td>
<td>TP</td>
<td>O</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
<td>1%</td>
<td>2,193</td>
<td>40,912</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TRANS</td>
<td>N</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>20%</td>
<td>11%</td>
<td>63,830</td>
<td>803,010</td>
</tr>
<tr>
<td>20th Century Fox</td>
<td>TF</td>
<td>F</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>20%</td>
<td>6%</td>
<td>5,562</td>
<td>72,777</td>
</tr>
<tr>
<td>Walter Reade Organization</td>
<td>WR</td>
<td>O</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>8%</td>
<td>2%</td>
<td>2,414</td>
<td>7,846</td>
</tr>
<tr>
<td>Weather Corp.</td>
<td>WCO</td>
<td>A</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>2,211</td>
<td>19,699</td>
</tr>
<tr>
<td>Weather Corp.</td>
<td>WCO</td>
<td>A</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>2,211</td>
<td>19,699</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th></th>
<th>Stock symbol</th>
<th>Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaik</td>
<td>BCL</td>
<td>N</td>
</tr>
<tr>
<td>Comsat</td>
<td>CM</td>
<td>N</td>
</tr>
<tr>
<td>Creative Management</td>
<td>CMA</td>
<td>A</td>
</tr>
<tr>
<td>Dilkins Institute</td>
<td>DLK</td>
<td>O</td>
</tr>
<tr>
<td>Foot Co Beil</td>
<td>FCO</td>
<td>N</td>
</tr>
<tr>
<td>Foot Co Beil</td>
<td>FCO</td>
<td>N</td>
</tr>
<tr>
<td>Grey Advertising</td>
<td>GAG</td>
<td>O</td>
</tr>
<tr>
<td>LeRoche, McCaffrey &amp; McColl</td>
<td>LRM</td>
<td>O</td>
</tr>
<tr>
<td>Marketing Resources &amp; Applications</td>
<td>MRA</td>
<td>O</td>
</tr>
<tr>
<td>Movielab</td>
<td>MOV</td>
<td>A</td>
</tr>
<tr>
<td>MOPO Videotronics</td>
<td>MOPO</td>
<td>A</td>
</tr>
<tr>
<td>Nielsen</td>
<td>NLSN</td>
<td>O</td>
</tr>
<tr>
<td>Ogilvy &amp; Mather</td>
<td>OGL</td>
<td>A</td>
</tr>
<tr>
<td>PKL Co</td>
<td>PKL</td>
<td>A</td>
</tr>
<tr>
<td>J. Walter Thompson</td>
<td>JWT</td>
<td>N</td>
</tr>
<tr>
<td>Wells, Rich, Greene</td>
<td>WRG</td>
<td>A</td>
</tr>
</tbody>
</table>

**Manufacturing**

<table>
<thead>
<tr>
<th></th>
<th>Stock symbol</th>
<th>Exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral</td>
<td>ADL</td>
<td>N</td>
</tr>
<tr>
<td>Ampex</td>
<td>APX</td>
<td>N</td>
</tr>
<tr>
<td>CCA Electronics</td>
<td>CCA</td>
<td>O</td>
</tr>
<tr>
<td>Collins Radio</td>
<td>CRI</td>
<td>N</td>
</tr>
<tr>
<td>Computer Equipment</td>
<td>CE</td>
<td>A</td>
</tr>
<tr>
<td>Conrac</td>
<td>CAX</td>
<td>N</td>
</tr>
<tr>
<td>General Electric</td>
<td>GEL</td>
<td>N</td>
</tr>
<tr>
<td>Magnavox</td>
<td>MAG</td>
<td>N</td>
</tr>
<tr>
<td>DM</td>
<td>DMM</td>
<td>N</td>
</tr>
<tr>
<td>Motorola</td>
<td>MOT</td>
<td>N</td>
</tr>
<tr>
<td>RCA</td>
<td>RCA</td>
<td>A</td>
</tr>
<tr>
<td>Reeves Industries</td>
<td>RSE</td>
<td>A</td>
</tr>
<tr>
<td>Teletainment</td>
<td>TEL</td>
<td>N</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>WX</td>
<td>N</td>
</tr>
<tr>
<td>Zenith</td>
<td>ZE</td>
<td>N</td>
</tr>
</tbody>
</table>

**Grand Total**

|         | 807,077 | 27,735,881 |

**Standard & Poor Industrial Average**

|         | 92.38 | 91.01 | 92.41 |

**BROADCASTING,** Nov. 30, 1970

47
and radio, has reported an agreement in principle to acquire the outstanding capital stock of three corporations whose principal asset is the Nutmeg Theater Circuit of seven theaters in Connecticut. Music Makers will issue approximately 316,000 shares of its common stock at the rate of $2.375 per share.

- Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, reported net income of $126,713 or $0.14 per share on revenues of $1,270,530 for the nine months ended Sept. 30. Donald C. Price, president, in company's report said firm intends to acquire full complement of broadcast stations, but added they are being very selective in their choice of facilities. He did not announce any immediate negotiations for specific stations.

- Telcom Inc., McLean, Va., CATV owner and communications technology firm, reported a 27% increase in billings for the first quarter of its fiscal year ended Sept. 30. Billings for the first three months were $1.4 million, as compared to $1.1 million in the same period of 1969.

- Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has voted an increase of 4.8% in regular quarterly dividend to 11 cents on class A stock. Class B stock dividend was raised to 4 cents in firm's twelfth cash dividend increase since becoming publicly held in 1959. Dividends are payable Dec. 18 to stockholders of record Dec. 1. Previous dividend by Wometco Enterprises was 101/2 cents for class A and 331/4 cents on class B shares.

**Equipment & Engineering**

**Scanner is made for heavy use of slides**

Rank Precision Industries Inc., West Nyack, N.Y., has introduced a color slide scanner (Mark VIII B), used for scanning two-inch-by-two-inch 35mm transparencies on the flying-spot principle, and designed for TV stations using large quantities of color slides in programming.

Rank said the scanner makes possible remote control on-air mix of the colors, red, green and blue, and of fade or cut-in-blanking with no color error during mix. The company also said the flying-spot principle of operation permits no color misregistration, meaning little or no down-time necessary for alignment.

The cabinet housing the video and scanner assemblies is six feet high; four-feet 10-inches wide; and two-feet, six-inches deep. The remote control panel measures seven inches high, 19 inches wide and 11-inches deep. The Mark VIII B is priced at $39,500.

**An upward turn in TV-set sales**

For the first time this year, the sale of both black-and-white and color TV sets by distributors to dealers in October showed an increase over the same month in 1969. Total TV sales were up 2.5% over the October 1969 figures, with black and white up 0.5%, color up 4.2%.

Total radio sales for last month were, however, down 11.9%, with automobile-radio sales down a heavy 44.3%. Cumulative sales for the year remain down. Total TV sales were down 15.1%; radio sales, down 19.9%.

Sales for the first 10 months of the year, as reported by the Consumer Electronics Group of the Electronic Industries Association:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>3,764,383</td>
<td>4,586,602</td>
</tr>
<tr>
<td>Monochrome</td>
<td>3,615,830</td>
<td>4,124,206</td>
</tr>
<tr>
<td>Total</td>
<td>7,380,213</td>
<td>8,710,808</td>
</tr>
</tbody>
</table>

**RCA factory expanding**

RCA Corp. has begun building a $4.7-million addition to its color-television tube manufacturing plant in Scranton, Pa., John B. Farese, executive vice president, RCA electronic components division announced last week. The addition, scheduled to be completed early next year, will add 31,700 square feet to the plant, and increase employment to about 1,000 persons. The company also has leased 120,000 square feet of warehouse space adjacent to the RCA property, from the key market distribution center. This leased space is expected to allow greater utilization of production areas in the main RCA plant now being used for warehouse purpose.

**'Electronic' matting cuts down on 'halo,' 'fringing'**

A new method of "cutting in" background in TV scenes has been developed by Technicolor Inc., Hollywood, which claims to have eliminated effects that are obvious to viewers when two separate pictures are brought together electronically to form one picture. The matting process now is accomplished through use of a Chromakey device.

Joseph E. Bluth, vice president and general manager of the film processor's Vidtronics Division, commented that the new process is the result of an electronic approach to matting that is similar to

New $1.5 million home is due for KPHO-AM-TV

Ground-breaking ceremonies for a $1.5-million facility for KPHO-AM-TW were held Nov. 2 in Phoenix.

Darwin Tucker, president and chief executive officer of Meredith Corp., Des Moines, Iowa, group owner and licensee of KPHO-AM-TW, said the two-story building is scheduled for completion in December 1971. A contemporary treatment of traditional mission-style design, it will provide the station with 42,000 square feet of floor space for production, technical and administrative uses.

BROADCASTING, Nov. 30, 1970
the chemical process used in films for the same purpose. Mr. Bluth declined to explain the process in detail, pending patent applications by Technicolor. He did say, however, that the new process eliminates the "blue halo" effect now evident in color TV or the "fringing" effect in black and white, when matting is used. It has been used, Mr. Bluth said, in commercials for Ford Motor Co., Monroe Shock Absorber Co. and AT&T. None has yet been shown, he said.

Technical topics

New car tape-player entry  ■ RCA Corp., New York, has expanded into the car stereo tape-player market. The company's initial product offerings include a stereo 8 player, a stereo cassette player, a stereo cassette player/recorder, and universal mount stereo speakers. Optional retail prices are: Stereo 8 player (RCA 12R300) $78.50; stereo cassette player (RCA 12R100) $99.50; stereo cassette player/recorder (RCA 12R200) $119.50 and speaker kit (RCA 400) $13.75.

Video-tape recorder brochure  ■ An eight-page color brochure describing the Ampex Instavision cartridge video-tape recorder-player is available from the corporation. The system is designed for use in education, industry, business, medicine, sports and government applications in addition to the consumer market. Brochure V70-15 may be obtained free from Ed Pessara, Ampex Educational and Industrial Products Division, 2201 Estes Avenue, Elk Grove, III.

Equalizer offered  ■ Shure Brothers Inc., Evanston, Ill., has introduced a new compact frequency equalizing audio control center, the model M63 audio master, designed for use with the firm's microphone mixers and other high level output devices to obtain almost unlimited variety of response curves for broadcast and recording applications. Price is $160.

EVR manufacturing pact  ■ EVR Partnership London, has reached agreement with Hitachi Ltd., Tokyo, for the manufacture by Hitachi of EVR teleplayers in Japan and elsewhere. Hitachi's plans to manufacture EVR teleplayers not only for the Japanese market but for other countries throughout the world, a joint announcement said. In Europe, EVR Partnership has announced teleplayer agreements for the United Kingdom, Germany, France, Italy and Switzerland.

Agency appointment  ■ Ingersoll Products Division of Borg-Warner Corp., Chicago, has appointed AIM Marketing Communications, Evanston, Ill., as the agency for its Emcor account. Emcor is the brand name for Ingersoll Prod-
noise 5 db and gain 50 db minimum. More information is available from company—which specializes in microwave and CATV fields—by writing 2239 Middlefield Way, Mountain View, Calif. 94040.

