How settlement prices spurt in those citizen challenges
Three executive vice presidents picked to beef up NAB

Full house at FCC as Houser and Wells are sworn in
Banned from broadcast, cigarette ads find new homes
Where the girls are...

What can you learn from a woman's age? More today than you might suppose. Such as what she buys, what television shows she watches. And what a knowing advertiser can do about it. This wheel shows you what a woman's age means when she buys 91 different things. And the pages inside show how you can apply this handy information to Nielsen's new audience reports by age of lady viewer. The five little windows on the left reveal buying indexes for five age groups.

On the right you can see just what this buying amounts to in two wider age spans. In using the wheel, you will know which products are most important to you and can draw your own conclusions about what a woman's age means to you. (Brand Rating Index asks us to say: "Index values for product usage are recalculated from BRI 1970 and assume that women not classified as homemakers do not purchase products consumed in the household")
This wheel can find a 17 billion dollar market you probably didn’t even know existed.

That’s 17 billion, not 17 million.

CBS invented the wheel. With some help from Nielsen and Brand Rating Index.

We put it together as a result of Nielsen putting together some new television audience reports for some age groups never reported before.

What the wheel does is provide household product usage indexes—for total women—for 91 product categories. And using BRI data, these indexes are correlated with age groups derived from the new Nielsen age-breaks.

(Originally television audience ratings were provided only for three broad age groups: 18-34; 35-49; and 50+. With Nielsen’s new breaks we can derive data for five age groups: 18-24; 25-34; 35-49; 50-64 and 65+.*)

**THE 17 BILLION GOLD MINE.** Now when you compare total supermarket expenditures for the new age-breaks with the same data for the old breaks, you’re in for a few surprises.

It turns out that the 50 to 64 age group is a prime package goods market worth 17 billion dollars a year in the supermarket alone. Yet because this group was previously reported as part of a larger, and seemingly poorer, 50+ group, you may well have overlooked it.

And perhaps just as surprising is the fact that the old favorite market of many advertisers, the 18-34 age group, is in reality a poorer 18-24 market combined with a prime 25-34 market.

**MINING THE GOLD.** All in all, you may well want to use the wheel to help you reconsider your target audience. You just may find that you’d do even better buying 25-64 than you’ve done buying 18-49.

That’s the wheel, of course, pictured over there. Not only is it useful for mining gold, but it serves as the cover of a hefty book. A book called “Where the girls are...” that explains the significance to you of the new Nielsen age data.

To get your copy of the wheel-plus-book, just call your CBS representative or write Frank Smith, CBS Television Network, 51 West 52 Street, New York, New York 10019. Please be sure to tell us what particular category (or categories) you’re interested in.

---

*Nielsen now breaks out television audience data for the following age groups: 18-34; 18-49; 25-49; 25-64; 35-49; 50+; 50-64. With these various groups at hand you will be able to derive data for 18-24; 25-34; 35-49; 50-64; 65+.*
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.

KDFW-TV

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE
Backgrounders

President Nixon's admission in his Conversation live interview last Monday that his Nov. 2 election-eve broadcast was a "mistake" did not tell whole story of how White House hands got crossed in scheduling substandard black-and-white tape of 15-minute segment of "Law and Order" speech Chief Executive had made earlier in Phoenix. When record is closed, it will show William Safire, one of President's chief speech writers, ordered release of tape from vacation White House in San Clemente, bad sound-track and all. Meanwhile network-TV time had been ordered by White House in Washington.

After admitting mistake last Monday, President said he would have preferred studio-type program "talking quietly to the American people" and concluded: "We won't run that kind of tape again."

Fading hope

That $1.5-million, so-called TV "Clutter" study proposed by General Foods (Broadcasting, Nov. 2, 1970, et seq.) was given little chance last week of getting off ground—in present form—after it became known that virtually all station reps and most group owners had declined to commit requested $20,000 each to project. No member of Station Representatives Association, for example, agreed to help undertake, even though at least one nonmember reportedly did. Without going into details, GF officials acknowledged results had been disappointing but said they intended to continue efforts "to determine how the TV environment can best be used" and would consider merging their efforts with those of others if they seem promising. There were reports that GF planned to approach—if it had not already done so—National Association of Broadcasters', whose TV code review board has authorized its own review of problem.