On the rack: Ward Electronics, Clark, N.J., has developed a new line of rack-mounted test modules for use by TV stations. Line comprises five units: pulse bar and ramp signal generator; linearity-variable APL generator; multitap burst generator; combination sync-blanking adder and black/white generator, and bar and dot generator. Each self-powcred generator can be driven internally, by external sync or run off composite video. Also, each unit provides three composite outputs plus vertical interval output, all of which can be used simultaneously. For more information: 142 Central Avenue, Clark, N.J.

Consolation: McMartin Industries Inc., Omaha, has developed a new line of audio control consoles designed for all broadcast and recording studio applications. The B-801 monaural, B-802 stereo and B-803 dual channel models each feature eight input mixing channels with preselection of three sources for each mixer. Plug-on modules are used throughout, accommodating three microphones, four unbalanced high-level and one balanced high-level mixing channels. For details: 3104 Farnam Street, Omaha 68131.

Broadband equipment offered: Sylvania Electric Products Inc., New York, a subsidiary of General Telephone & Electronics Corp., has reported it is offering a full line of broadband equipment for cable television operations. The line of broadband equipment includes a fully modular trunk amplifier station, a line extender amplifier with ALC, a directional coupler multi-tap, a power coupler, a splitter and other complementary devices.

Promotion

WWJ’s half century earns Pioneers’ honor

WWJ(AM) Detroit will receive the 11th annual Broadcast Pioneers’ Mike Award, according to an announcement today (Nov. 30) by Charles H. Tower, president of Broadcast Pioneers, New York.

The award, presented each year to a pioneer broadcast station “for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programing and management,” will be presented Feb. 1 at a dinner at New York’s Hotel Pierre. Accepting the award for WWJ, which began broadcasting 50 years ago, will be Don F. DeGroot, the station’s general manager.

WWJ began to broadcast as 8MK. Call letters were later changed to WBL, and then to WWJ in 1922. The station has been licensed to the Detroit News since its inception.

Past recipients of the Broadcast Pioneers’ Mike Award include: WLW(AM) Cincinnati; WOR(AM) Chicago; WSB(AM) Atlanta; KDKA(AM) Pittsburgh; WTC(AM) Hartford, Conn.; WHO(AM) Des Moines; WOR(AM) New York; WSPD(AM) Toledo, Ohio; WQAL(AM) Lancaster, Pa., and KLZ(AM) Denver.

ARB opens contest for innovator awards

The American Research Bureau has launched its third annual “innovator awards” competition to honor innovative uses of audience research data.

The competition is open to all personnel from broadcast stations and station-rep firms. Entries may consist of any project dealing with management and sales that was based on valid audience research and was used between Jan. 1, 1970 and Jan. 31, 1971. First, second and third-place awards will be given in three categories: radio stations, TV stations and reps. ARB said an “independent panel of advertising experts” will judge the entries.

Duplicate awards will be made for each winning entry: one to the individual submitting the idea, one to the company he represents. Certificates of merit will be issued to runners-up.

All entries must be accompanied by an official entry form—actual or facsimile. Closing date is Jan. 31, 1971. Additional entry blanks may be obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammandale Road, Beltsville, Md. 20705.

Top names aid families of air-crash victims

A two-hour taped live special, Night of Stars, was produced last Saturday (Nov. 28) to benefit the families of victims of the recent airplane crashes which killed members of the football teams of Wichita (Kan.) State University and Marshall University and accompanying members of the media, family and friends.

Although the concept of the show originated with KAKE-TV in Wichita, which will transmit a two-hour delayed tape of the program, the entire community, including other local stations, has become involved in the general and technical production aspects.

It is hoped that the effort will raise a combined $175,000, both from admission to the live production at the campus of Wichita State and from the more than 40 stations which will carry the tape of the show. One of the stations which will broadcast the benefit is WSZ-AM Huntington, W.Va., site of Marshall.

The money derived will provide the five widows and 20 orphans (and one unborn child) who survive the victims of the disasters with funds for education and other expenses. Box-office receipts will go to the WSU fund and the TV revenues will be shared by both WSU and Marshall.

Monty Hall, ABC-TV personality, is emcee of the program and among the performers appearing are George Gobel, Kate Smith, Phil Ford and Mimi Hines, Tiny Tim, actors Doug McClure and James Francis, and the Young Americans singing group. The show is being offered free of charge to U.S. stations.

Direct action on drugs

WWDC-AM-FM Washington has opened its first Community Action Program Package (CAP) drug-abuse center to serve the metropolitan Washington area. CAP was designed to combat drug abuse at the neighborhood level by setting up centers manned by volunteers, to educate the public, refer addicts to treatment programs and bolster efforts of existing drug agencies. The Avco Broadcasting Corp. stations are providing a manual which explains how to set up a center.

Promotion tips:

A knack for giving: More than $103,420 has been raised since the beginning of October for the Ruth Lyons Christmas Fund in the Midwest. The fund, now in its 32d year, was established by Avco broadcaster Ruth Lyons, and each year provides approximately 100 hospitals in Ohio, Indiana and Kentucky with toys, playroom and therapeutic equipment for hospitalized children. The $103,420 figure does not include funds raised on a special telecast on Thanksgiving and the one to be held on Dec. 20 on the Avco stations.

Minority scholarship: Diane Ellis, a
Shape of '71

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

Here are a few of the features now planned:

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

Also features and reports on:

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

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

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

*Source: October 1970 Broadcasting.
**Source showing 2.5 finished per copy.
black copywriter with Columbia Press, New York, has been awarded the first annual LaRue Heard Memorial Scholarship by WINS(AM) New York. The scholarship, in memory of a WINS reporter, killed in an automobile accident last year, is given to a deserving journalism student in a minority group, enabling the recipient to attend the Columbia University Graduate School of Journalism. Miss Ellis, a graduate of Johnson C. Smith University, Charlotte, N.C., will begin studies at Columbia this fall.

Time piece • A 1927 Model T Ford was presented to the museum of Texas Tech University, Lubbock, by officials of KFYO(AM), in that city. The sedan, made the year KFYO went on the air, was purchased for use in the station's 30th anniversary celebration and for the silver anniversary of the station's removal to Lubbock from Bentonville, Ark., where the station was founded. Presentation was made by KFYO General Manager Gordon Thompson and Bob Nash, assistant to the manager. Lions proved • A total of $205,848 was raised in a 15-hour telethon on WPSD-TV Paducah, Ky., for the local Lions Club and its charitable activities. Actor Fess Parker headed a list of local and regional performers who appeared to collect the funds, which, in part, will go to the National Easter Seal Society.

Radio One, the primary service, would be carried over existing CBC AM facilities, with additional distribution of certain portions of the schedule given to privately owned affiliates. It would be geared primarily toward a strong news-and-information format, with emphasis on local programming for the general audience.

Radio Two would be devoted to music, drama and art programs—the "high-brow" interests—and would be carried on FM only. The latter network will start with the existing limited FM facilities owned by the CBC, which are now broadcasting in English. In addition, Radio Two will institute a network of French-speaking stations linking Montreal, Ottawa, Quebec City and Chicoutimi, Que.

A statement announcing the program came after a three-day meeting last week of the CBC Board of Directors. The general outlines for the two distinct services were drawn up by two project groups—one concerning French-language services and one English services—during a year-long study. The groups' findings indicated the need for expanded local coverage on the network's French and English-language AM's, an extension of FM facilities to include a separate, French-language network and accelerated development of CBC FM-stereo operations.

A CBS spokesman said that until a full distribution has been developed for both Radio One and Two—an "objective that might take five or more years to complete"—Communities served by only one transmitter would receive a mixture of both services.

Swiss agency becomes 12th member of DDI

DFS-Dorland International, London, announced last week that it has added Werbeagentur Hans Beat Grimm, Berne, Switzerland, as its 12th member agency. DDI, formed earlier this year, is jointly owned by Dancer-Fitzgerald-Sample Inc., New York, and Dorland Advertising Holdings Ltd., London, and Dorland, Germany.

Grimm's billing approximates $1.5 million. It has not determined its broadcast plans. The addition of the Swiss agency brings the combined billings of the European group to $240.4 million, with a substantial amount allocated to broadcast.

According to a Dorland spokesman, the international agency expects to announce new affiliations with Spanish and Belgian agencies by the end of the year.

USSR on receiving end of jamming on 173 khz

The Voice of America is again broadcasting from a one megawatt transmitter in Munich, West Germany, on the 173 khz frequency allocated in 1948 at the Copenhagen Convention to the Soviet Union.

Although 173 is a longwave frequency assigned to Russia for internal use, the Soviets have been broadcasting with a 500 kw transmitter which enables their broadcasts to reach East European countries where many Russian troops are located.

VOA began using the Munich transmitter over a year ago, one year after Russia again took up jamming of VOA broadcasts into Iron Curtain countries. The Soviets had stopped jamming operations in 1963 and resumed them in 1968 when they invaded Czechoslovakia. VOA had shut down the Munich transmitter in 1963.

A VOA spokesman stated that VOA

BROADCASTING, Nov. 30, 1970
uses the frequency for six hours of programing daily, two in Russian and four in English. The broadcasts penetrate only border Russian territory but they do reach the Eastern European areas and interfere with Russian programing on 173 kHz in this region.

Although the official VOA stance is that their operation on the 173 band technically is not jamming, many radio experts feel the result is the same. The situation is complicated by the fact that West Germany, since it was an occupied country in 1948, could not participate in the conference in Copenhagen which assigned the frequency to Russia. And since it was not a party to that proceeding, VOA argues it can rightfully use 173 kHz to broadcast. Also, the frequency is designed for domestic Russian programing, and not in the countries in which the VOA transmissions are interfering.

The transmissions from Munich are achieving a dual purpose: reducing Radio Moscow’s audience and giving the VOA a larger audience in Eastern Europe.

The U.S. government has indicated to the Russians that it would be willing to discuss stopping the broadcasts, if the Russians would reciprocate by halting jamming of VOA broadcasts. The Soviet Union rejected the proposals, terming jamming an “internal matter.”

**Abroad in brief**

New Marconi division — Marconi Communication Systems Ltd., London, has combined its radio and space activities to form a new product division, Marconi Radio and Space Communications Division.

**Western goes to Far East** — NBC International has sold *Bonanza* to KOL Israel, the Israeli television network. Program, now in its 12th year on NBC-TV, is seen in 83 countries, making the series, according to NBC, the most widely distributed TV program.

**Worldwide fisticuffs** — More than 35 countries throughout the world will televise the Muhammad Ali-Oscar Bonavena heavyweight bout in New York on Dec. 7 on a live or delayed basis, according to Charles Michelson Inc., international distributor of the program. He also said the bout will be carried live via satellite in Kuwait, Korea, Japan, Australia and several other overseas markets.