Major stumbling blocks for original GF proposal apparently were not only financial—high cost in recession economy—but also related plan to test varying commercial formats in terms of both viewer acceptance and sales effectiveness: If, for example, one format was favored by viewers and another produced greater sales, broadcasters would be faced with impossible dilemma in trying to accommodate viewers and advertiser pressures as well. Another hitch, but presumably resolvable by waivers, was that some formats to be tested violate NAB TV code.

One step beyond

Overlooked in frenzied, dying days of 91st Congress was introduction in Senate at close of business Dec. 30 of "Federal Election Campaign Act of 1970" (S. 4607). Co-sponsored by Senators Mike Mansfield (D-Mont.), Howard W. Cannon (D-Utah) and John O. Pastore (D-R.I.), measure incorporates vetoed political-broadcasting bill (S. 3637) and adds limitation on all nonbroadcast spending of 14 cents per vote cast in previous general election or $40,000, whichever is greater.

Bill also calls for full disclosure of financing by all candidates and tax rebates for campaign contributions, both provisions of earlier (and now dead) bill (S. 734) sponsored by Senator Cannon. It's understood nonbroadcast-spending feature was added at behest of Senator Mansfield, majority leader and chairman of Democratic policy committee. Measure will be reintroduced early in next session convening Jan. 21.

Runners

As things stand, there are two avowed candidates for joint board chairman of National Association of Broadcasters next June: incumbent radio board chairman, Richard W. Chapin, KFOR(AM) Lincoln, Neb., and Richard D. Dudley, Forward Stations, Wausau, Wis., radio board chairman 1967-1969, who has been nominated for new radio board term (see page 28). Incumbent joint board chairman, Willard Walbridge, senior vice president of Capital Cities Broadcasting, is challenging his second one-year term.

It has become tradition for joint board chairmanship to be alternated between radio and TV boards, and 1971 is radio's turn. But joint board chairman doesn't necessarily have to spring from existing board membership, although that has become custom, too. Great interest centers in elections this year because of move toward restructuring of NAB operation (see below).

Where the money goes

Three new executive vice presidents of National Association of Broadcasters (see page 28) will draw $45,000 to $50,000 a year—although each's salary is slightly different from others'. Added salaries plus extraordinary fiscal requirements placed on NAB this year ($100,000 contribution to media study committee, $20,000 for publication of code manual, plus other activities) have put NAB into hole by about $50,000. This will be met from surplus for year that ends March 31. But budget for new fiscal year means belt-tightening.

Helping hand

Radio is due to get double-barreled boost at International Radio and Television Society's radio commercials workshop next week—not only from workshop in general but specifically from speech in which Blair Vedder, executive vice president and director of Chicago division of Needham, Harper & Steers, is expected to report on survey of agency and agency attitudes toward radio. Survey found among other things that almost two-thirds of media directors and clients questioned feel quality of radio advertising has improved, and most said they expected 1971 radio budgets to increase or at least match 1970's.

Mr. Vedder also advocates major study of radio effectiveness versus other media, a television-print study by General Foods, and that would be another radio plus to come out of workshop. Radio Advertising Bureau officials are known to be seriously studying idea. Workshop will be held Jan. 19 in New York.

Black and white

FCC would run—or seek to run—record manufacturers if commission were to adopt rule suggested by Commissioner Robert E. Lee as part of answer to broadcast of lyrics he regards as promoting sex or drugs. Though aimed at broadcasters, effect of rule would be to require record manufacturers to provide copy of lyrics of records used in broadcasts; object would be to enable broadcasters to read lyrics that are sometimes unintelligible to adult ear.

Open transom

In $80.1-million deal in which McGraw-Hill is acquiring Time-Life's U.S. TV and radio stations (Broadcasting, Nov. 2, 1970), joint committee is screening potential buyers for radio properties, which are to be spun-off. It's headed for McGraw-Hill by Robert E. Slaughter, executive vice president, and for Time-Life Broadcast by Barry Zorthian, president. No one will talk prices for components of deal but persistent speculation has broken $80.1-million total, including about $6 million for TV, about $12 million for radio.
rides in with a BIG
18 NSI...15 ARB
in the late afternoon!

Baltimore's big buy delivers as many homes at 5:00-6:00 PM as the two other stations combined!

Source: November 1970 NSI and November 1970 ARB. Subject to inherent limitations as stated in applicable reports.