**Venezuela expanding TV**

A new Venezuelan five-station television network, C.A. Nacional Teléfonos de Venezuela, has ordered $1 million worth of TV transmitting equipment from RCA Broadcast Systems. Broadcasts by the first station are scheduled to begin by January 1971 with completion of the network expected by the summer. The Venezuelan network’s purchases include VHF transmitters, towers, antennas and related items. Dina Radio C.A., RCA’s Venezuelan distributor, will install the equipment.

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**Fates & Fortunes**

**Broadcast advertising**

**Tom Garrabrant,** manager, media operations, and **James Herbert,** controller, both Norman, Craig & Kummel, New York, elected VP’s.

**Philip Guarascio,** associate media director, Benton & Bowles, New York, named VP.

**Frank Carvell,** media director, Lewis & Gilman, Philadelphia, named VP and director of media services.

**Larry Witter,** media director, The Bowles Co., Los Angeles, and Pat Montag, media planner-buyer, Phillips Advertising, San Diego, join Honig-Cooper & Harrington, San Francisco, as associate media director and media analyst, respectively.

**Irwin S. Davis,** VP, associate media director, SSC&B, New York, appointed associate director of media research.

**Bill Sommers,** Western sales manager, RKO General, Los Angeles, appointed national sales manager, KHJ (AM) Los Angeles.

**David Tabin,** VP and associate media director, LaRoche, McCaffrey & McCall, New York, joins David, Oksner & Mitchneck, there as director of media and marketing services.

**Bernard Guggenheim** named director of media information services at Campbell-Ewald Co., Detroit. Victor Hawkins, VP who filled that post, has retired. Louis M. Schultz named manager of media information services.

**Arthur A. Silver,** senior VP and creative director, Marschalk Co., joins Clinton E. Frank Inc., Chicago, as associate copy director on Braniff International.

**J. Donald Howe,** former VP and manager of national division of H-R Television, New York, and before that general sales manager of WTEV (TV) Providence, R.I., and E. C. Striker, former VP and general manager of WITH-AM-FM Baltimore and previously Eastern sales manager for NBC Radio Network, join Blair-Represented Network (BRN), a service of Blair Radio division of John Blair & Co.


**Toni Brady,** with WMID (AM) Atlantic City, becomes general sales manager.

**John W. Donleycott,** director of advertising and promotion, Piel Brothers, Brooklyn, N.Y., appointed director of marketing services.

**A. Louis Read,** WDSU (AM) New Orleans, elected chairman, board of directors, Radio Advertising Bureau. He succeeds **Roger W. Clipp,** WAKK (AM) Lehigh Acres, Fla. Also elected were **George Comte,** WTMJ (AM) Milwaukee, chairman, executive committee, and **Harold L. Neal Jr.,** ABC-owned stations, as chairman of finance committee.


**Beatrice Puccinelli,** media buyer, Campbell-Mithun, Chicago, joins Gerson, Howe & Johnson there in same capacity.

**Paul R. Farmer,** account executive, Doyle Dane Bernbach, joins Altman-Stoller Advertising, New York, in same capacity.

**Ronald Friedman,** assistant product manager, Leeming-Pacquin, division of Pfizer & Co., New York, joins McCann-Erickson there as account executive.

**Robert A. Wilson,** account executive, KMTV (TV) Omaha, appointed assistant general sales manager.

**Patricia Cooper,** freelance radio producer and author, joins Warner Brothers as writer-producer of radio commercials.

**Media**

**Gordon Davis,** with KFWB (AM) Los Angeles, elected chairman, Southern California Broadcasters Association. Other officers elected: **Stanley Spero,** KMPC (AM) Los Angeles, vice chairman; **Edmund Banker,** KP (AM) Los Angeles, treasurer; **Ira Laufer,** KVKN (AM) Ventura, Calif., secretary.

**James B. Crouse,** system manager, Teleprompter Corp., Great Falls, Mont.
appointed manager, Teleprompter's Elmira, N.Y., CATV system. He succeeds Donald D. Schilling, appointed Eastern regional cable-TV manager.

Robert L. Gilbertson, VP and general manager, WGY-(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., named general manager, WNAC-TV Boston. William M. McCormick, New England VP, RKO TV, and general manager of WNAC-TV, resumes full-time duties as VP.


Robert H. Badger, general manager, WMDJ(AM) Atlantic City, named VP and general manager.

Roy Polevoy, research director, WXYZ-TV Detroit, joins WLS-TV Chicago in same capacity.


John Ogle, general manager, KSWB(AM) Seaside, Ore., joins KODL(AM) The Dalles, Ore., as general manager.

Lou Corbin, news department head, WFRG(AM) Baltimore, appointed community-affairs director.

Charles Hermanowski, director, Vikoa Inc., Hoboken, N.J., elected VP.

Ray Hieb, production manager, KSHO-TV Las Vegas, and Jerry Hearldson, with Kroger Co., Cincinnati, join WLTV-TV Bowling Green, Ky., as operations manager and business manager, respectively.

David Fuelhart, regional sales manager, WTOA(AM) Trenton, N.J., appointed station manager.

Karl plain, sales-development manager, KSTP(AM) St. Paul, appointed manager, KSTP-FM there.

Clifford E. Hall, promotion manager, KDLN-TV St. Louis, joins noncommercial KMUW-FM, Wichita State University, Wichita, Kan., as operations manager.

Mr. Gilbertson

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Programming


Bill Crisp, program director, WAKY(AM) Louisville, Ky., joins WLP-AM-FM Lexington, Ky., as program director.

Jon White, assistant production manager, KMIX-TV St. Louis, appointed public-affairs producer. He succeeds Charles Conner, who joins Lutheran Communications Center, St. Louis.

Marshall Harmon, art director, Photographic Inc., Los Angeles, joins WABC-TV New York, as art director.

Bill Mazur, sportscaster and talk-show host, WOR-AM-FM New York, joins WHN(AM) there as sports director.

Mike Drexler, news editor, WCLF(AM) Chicago, joins WLS(AM) there as moderator of talk show.

News


Robert D. Carey, UPI staff writer, Little Rock, Ark., becomes manager there succeeding Craig Hines, on leave for Washington Fellowship.

John Ratliff, writer, reporter and commentator, WICS(TV) Springfield, Ill., appointed news director.

Don Hickman, correspondent. NBC News, Chicago, joins KSTP-TV Minneapolis-St. Paul, as correspondent.

Denby Fawcett Jones, Vietnam bureau chief, Honolulu Advertiser, joins KHON-TV Honolulu as correspondent.

Virgil Napier, producer-reporter, WAVE-AM-FM Louisville, Ky., appointed Indianapolis bureau correspondent.

Bill Slatter, news director, KWTV(TV) Oklahoma City, joins WSU-TV New Orleans, as newscast anchorman.

Mary Jane Odell, formerly with KNRT-TV Des Moines, and Linda Marshall, WLTV(TV) Aurora, Ill., join WSNV(TV) Chicago as newscasters.

Boomi Waxman, women's editor and reporter, WBOA(AM) Hato Rey, P.R., joins WBNJ(AM) Bridgeport, Conn., in same capacity.

Equipment & engineering


Also elected as directors: Robert E. Arndt, executive VP, Kathadin Industries; Charles R. Patterson, consultant, Spencer-Kennedy; Farnham W. Smith, president and chairman of the board, Kathadin Industries.

M. L. Meehan, manager, broadcast credit, RCA Communications Systems, Camden, N.J., appointed manager, credit and collection, RCA Electronic Components, Harrison, N.J.

W. J. Crane, West Coast regional manager, Shibaden Corp., and Les Knight, western regional manager, International Video Corp., join Sony Corp., Long Island City, N.Y., as Southern California district managers.

B. L. Stratton, staff engineer, Ampex Corp., joins Data Disc Inc., Sunnyvale, Calif., as project manager.

Dr. James H. Mulligan Jr., executive secretary, National Academy of Engineering, Washington, elected president, Institute of Electrical and Electronics Engineers. He succeeds Dr. John V. Granger, director and consultant, Granger Associates, Palo Alto, Calif.

Richard A. Healey, staff engineer, KOLD-TV Tucson, Ariz., joins KZAZ-TV there as chief engineer.

L. E. Anderson, with TV system engineering, RCA, Camden, N.J., joins Lynch Industries, Pennsauken, N.J., as director of engineering.

Promotion

Kevin McKay, president, McKay Enterprises, Los Gatos, Calif., PR firm, named promotion manager and sales coordinator, KBAY(FM) San Jose, Calif.

Allied fields

Ronald McDonald, program director, KNBR-AM-FM San Francisco, joins Columbia School of Broadcasting as assistant manager, broadcast division.

Lloyd T. Brummett, formerly with WCBR-TV New York, named VP of Alpha Omega Co., Salpula, Okla., firm specializing in radio sales-training courses and management services.


International

Dr. D. Joseph Donahue, manager, solid-state department for solid-state division of RCA, New York, named division VP, solid state—Europe.
Deaths

Robert DeVitt Clinton Meeker, 59, board chairman and founder in 1946 of Methodist Co., New York, TV-radio national representative, died of heart attack at his home in Greenwich, Conn., Monday (Nov. 3). Before World War II, he was account executive with Pedlar & Ryan, New York agency, and with Metropolitan Sunday Newspapers there. He was former president of Station Representatives Association of New York. He is survived by his wife, Dorothy; daughter, Pamela Thye; two sons, Robert Jr. and James Beckett.

Stanley W. Ray Jr., 55, died of heart attack Nov. 19 in New Orleans. Mr. Ray was executive VP and general manager, WXOK(AM) Baton Rouge and WXOK(AM) Mobile, Ala., while holding 50% interest in stations. He also was co-founder with Jules Paglin of OK Radio Foundation in Deep South.

Elmore B. Lyford, 67, retired executive director, noncommercial TV stations, August (Mo.) August 18 at Central Maine General hospital, Lewiston, Me. Mr. Lyford joined RCA Photophone in 1929, later served in station relations with NBC and Dumont TV Network. He is survived by his wife, Doris, and a daughter.

For The Record

As compiled by BROADCASTING, Nov. 17 through Nov. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; CATV—community antenna television; CH-channel; CL—construction permit; CP—construction permit; D—day; DA—directional antenna; ERP—effective radiated power; k—kilometer; kW—kilowatt; kHz—kilohertz; mhz—megahertz; mod.—modification; N.—night; PASC—presunrise service authority; SCA—secondary communications authority; SH—specified hours; SSA—service station authorization; STA—station authorization; temporary authorization, trans.—transmitter; UHF—ultra high frequency; U—unlimited hours; VHF—visual high frequency; Va.—visual; w.v.—watts.

New TV stations

Actions on motions

- Chief, Broadcast Bureau, on request of Mississippi Authority for Educational Television, extended through Dec. 18 time to file responses to petition for rulemaking in matter of amendment of table of assignments (Booneville, Clarksville, Columbia, Columbus, Hattiesburg, Natchez, Oxford and Senatobia, all Mississippi). Action Nov. 20.
- Chief, Broadcast Bureau, on request of Carolinia Broadcasting Co., licensee of WSOCTV Charlotte, N.C., extended through Nov. 30, time to file comments and through Dec. 11, time to file reply comments in amendment of TV table of assignments (Gastonia, Monroe, both North Carolina). (Doc. 19046). Action Nov. 16.
- Chief, Broadcast Bureau, granted request of Tennessee Televentures and extended through Dec. 7, time to file comments and through Dec. 17, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Nov. 16.
- Chief, Broadcast Bureau, granted request of United Tecon and extended through Dec. 21, time to file comments and through Dec. 29, time to file reply comments in amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18979). Action Nov. 16.

Broadcasting of Boston Inc. for leave to amend application to show increase in number of shares issued and resulting stock ownership as result of recent subscription call; change in by-laws to create position of executive vice-president and election of Melvin B. Miller, stockholder, to that position; changes in individuals holding positions of president, treasurer and assistant clerk; addition of Eugene F. Merkert as stockholder and substitute of Gerald M. McCarthy, deceased, for stock interest formerly held by him; new balance sheet to show current financial position of Community, and changes in business interests of various principals (Docs. 18759-61). Action Nov. 17.


Other actions

- WBBM-TV Chicago—FCC Complaints and Compliance Division Chief William B. Ray informed Mrs. Albert Westerfield of National Coalition of Crisis in Education, that CBS, licensee, did not violate fairness doctrine, nor were network or station influenced by private interest in March 8 and March 15 broadcasts over WBBM-TV, which reported on in-school sex education and sex education program in Chicago public school system. Ann. Nov. 15.


Call letter applications

- KTOO(TV), Pappas Electronics Inc., Tulare, Calif.—Requests KMPH(TV).

New AM stations

Actions on motions

- Hearing Examiner Frederick W. Dennisett in Lewisburg and White Sulphur Springs, both West Virginia (Garland A. Hess, William H. Bowen and Fred Cox and Valley Broadcasting Co.), AM proceeding, granted motion filed by Garland A. Hess, William H. Bowen, to reopen and to file responsive pleadings to amended petition by revising certain financial data as result of Broadcast Bureau having taken certain positions with respect to cost items in connection with settlement agreement for reimbursement; granted motion by Broadcast Bureau for leave to amend application to supply certain clarifying information. (Docs. 18518-20). Action Nov. 18.

- Hearing Examiner David I. Krausshar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Group), AM proceeding, set procedural dates and rescheduled hearing for Feb. 16, 1971, ordered that transcript of prehearing conference be incorporated by reference and shall be available to parties in preparation for hearing as to all matters discussed (Docs. 19026-7). Action Nov. 17.

Other actions

- FCC adopted rule amendments to reflect new agreements with Mexico governing AM allocations and pressurise operating privileges of AM's in both countries. Action Nov. 18.

- Review board in Eupora, Miss., AM proceeding, granted motion filed Nov. 19 by Radio Tupelo and extended to Dec. 8 time to file reply to responsive pleadings to motion to enlarge issues, filed Oct. 23 (Docs. 19025-6). Action Nov. 23.

- Review board in Winona, Miss., AM proceeding, granted motion filed Nov. 19 by Southern Electronics Inc. and extended to Dec. 8 time to file reply to responsive pleadings to motion to enlarge issues, filed by Southern Electronics to amend petition to modify and delete issues, filed by Tri-County Radio Inc., both filed on Nov. 9 (Docs. 19051-2). Action Nov. 23.

- Review board in Henrietta, N.Y., AM proceeding, granted motion filed Nov. 19 by Oxbox Broadcasting Co., and extended to Dec. 1 time to file responsive pleadings to petition to reopen for limited purposes filed by John B. Weeks on Nov. 13 (Docs. 17571-73). Action Nov. 23.

- Review board in Youngstown, Ohio, AM proceeding, granted petition for extension of time, filed Nov. 16, by Jud Inc. (Docs. 19168-69). Action Nov. 18.

- Review board in Milton-Freewater, Ore., AM

Existing TV stations

Final action

- KEYC-TV Mankato, Minn.—Broadcast Bureau granted CP change to ERP at 47.4 kw and type tran. Action Nov. 13.

Actions on motions

- Chief, Broadcast Bureau, granted request by Jersey Case Broadcasting Co., licensee of WCMC-TW Wildwood, N.J., and extended through Nov. 23, time to file reply comments in amendment of TV table of assignments (Clayton and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Nov. 18.

- Chief, Office of Opinions and Review, in Cherry, Wyo. (Frontier Broadcasting Co.), granted request by applicant and extended through Nov. 23, time to oppose to opposition of Dept. of Justice to petition for reconsideration, conditional grant, and other relief (Doc. 18979). Action Nov. 18.

- Hearing Examiner Forest L. McClennan in Boston (RKO General Inc. (WNAC-TV), et al.), TV proceeding, granted petition by Community
Summary of broadcasting

Compiled by FCC, Nov. 1, 1970

<table>
<thead>
<tr>
<th></th>
<th>On Air Licensed</th>
<th>Total Licensed</th>
<th>Total Not Licensed CP's</th>
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<td>Commercial AM</td>
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<td>4,316</td>
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<td>Educational TV-UHF</td>
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<td>0</td>
<td>177</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
1 Indicates non-commercial AM's on nonreserved channels.
2 Indicates four educational stations on non-reserved channel.

proceeding, denied motion to dismiss applications, filed Sept. 29 by Broadcast Bureau; granted motion to amend Broadcast Bureau's motion to dismiss application, filed Oct. 2, by Broadcast Bureau; granted petition to accept late appearance, filed Nov. 2, by Country Radio Broadcasting Inc.; accepted notice of appearance, filed Nov. 2, by County Broadcasting Inc.; held in abeyance joint request for approval of agreement, filed Sept. 26 by Broadcast Bureau and Hercin Broadcasting Co., and petition to dismiss application, filed Sept. 26 by County Radio Broadcasting Inc.; and ordered that Country Radio will comply with provisions of rules (Doc. 18965-66). Action Nov. 17.

- Review Board in Chattanooga, AM proceeding, granted motion for extension of time, filed Nov. 17 by Broadcast Bureau Inc. (Doc. 19001-02). Action Nov. 19.

Call letter application

- Dulphin County Broadcasters, Rose Hill, N.C.—Requests WEGG.

Existing AM stations

Application


Final actions

- WLSW Wallace, N.C.—Broadcast Bureau granted CP to replace existing tower and add side-mounted FM ant.; condition. Action Nov. 16.
- WBSD-Broadcast Bureau granted license covering installation of new trans. at Pope's Island, New Bedford, for aux. purposes only. Action Nov. 17.
- WWGD Garden City, Mich.—Broadcast Bureau granted license covering use of old main trans. for aux. purposes only. Action Nov. 17.
- KORK Las Vegas—Broadcast Bureau granted license covering changes; granted license covering use of new N trans. as aux. D and main D trans. as aux. N. Action Nov. 17.
- WLTZ-Broadcast Bureau granted license covering changes; studio and remote control to main N trans.; Littletown, Action Nov. 19.
- WTNs Coshocton, Ohio—Broadcast Bureau granted license covering 8 former main trans. as aux. trans. Action Nov. 13.
- WELX Xenia, Ohio—Broadcast Bureau granted CP to make changes in DB pattern. Action Nov. 13.
- KCCT Corpus Christi, Tex.—Broadcast Bureau granted CP to install new trans. for aux. use. Action Nov. 16.
- WLEO, Ponce, P.R.—Broadcast Bureau granted license covering 8 former main trans. Action Nov. 17.

Other action

- WKBN-AM-FM-TV Youngstown, Ohio—FCC refused WKBN Broadcasting Corp.'s request that it be allowed to file additional pleadings in repre-programs comments in reply filing on petition to deny renewal of WKBN-AM-FM-TV. Action Nov. 9.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Stafford, Va. (KATO and Tri-Town Broadcasting Co.), AM proceeding, on petition of Tri-Country Broadcasting Co., dismissed with prejudice application in Doc. 18957 and closed record to be dealt with on basis of engineering exhibit made of record and stipulation entered at hearing held on Nov. 9 (Docs. 18936-7). Action Nov. 17.

Other actions

- Mount Pleasant, Iowa—FCC affirmed FCC action in Olson Bros. Inc. v. Olson Bros. Inc., parent corp. of licensee, that it has incurred apparent liability of $2,000 for "willfully or repeatedly" violating provisions of rules by falsifying log entries. Action Nov. 18.
- KFDR Grand Coulee, Wash.—FCC application of Evergreen Broadcasting Corp., licensee, for mitigation or remission of $750 forfeiture imposed on station. Action Nov. 18.

Call letter action

- KREK, Radio Sapulpa, Sapulpa, Okla.—Requests KGDJ.

New FM stations

Final action

- Rushville, Ind.—Rush County Broadcasting Co. FCC granted 94.3 mc, ch. 22A, 3 kw, Ant. licensed above average terrain 300 ft. P.O. address: c/o Gene H. Kinman, R.R. 3, Rushville, Ind. 46783. Estimated construction cost $71,971; first-year operating cost $29,000; revenue $50,000. Action Nov. 17. Principals: Gene H. Kinman, president; Dudley Curtis, vice president (each 65%), Richard Waggoner, secretary (31%) et al. Mr. Kinman is partner in pharmacy, Mr. Curtis is owner of furniture company and Mr. Waggoner has interest in another furniture company. Action Nov. 18.

Actions on motions

- Hearing Examiner Basil P. Cooper in Oxnard, Calif. (Robert E. Sanders, Inc.), FM proceeding, granted request of KAMO and continued Nov. 16 prehearing conference to date to be specified after open meeting to be held on joint petition requesting review board to approve contemplated agreement looking toward dismissal of application of Robert E. Sanders and grant of application of KAMO Inc. (Docs. 18973-4). Action Nov. 12.

(Continued on page 63)
Help Wanted Management

Wanted an aware young manager who has been with company for two years. Must have full responsibility of a lifetime. For details, contact John Smith, 123 Main St., Anytown, CA 90210.

Opportunity for sales and air work in Pauls Valley, Oklahoma. Contact George Williams, KVLU, 405-238-3314.

Manager wanted for WMCK-Stereo-Oshkosh, Wisconsin. Must have top personal billing record. Tell all the right listeners at the right times. Salary: $25,000 plus commission. For application, contact Steve Johnson, 123 Main St., Anytown, WI 53001.

Totally new radio concept now being programmed. For information, please contact John Doe, 123 Main St., Anytown, CA 90210.

General manager wanted for stereo FM station in one of ten major markets. Must be top salesman. Salary: $30,000 plus commission. For application, contact Jane Smith, 123 Main St., Anytown, CA 90210.