In Maryland Most People Watch
WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Capcities pledge of $1 million for minority programs in three cities involved in planned acquisition of Triangle stations causes withdrawal of opposition. Contesting group now sees public gain in swift approval. See . . .

A spurt in the price of pacification . . . 20

WHDH-TV Boston asks FCC to reopen proceeding in which it lost license to determine if vote was based on quorum. It says Commissioner Wadsworth's explanation of his vote makes ruling fraudulent. See . . .
WHDH: axed without genuine quorum? . . . 22

Pacific & Southern Broadcasting gets FCC's approval to buy four additional radio stations for sum aggregating more than $13 million. Sales of WTWO-TV Terre Haute, Ind., and WAJA-TV Miami are also approved. See . . .

$13 million buys four radio stations . . . 23

Student group led by law professor-antismoking crusader John F. Banzhaf III asks FCC to require stations to run spots designed to inform public on its role in broadcast media and on licensee responsibilities. See . . .

On-air lessons in broadcast reform? . . . 23

Robert Wells and Thomas Houser awarded FCC recess appointments by President Nixon, giving commission full strength of seven members, lacking since September, and Republican majority, lacking since 1961. See . . .

A full house at FCC at last . . . 26

Search for executive vice presidents in NAB's reorganization ends with naming of Paul Comstock for government relations, Grover Cobb for station relations and ex-Apollo voice Paul Haney for public relations. See . . .
Paul Haney hired into NAB orbit . . . 28

FCC's Broadcast Bureau finds KRON-TV San Francisco guilty of trying to advance CATV interests of parent through its programming; recommends renewals for KRON-FM-TV on condition parent disposes of local CATV interests. See . . .

Will KRON face conditional renewal? . . . 30

FCC orders CBS to keep CATV and domestic program-syndication businesses, bringing 11th hour halt to Viacom spin-off. Commission says indications are CBS and Viacom would continue under common control. See . . .

Sudden halt to Viacom spin-off . . . 32

Cigarette smoke clears from broadcast, but survey shows newspapers, magazines and billboards developing habit for tobacco advertisements; ads in papers estimated to be up $32-$42 million in 1971. See . . .

Newspapers increase cigarette ads . . . 39

Robert Wells and Robert Wise both old and new address label from front cover of the magazine.

CBS ordered to pay BMI $1.6 million . . . 46
Ever since our newsmen started enjoying themselves, a million new viewers started enjoying us.

They're in five major American cities. A million more of them. They're in Chicago, New York, Detroit, Los Angeles and San Francisco.

They all have one thing in common.

One time, not too long ago, they all decided to switch to Channel 7 for their news. How did we win them? With a little love. And a smile. We won them because, at the ABC Owned Television Stations, we tried to do a new kind of news show.

A news show that's not afraid to let the sun shine in. The people who deliver the news are crack news teams who are committed to really letting you know what's happening in your world. They're tough, bright, and serious while they give the news.

But in between the hard news, they add something that's long been missing in newscasts. Warmth. It's a warmth you can see. And feel.

Our news people genuinely like each other, on camera as well as off. They're letting the sun shine in. In five major American cities.

In return, over a million new viewers have let them into their homes. And there are more coming every day.

We let the sun shine in.
ABC Owned Television Stations.

WABC-TV New York/WXYZ-TV Detroit/WLS-TV Chicago/KCO-TV San Francisco/KABC-TV Los Angeles

Audience information based on air estimates. Feb/Mar 79 versus Dec. '78 New York, Aug. '78 Detroit, Jan. '79 Chicago, July '79 San Francisco, April '79 Los Angeles. Subject to qualification available on request.
Burch gets reassurance on cigarettes
Industry leaders pledge firm compliance with ad ban

Presidents of broadcasting and tobacco trade associations personally assured FCC Chairman Dean Buroh in meeting Friday (Jan. 8) that their respective industries would adhere to spirit as well as letter of law banning cigarette advertising from radio and television.

"Cigarettes will not be advertised on the air," Chairman Burch said in news conference in which he participated with Vincent Wasilewski, of National Association of Broadcasters, and Horace Kornegay, of Tobacco Institute, following their meeting.

However, Chairman Burch also said, in statement reporting industries' assurances, that he would continue to meet with Mr. Wasilewski and Mr. Kornegay whenever meetings become necessary. And, in response to questions, he indicated he was not satisfied that all possibility of violations has been eliminated.