Help Wanted Sales

Wanted: Salesman or radio/television sales representative. Must have college degree and experience. Phone: 555-1234.

Openings for radio station sales representatives. Must have college degree and experience. Phone: 555-1234.

Challenging career for aggressive salesman. Work for North Central Florida's newest and finest country music station. We broadcast exclusively in beautiful FM stereo—24 hours a day. Salesman must be hard working and be able to produce. No drudgery, pressure. Send resume, tape and photo to: Box 2435, 123 Main St., Anytown, CA 90210.

Sales-manager WMAP AM/FM Madison, Wis. Want aggressive, self-starter to build local area sales. Modern country format, Dan Palen, Mgr.

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Southwest Virginia—immediate openings for two experienced announcers. Full time and part time. Send tape and resume to Box L-189, BROADCASTING.

California. Small FM station going IGM automation first of 1971 needs young man with good voice, first rate phone, and solid automation experience to take over. Send resume to WOSW-FM stereo, P.O. Box 14585, Station University, Gainesville, Fla. 32601.

Managers

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina. Must be able to handle sales, music, and promotion. Box L-190, BROADCASTING.

Opening for staff announcer with desire to help in sales. Box L-213, BROADCASTING.

Eastern Massachusetts, medium metro station seeks experienced MOR pro. Must have good production ability and knowhow. Rated #1, top benefits. Send resume, references, and tape. Box L-250, BROADCASTING.

I need a man to save a nite-time rock show. We have the lead and want to keep it. No screamer but benefits. Excellent living and schools in our pleasant communities within 100 miles of Chicago. Interested? Box L-293, BROADCASTING.

A very good opening exists at a good station for an announcer with 1st. Permanent position, must have voice and dependability. Salary $4,000 per year. References to Box L-312, BROADCASTING or call Mr. 314-584-5757.

Experienced announcer, mature voice with first phone. Competent with Piedmont NCAR full time network affiliated station. Send resume to Box L-315, BROADCASTING.


Morning personality for immediate opening on MOR-music-talk station. Also opportunity for talkifo if qualified. Contact Eugene Taylor, WALLY, Fall River, Mass. 617-674-3535.

Announcers: First ticket. WAMD, Aberdeen, Md. 21001.

Excellent position available now for bright sounding, experienced announcer for MOR morning show. Send photo and production help. Tape, resume today to WASA, Havre De Grace, Maryland 21078.

Excellent opportunity for young aggressive first and third phones willing to learn and expand through cooperation with a fine team on a contemporary AM, and afternoon and evening to WGOM, Box 538, Marion, Indiana.

Announcer with first . . . no maintenance . . . willing to work . . . experience not necessary. Send tape, resume, expected salary to WJOS, Tawas City, Mich. 48673.

Help Wanted 3x4 word—$2.00 minimum. All other classifications 3x6 word—$4.00 minimum.


Bienstock

Radio Manager,OTH-AM.

Wide variety of responsibilities in growing San Francisco market. New concept. Must be experienced, wanted. Send resume and salary requirement to Box 250, BROADCASTING.

Regional Manager, WMGS-FM.

New concept is being programmed in growing San Francisco market. Cube Shannon, General Manager, Miami, Fla. 33132. Salary $15,000 plus commission.

Chief Engineer/Station Manager.

World wide FM world. New and exciting. Send resume to Box 350, BROADCASTING.

General Manager, WLIS.

In downtown Atlanta area. Excellent opportunity for position as Manager. Send resume and salary requirements to Box 400, BROADCASTING.

Major Radio Station—CONTRACTOR for FM.

Major Radio Station—CONTRACTOR for FM.

General Manager, WHKM.

In the Washington, D.C. area. Superior opportunity for General Manager. Send resume and salary requirements to Box 500, BROADCASTING.

Assistant Manager, WAMS.

Starting salary $15,000 with good benefits. Send resume and salary requirements to Box 600, BROADCASTING.

Assistant Manager, WAKO.

Wide variety of responsibilities. Must be aggressive and have a good attitude. Send resume and salary requirements to Box 700, BROADCASTING.

Program Director, WOR.

Top market. Send resume and salary requirements to Box 800, BROADCASTING.

Account Executive, WMCI.

Immediate opening for Account Executive. Send resume and salary requirements to Box 900, BROADCASTING.

Assistant Manager/Account Executive, WABF.

Excellent opportunity in growing market with major network affiliation. Send resume and salary requirements to Box 1000, BROADCASTING.

Traffic Director, WMCC.

Large market. Send resume and salary requirements to Box 1100, BROADCASTING.

Account Executive/Assistant Station Manager, WPTQ.

Excellent opportunity to work in a major metro market. Send resume and salary requirements to Box 1200, BROADCASTING.

Sales Manager, WALT.

In growing market. Send resume and salary requirements to Box 1300, BROADCASTING.

Traffic Director, KABC.

Immediate opening for Traffic Director. Send resume and salary requirements to Box 1400, BROADCASTING.

Traffic Director, WOC.

Excellent opportunity in major market. Send resume and salary requirements to Box 1500, BROADCASTING.

Circuit Director, KZNO.

Excellent opportunity in growing market. Send resume and salary requirements to Box 1600, BROADCASTING.

Account Executive, WKNY.

Excellent opportunity in growing market. Send resume and salary requirements to Box 1700, BROADCASTING.
News continued

Newscaster—WLAS, Lexington, Kentucky, needs an experienced “digger” to join four-man news team. Writing, editing, and authoritative delivery a must. Send tape and resume to News Director. No collect calls.

Professional radio news man for a four man news department and ability to operate a teleprinter. Must have excellent listening skills. Send tape and resume to General Manager, WSYO Radio, P.O. Box 2250, Decatur, Illinois 62526.

Programing, Production, Others

Team/two or three/PD and operations/production announcer/and announcer acceptable to establishment. Above average salaries. Excellent equipment. Established station. Number one in market in over 100,000. $200 plus and wild/not flowery music. Box L-154, BROADCASTING.

Wanted a wide awake female “executive” to the president of major market operation. East coast or West coast travel. Top shorthand and typing essential. Apply to Box L-154, BROADCASTING.

Virginia regional station requires up and coming producer to join our staff of 25. With the emphasis on individual initiative and creativity, your job will include a shift air shift, but most of your time will be spent working with our sales and city promotion staff. Available immediately. Box L-269, BROADCASTING.

Desire management, small-market medium. Currently sales-manager. Good P.M. man, family man, professional, community active. References. Box L-288, BROADCASTING.

Experienced general manager, small-medium markets. Heavy on programming, budgeting, community involvement. Family man. Box L-306, BROADCASTING.

Sales

Dallas margin victim—Heavy sales background. Previous experience in all sales, preferably in the Dallas area, must be stable situation. Prefer southwest. Box L-217, BROADCASTING.

Announcers continued

Young, energetic top 40 announcer with first, looking for station in Ohio and Indiana. Music director experience and good references to back me. Write Box L-244, BROADCASTING.

Experienced married morning man, available Feb. 1, upon service discharge, 5 yrs civilian plus 1 yr AIR/H radio experience. Will rehire. C&W or MOR. Box L-245, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-249, BROADCASTING.

5 years experience. Looking for announcing position in new major or country. Box L-252, BROADCASTING.

Veteran, broadcasting graduate, beginner, will relocate. Box L-299, BROADCASTING.

First phone announcer desires to move up. Four years on-air experience in country & MOR. Prefer country. Personality plus. If it’s a time and temperature, button pusher you want, please do not contact. Tape available. Box L-261, BROADCASTING.

Near N.Y. beginner, 3rd endowed, any format, available now. Box L-372, BROADCASTING.

Experienced: Disc jockey, newscaster, announcer, top board, dependable, creative. Box L-374, BROADCASTING.

New York City pro—currently employed—will move to your city. Excellent and reasonable MOR/contemporary, afternoons, evenings, nights. Box L-275, BROADCASTING.

Looking for permanent position in Pacific north- west with future. 1st phone with 15 years profes- sional experience, all formats. Desire P.D. and/or announcing position. presently employed by—morn- ing adult station in major market. Box L-279, BROADCASTING.

Experienced, top forty, professional, seeks opening in midwest. Box L-265, BROADCASTING.

Dependable (Black) announcer-news caster, tight board, third, metro experience, relocate. . . . Box L-293, BROADCASTING.

Professionally trained Black announcer 1st year, college. Will relocate, Service completed. Box L-292, BROADCASTING.

Professionally trained announcer-news caster 27 — dependable, versatile, creative, tight board. Broadcast grad with 1 year college. Prefer the MOR sound in either medium market or fast growing 1st year, third endowed. Vet. Box L-296, BROADCASTING.

DJ first . . . copywriting, production second. Ex- perience, third, good references to all. College, exempt. Consider all but prefer MOR, contemporary, low-key or warm weather. Box L-297, BROADCASTING.

Florida 1st phone announcer. Seven years experi- ence. Wants to move up. Box L-299, BROADCAST- ING.

Hard working ambitious top 40 personality with first wanting opportunity in Indiana-Ohio area. Experience and good references. Write Box L-302, BROADCASTING.

Black trained female announcer—N.Y.C. broadcast- ing school graduates. Versatile—monthes broadcast experience. 3rd class. Box L-305, BROADCASTING.

Alt personality-PD-music director. Prefer up-MOR $200 plus only. Box L-308, BROADCASTING.


Professional radio and CC-CATV announcer, third year, ticket, married, relocate preferred. Looking for permanent position. Call Box L-319, BROADCASTING.

First phone, limited experience. Relocate. DJ, news, pro, broadcasting school grad. Bob Romanski, (714) 424-5557, 165 Credit Ave., Imperial Beach, Calif.

Announcers continued

Talent and experience plus! Veteran announcer/newsman available now. Third ticket, best refer- ences. 408-252-9356.

Beginning 1st seeking rocker. Has own collection 30's to 70's. Over 10,000 Masters, 2334 N. Drake, Chicago, Ill. 60647.

First phone, 22 years old, draft deferred, hard working, dependable with 3 months experience as DJ and sales director. Will travel. Now available. Arnie Keengin, 7350 Bell Blvd., Bayside, N.Y.

First phone, announcer, medium or major market, college degree. Jerry Peril, 211 Elk Street, Syracuse, N.Y.

Female with first phone wants new local . . . have experience with a lock, share production spots, etc. Area code 507-473-6280.

Announcer—destiny, five years experience with country and top-40, third endorsed call 701-572- 3757.

Dear Santa, experienced beginner, first phone, draft free. Prefer Midwest. (312) 323-2084.

Three years experience, third phone, interested in small market stations in Maryland, Virginia, West Virginia. Prefer area in Baltimore, Virginia. Harvey Aptoff, 4006 Falls Road, Baltimore, Maryland, 21215.

Unhappy talented announcer looking for right op- portunity. 2 yrs exp. in dj, news, prod., program- ming. Married. Stable, conscientious. Call anytime. Phone. Reply Box L-168, BROADCASTING.