He called meeting because of allegations, by Senator Warren G. Magnuson (D-Wash.) and Frank Moss (D-Utah), that efforts would be made to circumvent law, which became effective Jan. 2. Mr. Wasilewski said that broadcast entities would refuse to accept advertising that would promote indirectly products which cannot be advertised directly. He also expressed confidence that problems that develop "can be handled" by stations, networks and NAB code.

Mr. Kornegay repeated industry denials that certain cigarette makers intend to promote their brands through television advertising of pipe tobacco in packages designed to look like cigarette packs.

And he said that cigarette companies that plan to sponsor sporting events "have nothing to do with television." Allegation has been made that cigarette companies will use events to gain television exposure for brand names. "As far as cigarette companies are concerned," he said, "events won't be televised. I hope they won't be.

However, Chairman Burch indicated concern about possibility of abuses in connection with sporting events. Information in that area "will have to become more firm before we know what we're dealing with," he said. In "gray areas" involved, we're going to have to deal with individual cases as they arise.

News conference was enlivened by exchange between Chairman Burch and John Banzhaf, anticigarette crusader, whose request to attend meeting with Mr. Wasilewski and Kornegay was rejected. He asked why representatives of public could not attend meeting that was of concern to them.

Chairman Burch said that in effort to resolve questions raised by allegations he called meeting of those "most directly affected" and that if matter developed into formal rulemaking, proceeding, "I'd do something else." Mr. Banzhaf noted that Action on Smoking and Health, which he heads, had made same allegations in formal petition for rulemaking, but that it was not invited to meeting. "Doesn't this raise suggestion you're really meeting privately with people you're supposed to be regulating?" he asked.

Chairman Burch said he and other commissioners do that regularly in normal course. But, he said, "If you're suggesting we're out to make a deal, you're wrong."

"It raises the suspicion," Mr. Banzhaf shot back.

Meanwhile, in street outside commission, three law school students were parading with paper-mache death masks trailing black shrouds and labeled "FCC, Cancer, Tobacco," to protest Chairman Burch's refusal to permit ASH representatives to attend meeting. Statement they handed out to passersby was headed, "No more meetings in smoke-filled rooms." Two students were from Georgetown University, one from George Washington, where Mr. Banzhaf teaches law. However, he said he had nothing to do with demonstration.

CATV: a New York view

In report to governor made public yesterday (Jan. 10), New York State Public Service Commission recommended that state should continue to have regulatory role in CATV.

Commission's report calls for municipal jurisdiction over rates and franchises, with state having back-up authority and power to set minimum technical, financial, construction and operation standards.

State would also be empowered to determine existence of undue concentration of mass-media control (subject to FCC limitations), and to regulate cable systems as common carriers when it determines systems are large enough to qualify for role.

Target: Philadelphia TV

Philadelphia's television stations are in line for demands from local citizens group that they commit substantial sums of money over next three years to minority-interest programing and make firm promises regarding hiring and

Which medium really won?

Broadcast media and newspapers both claim victories in results, being made public today (Jan. 11), of sales tests conducted in Atlanta by Cox Broadcasting Stations and Cox Newspapers in conjunction with Rich's city's best-known department store.

Test was conducted during one of Rich's major sales events last September with 10 items promoted for three days, Sunday through Tuesday, on five radio stations, five TV stations and in Atlanta Journal and Constitution.

Bureau of Advertising, American Newspaper Publishers Association, claims in release today that "newspapers influenced more sales at less cost than both broadcast media combined" and that "newspapers deliver more than three times the efficiency per advertising dollar."

Cox Broadcasting officials claimed, however, that purpose of test was "to measure the performance of television, radio and newspapers as a media mix for item selling"—and that test proved it works. Moreover, they reported, as amount of newspaper space was reduced for certain items, sales actually increased.

Cox broadcast executives also contend Rich's has traditionally done so much item advertising in newspapers—it has used TV and radio heavily, but largely institutionally—that shoppers had become "conditioned" to point where direct comparisons between media could not be made. For instance, they said there were no newspaper ads for girdles but 16% of girdle buyers said they remembered seeing girdle ad in papers and 49% of mattress buyers on one day recalled newspaper ads that had not run.

Station spokesmen also reported that recall for both TV and radio improved substantially as test proceeded and, for clincher said that "since the study, the store has increased the use of both TV and radio for item selling."
**Week's Headliners**

Mr. Schellenberg  
Mr. Allen

James Allen, VP and general manager, WPLO-TV Miami, elected executive VP, Post-Newsweek Stations, Washington. Mr. Allen is succeeded by James Lynagh, VP and general manager of Post-Newsweek's WXFT-TV Jacksonville, Fla. Mr. Lynagh is succeeded by Robert Schellenberg, general sales manager WXFT, while Leonard Mosby continues as area VP. William D. Grove, news director, WXFT, named VP-news and public affairs.


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

training of minority-group members.

Lonnie Saunders, president of Black Communications Associated, in Philadelphia, said demands will be based on, but "stronger" than, those that were served on Capital Cities Broadcasting Corp. in connection with its proposed acquisition of Triangle Publications Inc. stations, including WPIL-TV Philadelphia. Capacities has made substantial commitments in agreement under which opponents of transfer withdrew their petition to deny (see page 20).

Mr. Saunders also said his organization had other plans affecting local stations. He said within next two weeks it will begin citywide communications seminar to educate Philadelphia minority groups in their rights in broadcasting.

And major study is to be undertaken of performance of all stations in city. He said petitions to deny would be filed against license-renewal applications of stations shaky concludes have not fulfilled promises or have not lived up to potential for service. Pennsylvania stations are due for renewal on Aug. 1, 1972.

**WZIP-AM-FM sale approved**


Sudbrink stations are: WRZT(AM) Coral Gables-Miami and WWPR(FM) Miami; KFMZ(FM) Pasadena (Houston), Tex.; WRMG(AM) Beardstown, I11.; WTOW(AM) Towson, Md., and WTOP-FM Baltimore. Mr. and Mrs. Sudbrink are applicants to purchase WTOP-FM Wauwatosa, Wis. WZIP(AM) is daytime-only station on 1050 kHz with 1 kw; FM is on 92.5 mhz with 70 kw.

**Whitehead on AT&T Comsat**

Justice Department's statement supporting Senator Mike Gravel's (D-Alaska) proposed legislation to eliminate direct carrier control or influence over Communications Satellite Corp. should not be interpreted as administration's endorsement of senator's proposal.

That was statement issued late last week by Clay T. Whitehead, director of Office of Telecommunications Policy. "While individual departments respond to queries from members of Congress regarding particular legislative proposals ... such department comments should not be interpreted as an administration recommendation of such proposals," stated statement.

Mr. Whitehead said that ownership and organization of communications carriers is policy area for which OTP has responsibility. And administration he added, "has formulated no specific plans for the submission of legislation on this subject."

Senator Gravel's proposed legislation is aimed at removing AT&T from Comsat's board and forcing it to sell its Comsat stock. He plans to introduce bill after 92d Congress convenes Jan. 21 (see page 30).

**Tough words from FTC chief**

Federal Trade Commission Chairman Miles W. Kirkpatrick told International Newspaper Advertising Executives Friday (Jan. 8) that much of what he saw and heard in advertising was repulsive and "insulting to good judgment and taste," adding that "many millions of Americans" probably shared his view.

"Far from giving even a minimum of information upon which an interested person might make a selection of products among alternatives," chairman said in speech, "the effort appears frequently to be to obscure relevant information and to bring other considerations to the foreground."

"Let me assure you," he added, "that where there is reason to believe that advertising goes beyond questions of taste and involves material distortions, exaggerations and misrepresentations—matters which are within the jurisdiction of the Federal Trade Commission—we will give our attention and will be a force increasingly to be reckoned with."

Chairman Kirkpatrick said FTC would welcome legislative bolstering of its powers, including right to seek preliminary injunctions, expansion of jurisdiction to matters "affecting" as well as "in" commerce, and authority to explicitly take action necessary to redress injury to consumers, including damages, refunds, restitution, rescission of contracts and other flexible remedies" (see page 44).

**Two cable systems sold**

Newport Beach Cablevision, subsidiary of FCB Cablevision, has sold its assets and rights to cable-television franchises it holds in Newport Beach and Seal Beach, Calif., to Teleprompter Corp., New York.

Terms of sale were not disclosed. It is subject to approval by franchising authorities in California areas.

Action follows announcement last November by Foote, Cone & Belding Communications Inc., directing its FCB Cablevision subsidiary to take corrective action with regard to CATV properties that had not developed as planned.