First phone. Tight board. Ambitious beginner. Top forty or MOR. Tape resume. Call Jeff—726-4577 or write 127 Overview Ct., Santa, Calif.

Technical

Mature/chief engineer, 20 years experience in all phases of WAB, FM and automation and some TV. Prefer large area, central or southern Midwest states. Box L-207, BROADCASTING.

Responsible chief engineer/announcer wants position in northeast, now. Box L-309, BROADCASTING.

News

Warm weather majors: experienced pro wants air- writer position, good experience, dependable, no hang-ups. Box L-239, BROADCASTING.

Black female: personable, experienced, dependable, no hang-ups. Box L-240, BROADCASTING.

Black, female: personable, experienced, dependable, no hang-ups. Box L-241, BROADCASTING.

Bob Allen—needs a job. Highly qualified news di- rector-newsman took a gamble in politics and lost. 516-231-6810, 194 Louise Dr., Bay Shore, N.Y. 11706. Hurry—wife and three kids to support.

Newsmen—recent grad, Emerson College, broadcast major, have written/Broadcast news college station. Does production, newscast 15 Crossman Place, Huntington, N.Y. 516-421-231.

Experienced newsmen looking for challenging posi- tion with medium or major market station. Prefer to work anywhere in the U.S. Married and draft exempt. Call Gene Steinberg at 803-556-0885 or write 13455 Asher River Road, Charlotte, South Carolina 29407.

Programing, Production, Others

Agnew would dub me a radio-filb. Successful talk personality 35 . . . responsible . . . seeks own show nighttime . . . days . . . call all night on powerful outlet . . . radio and/or television. Rating success three large markets. Last job . . . network correspondence, but you can afford me. Two good offers pending but will wait to hear from you. Hurray! Box L-141, BROADCASTING.

Experienced P.D. available, all formats, all phases, sharp production, 1st phone, married, family. All replies confidential. Box L-234, BROADCASTING.

Experienced professional. Willing to do and capable of hard work. Box L-248, BROADCASTING.

Seasoned radio announcer available for voice-over and production assignments—Radio, TV, Agency. Box L-268, BROADCASTING.

1st phone. B.S. radio-TV, limited experience, draft exempt. Box L-249, single, available by phone. Available January 4th. Box L-273, BROADCASTING.

Program director—prefer up-MOR. Creative, com- petitive. Production, news. $300 plus. Box L-307, BROADCASTING.

BROADCASTING, Nov. 30, 1970
Television Help Wanted

Management continued

Capability, conscientious program manager, major network experience. NDR ad sales, market research for consistent and highly imaginative efforts. Box L-203, BROADCASTING.

Sales

Successful in sales, sales-management, 10 years experience, seek opportunity. Family man, professional TV trained. References. Box L-290, BROADCASTING.

Announcers

Major market only. Major market show host, weatherman, announcer, comedy writer desires larger market. Young. Box L-200, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-248, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York any-where. 315-476-8808. Box L-115, BROADCASTING.

Chief engineer, presently comfortable but not satisfied. TV transmitter and color studio construction experience. Radio Box L-230, BROADCASTING.

First experience, all phones of studio control room operations, operating position. Resume on request. Box L-304, BROADCASTING.

First phone operating engineer T.V. Young, reliable, will relocate. Box L-257, BROADCASTING.

Experienced B.E. TV broadcast engineer seeking position in bigcity/catv/equl. mg. as systems engineer or marketing with management opportu-nities. Box L-297, BROADCASTING.

Chief engineer of college broadcast quality TV/IV installation looking for advancement. Must have all technical authority and sufficient staff. Ten years in broadcasting. Salary $2K+. Presently east coast, Box L-298, BROADCASTING.

News

News directorship wanted. Former network over-sees correspondent (you'll recognize my name) seeks management position with on-the-air duties okay. No heavy bread required. Security more important. Box L-142, 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 large city, 26. Top references. Box L-223, BROADCASTING.

Dean Ann: I've got a problem. You haven't sent me the name of that guy looking for a good newsman. Think he'd write to L-253, BROADCASTING for a resume?

Dedicated newsman—victim of Kaiser cutback. Was in major market. Top writer, editor, writer, producer, no on-air. Will consider call all, with right opportunity. Box L-238, BROADCASTING.

Professional meteorologist experienced in TV-radio broadcasting. Seek greater growth opportunity. Member AMS, Box L-278, BROADCASTING.

In exchange for a break into sport reporting I'll bring you my 4 years of top market production experience, my degree—my penetrating insight, my rich voice, my handsome mug. Box L-391, BROADCASTING.

Programing, Production, Others

Experienced professional. Willing to do and ca-pable of hard work. Box L-246, BROADCASTING.

Involves 20% TV and 2 years heavy experience production can provide. Experienced all phases production, sales, remote, 25, T.Y. Resume available. Box L-270, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know promotion, sales develop-ment. Fifteen years experience. Let me contribute and be a successful top level company. Box L-290, BROADCASTING.

With 4½ years of art, scenic, photo, crew and air operations experience in two major markets, a university degree, 4 years experience, capable of doing substantially increased profits and prestige in remarkable short time. Box L-254, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 1 kw & 10 kw AM and FM transmitters. No No! No contact. For free ad catalog 8/7/70.

Late model AVG-10 weather radar equipment with T.D. pre-amp suitable for ground installation. Contact Jim Lockard, KSWO-TV, Lawton, Oklahoma.

Wanted, 35mm film projector for television film production. Box L-241, BROADCASTING.

Television Situation Wanted

Management

General manager—thirteen years broadcasting experience. Last 18 months in top 20 market. Strong administrative and financial background. Box L-209, BROADCASTING.

Program director/program-production manager, experienced producer-director, operations, administra-tion, programming feature and syndicated product, FCC regs, 35 yrs. FCC first ticket, college, vo-t., now working major market in VIE production, looking for management spot. Box L-218, BROADCASTING.

National group executive seeking position as radio/TV general manager in 1971, Resume available on strict confidential basis. Box L-231, BROADCASTING.

Five years experience, radio and television produc-tion and management, Looking carefully for management experience as assistant program direc-tor or operator. Can relocate anywhere in the east coast but will travel for right position. Box L-241, BROADCASTING.

Executive vice president-general manager, Large-market station or group. Nationally recognized in industry leader. Quality administrator-troubleshooter. Speaks three languages. Box L-313, BROADCASTING.
INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. (Early proficiency by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared to sit the examination in the nation's largest network of 1st class FCC licensing schools. Approved for veterans and accredited member National Association of Trade and Technical Schools*. Write or phone the location most convenient to you. ELKINS INSTI-
TURE** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-337-4001.


ELKINS in Connecticut, 800 Silver Lane, East Hart-
ford, Connecticut 06119. Phone 203-528-9242.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-557-0422.

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-572-8844.

ELKINS** in Illinois, 3443 N. Central Avenue, Chicago, Ill. 60653. Phone 312-295-6010.

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4712.

ELKINS** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-793-1045.

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-6858.

ELKINS in Okla. 6 E. 79th 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, 2100-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

ELKINS** in Texas, 2518 Tivolis, Houston, Texas 77002. Phone 713-785-7637.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1649.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-337-9455.

Announcing Programming Production, newscast-
ing, sportscasting, console operation, disc jock-
eying and all phases of radio broadcasting. Taught by highly professional teachers. One of the nation’s few schools offering 1st class FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chi-

TECHNICAL

American Institute of Radio, by encouraging stu-
dents to attend both day & night classes can guar-
antees you a First Class License in 21 ½ to 37 ½ weeks. New classes start every Monday. Housing can be arranged for $12 to 15 per week. Total tuition $330. 2022 Old Laffey Building, Nashville, Tenn. 37214. 615-

899-0469 or 889-2480.


Wood, California 91606.

KFTW school of broadcasting experience offers three months experience; announcing, disc jockeying, all phases radio, taught by broadcasters. First class January 4, KFTW, 90 Highway, Fredericktown, Missouri 65645.


FCC first class ... prepare now at B.E.S.T., serving the entire East with excellent instruction ... cen-
tral location, small classes, individual attention, great guar-
tees. For send for brochure to B.E.S.T., 302 N. Market St., Frederick, Md. 21701 301-662-9292 ... next class Jan. 4, 1971.

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for veterans andbank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated film in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our record of success is surpassed by no one. Why take chances on second best on Q&A course? Our next

Intensive Theory Course will begin January 11, 1971. For additional information call or write Don Martin School of RadiO & TV, 1653 N. Cherokee, Hollywood, Calif. 90029, HO 2-3921.

Tech Wanted

Help Wanted Announcers

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 215, BROADCASTING

Technical

SOUTH FLORIDA CHIEF ENGINEER

For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the audio end of the business. Send complete resume and refer-
ences to:

BOX L-219, BROADCASTING

News

Anchorwoman

TV News anchorwoman — must have experience in producing newscasts and writing. Send resume and VTR or film immediately to:

Joe Carsen, c/o KMSP-TV

120 South 9th St.

Minneapolis, Minn. 55402

An equal opportunity employer.

Management

CCTV SYSTEM

Opening in Southern California for all-
around man with experience in program-
ning, sales, administration to develop unique hotel CCTV system which will feature guest information, convention services, regional attractions. Replies confidential.

BOX L-276, BROADCASTING
BROADCAST PRODUCT MANAGER

We have an exceptional opportunity in the Broadcast Products Group of our Professional Products Department. You may qualify if your experience and background include marketing responsibility to radio and television stations and administrative responsibility for a product line. The ideal candidate will offer 5-10 years' experience as chief engineer of AM/FM/television station and subsequent management or sales in the broadcast area.

Our exceptional compensation program is supplemented by benefits that include a tuition refund program for advanced study. For prompt consideration, please send your resume in confidence to Mr. Bruce Murray, Employment Manager.

Television Situations Wanted

Management

NEED A STATION MANAGER?

Creative young manager of small-medium TV station looking for challenge and opportunity. Knowledgeable all phases. Ready to help build your ratings, image, and profits. Contact:

BOX L-310, Broadcasting

News

EXPERIENCED TV-Radio Sports Commentator, Writer, Producer

30 years young, 7 years on the air, possessed of a phenomenal memory, knows the major leaguers in football, baseball, basketball. Available December 1. Single, hard worker, conscientious, Major markets.

BOX L-284, BROADCASTING

Miscellaneous

ATTN: STATION OWNERS & MGRS.

Are you getting your share of your market? Do advertisers complain of "no results!!"? If you're having problems in sales, promotion or programing...call on a well qualified Radio Consultant Specialist! Reasonable fees are commensurate with time involved. Call or write today! (404) 233-7391.

Don Mitchell

Drawer "G"—N'side Sta. Atlanta, Ga.
For Sale Stations
continued

SOUTHWEST KILOWATT
Hi-Desert filament bargain priced at less than 1/4 times 1969 gross for quick sale. Includes real property. Good terms. Total price $112,000.

BOX L-314, BROADCASTING

(Continued from page 57)
Action Nov. 19.

Call letter applications

- Frank D. Ward Inc., Columbia, S.C.--Requests WHXO-FM.
- Connecticut Valley Broadcasting Co., Springfield, Vt.--Requests WCFR-FM.

Call letter actions

- Neosho County Broadcasting Inc., Chanute, Kan.--Granted KKOY-FM.
- Tylerstown Broadcasting Co., Tylerstown, Miss.--Granted WTVL-FM.

Existing FM stations
Final actions

- KFSG(FM) Los Angeles--Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 17.
- KBKR(FM) San Diego--Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 74 kw; ant. height 120 ft.; remote control permitted. Action Nov. 9.
- KSJO-FM San Jose, Calif.--Broadcast Bureau granted license covering installation of aux. trans. for aux. purposes only. Action Nov. 17.
- WGLC-FM Mendota, Ill.--Broadcast Bureau granted license covering operation on 100.1 mHz; ERP 3 kw; ant. height 98 ft. (Doc. 18035). Action Nov. 17.
- KSJN-FM Minneapolis-St. Paul--Broadcast Bureau granted CP to change trans. location to Shoreview Site #1, 910 West County Road F, Shoreview, Minn.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,100 ft. Action Nov. 17.
- KOWB-FM Moorhead, Minn.--Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 410 ft. Action Nov. 17.
- WOTW-FM Natchez, La.--Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 140 ft. Action Nov. 17.
- WGFMO(FM) Schenectady, N.Y.--Broadcast Bureau granted CP to install new ant.; make changes in ant.; ERP 1.4 kw; ant. height 930 ft. Action Nov. 13.
- WNCW(FM) Cleveland--Broadcast Bureau granted license covering use of former main facilities for aux. purposes only. Action Nov. 17.
- *KODA-FM Houston--Broadcast Bureau granted CP to change trans. location to One Shell Plaza Building, Houston; install ant.; make changes in ant. system; ERP 97 kw; ant. height 790 ft; remote control permitted. Action Nov. 17.

Rulemaking petition


Call letter applications

- KSDF-FM, Gordon Broadcasting of San Diego, San Diego--Requests KZKZ-FM.

Call letter action


Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following VHF translators: KNOB, KODG, and KIOT, all Huntsville, Liberty and Eden, N.C.; WCGM, Livonia, Mich., and WNOZ, Monticello and Blanding, all Utah. Actions Nov. 13.
- Broadcast Bureau granted renewal of licenses for following and co-pending FM-AM-Lozanoport, Ind.; WSMT-AM-FM Starta, Ind.; WSCN(AM) Lenoir City and WCDG-AM-FM Campbellsville, both Kentucky; WNTS-AM-FM Cohocton and WTDG(AM) Middle, both Ohio; WCVM(AM) Carrollton and WVNY(AM) Barboursville, both Kentucky. Actions Nov. 13.

Modification of CPs, all stations

- WDH(AM) Dothan, Ala.--Broadcast Bureau granted mod. of CP to specify studio location as on Radio Rd., #2, 1.8 miles east of Dothan. Action Nov. 12.
- WCWP(AM) Salisbury, Md.--Broadcast Bureau granted mod. of CP to extend completion date to April 15, 1971. Action Nov. 12.
- KKLW(AM) Clinton, Mo.--Broadcast Bureau granted mod. of CP to extend completion date to May 10, 1971. Action Nov. 17.
- KOJFC Plain and Lake Wenaschee area, both Washington--Broadcast Bureau granted mod. of CP to make changes in ant. system of VHF translator. Action Nov. 17.

Other action

- FCC informed NBC in response to request from network for permission to use new cue signal to alert its stations to prepare for FM input on special inserts, that it will concur in use of reissued non-moving negative signal on regular basis but that would review and perhaps withdraw concurrence if later developments "make such course advisable." Action Nov. 18.

Translator actions

- K11EG and K11CB, both Del Norte, Colo., granted CP's to change to an authorized more than 5 miles northeast of Del Norte; change type trans.; make changes in ant. systems. Actions Nov. 17.
- KODJ Jacks Cabin, Colo., granted CP to change frequency of VHF translator from ch. 14 to ch. 2; change type trans.; change call letters to KZ Georg. Action Nov. 16.
- KSCEF Canadian, Higgins and Limcomb, all Texas, and Arnett, Okla.--Broadcast Bureau granted CP to change input ch. to VHF area south of Perryton and Booker, both Texas. Action Nov. 17.
- KSCEF Colorado and K12DH, all Holden and Scioto, Utah--Broadcast Bureau granted CP's to change type trans. and to increase output power to 10 w in VHF translators. Actions Nov. 17.

Ownership changes

Applications

- WRCK-AM-FM Sheffield, Ala.--Seeks assignment of license from Erwin Parks Jr. and Robert
Sellers: Paul Zion, Associates granted Mr. Wiggins owns construction M. promotion 50 $75,000. Actions transferers consideration transfer of control of Dayton Smith. Inc.: trailer is and and is and (none before. (331 -Seeks Berger (30% before. 44.8% (331


WCOM(FM) Urbana, Ohio—Broadcast Bureau granted transfer of control of WCOM-FM radio license from Alvin R. Clodfelter to Bicket Communications Inc., Denver, Colorado. (50% before, none after). Consideration: transfer of control of WCOM. Mr. Church has interest in two CATV systems; Mr. M. is stockholder in same interest in CATV systems. Action Nov. 5.

WODY(AM) Barnett, Va.—Broadcast Bureau granted transfer of control of WODY(AM) radio license from Harry Willard Linde (100%) to Alexander M. Tanger (100%). Mr. Tanger owns WKLM(AM) radio license in Dayton, Ohio. (Tanger is director of license corp. of KKLM-FM Providence; owns WFI (AM) Philadelphia, is interest in WFHD-FM-TV Boston, and has application pending for assignment of KBRE(FM) Houston. Action Oct. 28.

WKBV(AM) West Bend, Wis.—Broadcast Bureau granted transfer of control of WKBV(AM) radio license from Ethel B. Berkholtz, executors of estate of Ethel B. Berkholtz (100%) to Gazette Printing Co. (none before, 100% after). Consideration: $30,000. Principle: Ethel B. Berkholtz (35%), Robert W. Blits (35%) and Josephine B. Ross (30%). Consideration: transfer of control of WLKW(AM) and WVJLF(AM), both Janesville, Wis. Action Oct. 26.

CATV Applications

San Andreas, Altaville and Angel's Camp, all California—Applications to extend signals of KTVU(TV) and KBKTV-T, both Oakland-San Francisco; KAJC-TV Stockton, and KOSV-C, San Jose, both California. (Sacramento Stockton. CA) ARB 28 Nov. 20 Action Nov. 12.

South Bay Terrace, Calif.—South Bay Terrace Antenna Systems Inc., is seeking for extended signals of KTVU(TV) and KTVF(TV) and KOPVI(TV), both Los Angeles (San Diego ARB 30). Action Nov. 19.

Silves, Beverly Hills, California, and Bentdorff and Davenport, both Iowa—Quint Cities CATV Inc., Moline, Ill., is seeking to extend signals of WCIU-FM, WFLD-FM, WGN-TV and WTTW-TV, both Chicago, Iowa, Illinois Rock Island Moline, Ill. Action Nov. 19.

Kokomo and Howard county, both Indiana—Television Stations Inc., is seeking to extend signals of WGN-TV and WFLD-TV, both Chicago (Indiana ARB 18). Action Nov. 19.

Final actions

Sikeston, Mo.—See-Mor Cable TV of Sikeston Inc. Cable Television Bureau granted, purge of one rule, petitions for waiver of rules filed Jan. 12 and July 15. Action Nov. 16.

Sage, Oregon.—Request by Sage TV Cable System, operator, for waiver of program exclusion provisions of rules, directed system, 12 and July 15. Action Nov. 16.

Initial decision

Hearing Examiner: Basil P. Cooper in Huntington, W. Va., agreed to joint agreement application before hearing examiner, installed and completed the present five-channel cable system, and will submit the present rates of $4.30 per month at current rates of $4.30 per month for the next three years, at $4.30 per month for the next six years, and at $4.30 per month for the next three years.

Lorenz, Idaho.—Board of Supervisors has authorized a rate increase of $1.00 to $4.50 to go into effect Jan. 1.

Uniontown, Pa.—Hearing Examiner has been awarded to Ross Brothers Cable TV Co.

As a result of a hearing granted to Television Service Inc., a subsidiary of Livingstone Oil Co., Tulsa, Okla., the service is granted the present five-channel cable system, and will continue the present rates of $4.30 per month at current rates of $4.30 per month for the next three years, at $4.30 per month for the next six years, and at $4.30 per month for the next three years. The firm will be awarded a franchise in Peterborough, N.H., and they will use the same antenna to serve both communities.

Andover, N.J.—Garden State Cable Television was awarded a franchise.

Albany, N.Y.—Franchise has been granted to Capital Cablevision Systems Inc., a subsidiary of National Cable Television, and Communications Corp.

Baton Rouge, La.—A franchise has been granted for a multiple CATV system. The license will be awarded to a multiple CATV owner and Telepromoter Corp. (multiple CATV owner). The latter two are New York-based stations.

Lackawanna, N.Y.—Comcom Cable Corp., Lackawanna, has applied for a franchise.

Arlington, Va.—A franchise has been granted to Communications Properties Inc., subsidiary of Newmark Trust Co., Citizens Financial Corp.

Kutztown, Pa.—A franchise has been awarded to Cable Television Service Inc., a subsidiary of Livingstone Oil Co., Tulsa, Okla. The service is granted the present five-channel cable system, and will continue the present rates of $4.30 per month at current rates of $4.30 per month for the next three years, at $4.30 per month for the next six years, and at $4.30 per month for the next three years.

Vernon, Tex.—Vernon CATV Inc., Vernon, has been granted a franchise, and will operate the present five-channel cable system, and will continue the present rates of $4.30 per month at current rates of $4.30 per month for the next three years, at $4.30 per month for the next six years, and at $4.30 per month for the next three years.

Brooke county, W. Va.—County commissioners have awarded a franchise for Brooke Cable Co., Weisbrug, W. Va. System will have 11 channels.

Milwaukee—Time-Life Broadcast Inc. (multi- CATV owner) has applied for a franchise. City council receive the gross income. Subscribers would pay $15 for installation and $5.75 a month.

Cable actions elsewhere

The following are activities in community-antenna television reported to broadcasting through Nov. 24. Reports include applications for franchises, renewal of permits, and sales, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in italics.

South Gate, Calif.—The Cable of California has applied for a franchise.

Hoyoka, Colo.—A franchise was granted to Midwest Cablevision Corp. The franchise fee was waived until the micro-wave permit is approved by the Federal Communications Commission. This was done in order to defer some of the additional costs of installing a temporary system bringing in all three networks now.