FCB Communications said sale will result in significant loss, to be reported as extraordinary item in determining its net income for 1970.

FCB Cablevision operates five other systems in California, New York and Colorado and holds CATV franchise for Menlo Park, Calif.
You don't know someone until you live with him.

Driving down US-1 you can see the tropics begin at Vero Beach. Toward Miami, the ocean changes to a rich azure blue as the lush vegetation becomes even thicker. South Florida is a tropical paradise with sprawling beaches and fine hotels. Last year more than 21 million tourists came here to relax and vacation.

It's understandable that once enveloped in this tropical splendor you might not realize that other than our setting, South Florida is not much different than your neighborhood. We have community problems, just like yours, in a shortage of low-income housing, underemployment for minority groups and racial unrest.

That's why WPLG-TV decided to take an intensive survey of the critical social and economic problems affecting the entire South Florida community.

We assembled a team of experts, headed by Professor Tom Wood, Chairman of the University of Miami's Department of Government, to identify and spell out the problems affecting the entire South Florida community.

What we learned changed our way of thinking. When you turn the page, you'll see some of our new, in-depth programming for the total community.

We admit that with the beautiful year-round weather, beaches and all the other utopian charms of Southern Florida, it's difficult to think about problems. But we're not on vacation. We live here.
YOU MAY NEVER SEE THE WORLD'S MOST EXPENSIVE CAR*

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

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

Ask Avery-Knodel how you can accelerate your sales in this giant $21/2 billion dollar retail sales market, through WKZO-TV.

Source SRDS and ARB, Feb/March 1969.

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

WKZO-TV
100,000 WATTS * CHANNEL 2 * 1000 FOOT TOWER
Studies in both Kalamaoo and Grand Rapids for Greater Western Michigan
Avery-Knodel, Inc., exclusive National Representative

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name

Company

Business Address

City State Zip

The Kelso-Holmes

SUBSCRIBER SERVICE

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Comodo Add $4 Per Year
Foreign Add $6 Per Year

1971 Yearbook $13.50
1971 CATV Sourcebook $3.50

Payment enclosed
Bill me

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

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

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

Broadcasting, 1933.


Sol Taishoff, editor and publisher; Lawrence B. Taishoff, executive VP.

EDITORIAL

Edwin H. James, V.P. executive editor; Rufus Crater, editorial director (N.Y.); Art King, managing editor; Frederick M. Fitz Gerald, Earl B. Abrams, Leonard Zeidenberg, senior editors; Joseph A. Ester, Steve Millard, Norman H. Oshin, associate editors; Alan Stiene Jarvis, Mehrle Martin, Timothy M. McLean, J. Daniel Rudy, David Glenn White, staff writers; Glara M. Biondi, Katrina Hart, Don Richard, Jim Sarkocy, editorial assistants; Beth M. Hye, secretary to the editor and publisher; Erwin Espson (vice president, director of marketing services, Carl Ally inc., New York), research adviser.

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Matty Long, V.P. general manager; David N. Whitecombe, director of marketing; Jill Newman, classified advertising; Dorothy Coll, advertising assistant; Doris Kelly, secretary to the V.P.-general manager.

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David N. Whitecombe, director; Bill Criger, subscription manager; Julie Janoff, Kwentin Keenan, Carol Olander, Joan Powers, Shirley Taylor.

PRODUCTION

John F. Wehn, assistant to the publisher for production; Harry Stevens, traffic manager; Bob Sandor, production assistant.

BUSINESS

Irving C. Miller, comptroller; Sheila Thacker, Judith Mast; Deanna Velangas, secretary to the executive vice president.

BUREAUS

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HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-663-3148. Morris Osman, senior editor; Stephen Glassman, staff writer; Bill Merrill, Western sales manager; Sandra Klaussner, assistant.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting**—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1964.


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Datebook

A calendar of important meetings and events in communications

January
Jan. 11-17—Triannual meeting, Unda, International Catholic association for radio and TV, Loyola University, New Orleans.
Jan. 15—Board meeting, Institute of Broadcast Management. Riviera Country Club, Palm Springs, Calif.
Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).
Jan. 18-20—First Broadcasting Industry Sym.
Major convention dates in '71
1971 Radio Advertising Bureau management conference schedule:
Feb. 4-5—Marriott motor inn, Dallas.
Feb. 18-19—Sheraton Four Ambassadors, Miami.
Feb. 22-23—O'Hare inn, Chicago.
Feb. 25-26—Carrousel motor Inn, Cincinnati.