Charleston, Ind.—Franchise has been awarded to GRCTV, (five branches), Jeffersonville, Ind. The cost will be $10 for installation and $4.75 per month plus $2 for each additional set. The franchise is for a period of three years.

Prairie Village, Kan.—Television has applied for a franchise.

Hammond, La.—John A. Chavrin, president, owner of WPFPR(FM) Hammond, La., was granted a franchise. Subscribers will pay an installation charge of $10 for each set, and an excise tax of $4.25 per month.

Salisbury, Mass.—The North American Communications Systems Inc. of Lowell has applied for a franchise.

Bloomington, Minn.—Community Telecommunications Inc., Deer, has applied for a 20 year franchise.

Willow, N.H.—A franchise has been granted to Community CATV Inc., Lebanon, N.H. The city would receive 10% of the gross of the costs of a new CATV franchise.

Anderson, N.J.—Garden State Cable Television was awarded a franchise.

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Many Madison Avenue types could hardly admit this fall that some Chicago agency had dared cross the Hudson and walk off with the Braniff International account. Ever since Mary Wells Lawrence painted planes pretty colors, Braniff had become one of the street's creative pets.

But Clinton E. Frank Inc., certainly no nameless agency since it trebled its billings in the last five years, never considered Braniff anything but strictly business and pitched it that way, knowing full well Mrs. Lawrence was a hard act to follow, as Lois Holland Callaway Inc. learned after two years on the account. Frank bit fast and hard.

That approach is typical of Clint Frank, the agency's founder and chief executive officer, an ex-Yale football star who directs his agency team with an enthusiasm that occasionally may be a bit impetuous. His physical size and booming voice will strike fear in the new staff member, but older hands who know him better see that broad grin as well and have learned not to be so overwhelmed.

"Clint is sort of like a big woolly bear," an associate explains, "and he comes on strong, but he is a very careful listener and you know he understands your points before he makes his decision. It usually comes quickly."

Mr. Frank discounts personal friendships as meaning anything in getting business. "You get it on performance," he says, "and you hold it on performance."

The broadcast media have played vital roles in helping Frank perform for many of its accounts. Both radio and television are major parts of the new media plan Frank has submitted to Braniff for its approval. About half of Frank's $70 million in annual billing now goes to broadcast.

Frank's account list also includes: Dow-Jones, Anchor Hockey, Continental Oil, Curtiss Candy, Elanco, Formica, Johnston & Murphy Shoes, Kemper Insurance, Kohler, Craft Foods, Motorola, O'Brien Paints, ReaLemon, Reynolds Metals, Scovill, Simoniz, Sun-sweet, Toni Co., Toyota, Vick Chemical's Clark division and Wrigley, plus many others.

Frank has full-service offices also in New York, Cincinnati, Richmond, Va., Dallas, Los Angeles and San Francisco (earlier this month Frank acquired the West Coast agency, Smock/Waddell). It is the American partner in EMAD, a consortium of 10 agencies in eight European countries plus Canada and the U.S.

Mr. Frank develops strong loyalties among his staff by taking personal interest in their work and families. It's the coach-in-the-locker-room coming out in him. He tries to keep the team in shape, too, urging them to use the health room because of Mr. Frank's quiet but extensive personal participation in charities, particularly those related to mental retardation, the agency became besieged with solicitations. Now it makes creative and financial contributions via a special foundation. Mr. Frank also has been modest about his football history, not letting his people exploit it. Mr. Frank had built his economics at Yale in 1938, Mr. Frank played varsity. He was captain and quarterback of the Yale squad and was named first team All-American quarterback in both 1936 and 1937. He won two of football's top memorial awards in 1937, the Heisman trophy and the Maxwell trophy. In 1955 he was elected to the Intercollegiate Football Hall of Fame.

After graduation in 1938, Mr. Frank joined Blackett-Sample-Hummert, Chicago, which then had 90% of its blue-chip billings in radio. He soon learned the medium inside out, his daily involvement with production of the many shows then originating there. During World War II he served on the staff of General James Doolittle. After a year with E. J. Brach & Sons, Chicago candy firm, in 1948, Mr. Frank joined as partner in a new agency, Price, Robinson & Frank, which became Clinton E. Frank Inc. in 1954.

"There is no substitute for knowing what you are talking about and that means hard work," Mr. Frank says in explaining the guts of his advertising philosophy. "Armed with that knowledge," he adds, "be perfectly candid and straightforward with your clients."

He feels strongly that "the future of our business belongs to the disciplined creative mind and I bear down on the word disciplined. This contemporary school of young Turks will pass from favor because they are trying to be different for the sake of being different." Real creativity, he says, must be "based on an understanding of the product and the market to be reached."

Mr. Frank is proud of the fact that his agency's timebuying experts in recent years have twice been voted best by the Chicago chapter of the Station Representatives Association. He notes that while the emphasis at most agencies has been on excellence of the creative product, it is also vital for media to be used creatively.

"We're not just buying numbers and media efficiency," he says. "We're buying media impact, media effectiveness and that happy marriage of medium and message that gives the client extra mileage for his dollar," he adds.

Total involvement of media people is essential to good media buying, Mr. Frank stresses. "When agencies perform in this manner," he says, "they achieve a level of competence that no media-buying service can equal."
Only the beginning

The Senate's sustaining of the President's veto of the political-broadcasting bill makes it possible for the Congress to take a broader look at the problem of political campaigning. If the veto had been overridden, that would have been the end of campaign reform for a while at least. At broadcasting's unique expense, the appearance of reform would have been achieved at no effect whatever on the abuses and excesses that now infect the American political process.

A new approach ought to start with two assumptions that have been overlooked, perhaps deliberately, in the harangues of recent months:

1. The American voter is smart enough to be entrusted with the vote.
2. The American politician is smart enough to be entrusted with his own choice of methods of campaigning.

If these two statements may be accepted as starting points, much of the dispute over arbitrary restrictions on the use of one medium or another will be rendered moot, and the discussion can move on to the really significant issues.

It seems to be generally agreed by both Democrats and Republicans that total political spending must be brought under some control. If that is the problem, the attack on it ought to be addressed to the establishment of ceilings on all expenditures by or on behalf of candidates for federal office and of enforceable disclosure of the amounts spent and for what purposes. If the sentiment widely expressed by members of both parties is sincere, ceilings and reports on expenditures ought to be attainable.

In the best of all worlds, it would also be desirable to require complete and accurate identification of sources and amounts of campaign contributions. That condition may command less than universal support. There are powerful interests of diverse political persuasion, and incumbent senators and congressmen beholden to them, who like the existing law just as fuzzy as it is.

No one should believe that genuine reform of political campaigning will be easy to get, but recognition of that fact of life is no excuse to abandon the effort. As for broadcasters, they have a special reason to work for omnibus reform. They pledged such work in pleading with senators to sustain the President's veto. And the alternative to general controls is the easy-target kind of antibroadcast legislation that almost turned into law this time.

For broadcasters, the Senate vote last week was only a reprieve. There is cause for short celebration before the long, hard job of getting a law to protect both the public's interests and the broadcasters'.

To what end?

The current talk by the television networks about which three hours they are likely to program under the prime-time access rule does not seem likely to be much more than that—just talk—for a while. In each case the final decision, whatever the other factors that go into it, must take competition into account. That means nothing may be final-final until the moment beyond which, for practical purposes, no network is likely to change again.

NBC-TV tentatively plans to program 8-11 p.m. eastern time except on Sunday nights; CBS-TV goes for 7:30-10:30 every night and ABC-TV prefers 8-11. But all three are keeping their options open.

Competitive instincts being what they are, it is not rational to expect anyone to give away any advantage that can be kept. The benefits of programing 8-11, such as being able to accommodate movie run-overs without violating the new FCC rule, must be weighed against the effects of having one or both competitors get a headstart on the night by coming in at 7:30, probably with the strongest one-hour shows that can be found.

The final decision cannot be delayed too long. Affiliates must know for sure which half-hours will be returned to them for their own programing: A program suitable for 10:30-11 may not be at all suitable for 7:30-8. Or do they fill the half-hour, wherever it occurs, with local news? Either way, entertainment programing or news, they need time to find, develop and hopefully to sell it.

But the networks have pressures of their own working against protracted delay. They, too, must make program commitments and these depend, in part, upon the hours to be programed. They must make these commitments soon if they are to allow themselves time—as they must, particularly in the current economy—to sell the new schedules.

Whenever the final-final decisions come, it seems certain they are being reached by strategy-planning and counter-planning as intense as television has lately seen.

If confusion was the purpose of the FCC in decreasing the cutback in network programing, the purpose has been reached and exceeded. Somehow there must come an end to the use of the television system as a Tinker Toy for Washington bureaucrats.

Slow motion

Give or take a day or two, nine months passed between the filing of the application for transfer of Corinthian's stations to the merged Corinthian and Dun & Bradstreet and the FCC's first vote on the subject last week. As reported elsewhere in this issue, the FCC sent the application back to the staff for further exploration.

The FCC has no excuse to let so much time elapse before taking action on this or any station transfer. It has been as dilatory in the past, when it lacked the alibi of split votes occasioned by lack of a seventh member. If the agency continues to put this sort of application aside while squandering its time on invented missions of no urgency, its administration ought to be called to account.

"We lost the election, Senator, but your TV spot won an award as the funniest commercial of the year."
WBAP-TV REACHES 'EM

WBAP-TV reaches right into more than one million television households in the Dallas/Fort Worth market with outstanding entertainment and aggressive local programming. In this climate, a commercial message comes across strong, clear, effectively. Let WBAP-TV reach 'em where they live with your sales message.
To celebrate 3 years of finding homes for over 475 special-needs orphans... KTTV invited all of them back to "A Party for Mitzi".

It is extremely difficult to find adoptive parents for older children, or those with mixed parentage or medical and physical problems. It is these children who appear on KTTV.

A remarkable thing apparently happens when adoptive parents see a handicapped child on television: They see the youngster rather than the handicap. KTTV's program has been exceptionally successful in finding families for children with medical and physical handicaps, such as cardiac, orthopedic and vision problems, deafness and cerebral palsy.

In three years over 600 orphans have appeared on KTTV. More than 475 have found homes and 70 more are in process. In addition, many children not appearing on the show are placed when parents come in to meet a child they saw on the station, find the youngster already adopted, and choose another one instead.

Last April, "Adoption: Ben Hunter Show" was awarded an Emmy for "Outstanding Continuing Achievement in Community Affairs". Because of KTTV's success in finding homes for special-needs orphans, Metromedia stations WNEW-TV, New York, WTTG in Washington, D.C. and KMBC-TV, Kansas City have started similar projects.

KTTV's unique adoption program is another example of the many ways Metromedia Television stations across the country have become deeply involved in local and national affairs... providing meaningful help and responsible leadership wherever needed.

The vital new force in broadcasting