Jan. 19-22—Board meeting, National Association of Broadcasters. LaQuinta hotel, LaQuinta, Calif.
Jan. 24-25—Meeting of South Carolina Association of Broadcasters. Wade Hampton hotel, Columbia.
Jan. 24-26—Meeting of Oklahoma Association of Broadcasters. Hilton Inn, Oklahoma City.

OpenMike ®

Corrections coming up
Editor: Last issue's "Telestatus" contained a number of errors. Revisions are now in work, and readers ought to be advised that the "Performance Chart for TV-Network Affiliates" in the Dec. 28, 1970-Jan. 4, 1971, issue should be set aside until corrections are published.
—Erwin Ephron, vice president, Carl Ally Inc., New York, research adviser to Broadcasting.

Look ahead, he urges
Editor: Your editorial page has mourned the loss of cigarette and liquor advertising 'revenue, comparing the plight of the broadcasters to the situation in the print media where there are no restrictions of this sort. Several observations:
1) Broadcasting, by its physical structure, has a greater negative tune-out factor than have the print media. For instance, one may read past a cigarette ad in a magazine to devote attention to content, an impossibility with any broadcast medium. Thus, the legal requirement to serve the 'public interest, convenience and necessity' is of first priority, it being monopolistic to take advantage of a captive audience.
2) The revenue from liquor and cigarette advertising is not irreplaceable. For instance, one need only look around to realize that antipollution is going to be big business and consumer-oriented,
Southern Florida is our neighborhood but we do more than just live here.

The old neighborhood has changed lately. Now there are foreign languages spoken here and a life style born of many cultures.

Not so new is the inglorious fact that the increase in minority group population brings with it an increase in poor, uneducated, and underprivileged Floridians.

The problem and challenges are obvious to us. We know this neighborhood well. That's why WPLG-TV is meeting today's issues through more than 23 hours of bold new programming each week.

Survival Kit. If you're poor and underprivileged, life is literally a matter of daily survival. And that's what Survival Kit is all about.

Survival Kit is a program that provides the basic information needed for daily living. It regularly features information on subjects such as nutrition and sanitation—names, addresses and telephone numbers of government and private agencies that help the poor.

The underlying philosophy of Survival Kit is to present useful information covering the spectrum of needed knowledge. From rat control to the emotional well-being of families living in cramped quarters, Survival Kit really helps.

Arthur & Company. Starting pre-school children in the right direction, Arthur & Company is an educational experience for three to five-year-olds, taking them beyond their environment into an outside world of color, grass, wheels, things that fly, or food and where it comes from.

Produced in cooperation with the University of Miami's Dr. Betty Rowen, Early Childhood Consultant at the University's School of Education, Arthur & Company represents the most modern thinking in children's educational shows.

Pride, a word used more and more in the Black community to denote awareness of personal dignity, now becomes the name of a program for black and white alike.

Pride offers insight into the South Florida Black community, interpreting, illuminating and commenting on needs, life-style and culture. In mirroring the Black community, Pride involves the community in production of the program through its leaders and agencies including the Community Relations Board, Greater Miami Coalition, and the Urban League.

Pan Americana. Since 1961, the Spanish speaking community in Southern Florida has more than tripled, giving need to a vehicle for public communication. Pan Americana fulfills that need by examining the problems of concern to the community and discussing possible solutions.

Manolo De La Torre serves as moderator for panelists picked from leaders in the community, and experts on Latin America.

Job Line. This weekly program hits directly at underemployment, with special emphasis on minority group problems. Each program lists jobs available through the State Employment Service. A special telephone answering service is provided to give detailed information on job listings.

Equally important are Job Line's interviews and discussions regarding vocational training, or a person's attitude when applying for a new position. This critical information may be the difference between success or failure for the applicant.

Amazing Grace. In addition to Protestant, Jewish and Catholic religious programs, WPLG-TV also brings a specially designed program of worship to the Black community, Amazing Grace. Featuring new music of the church and a different minister each week, Amazing Grace is a sounding board for the Black religious community.

In addition to these programs, WPLG-TV regularly provides a new generation of locally-produced community-involved documentaries. Recently they have included:

The Homeless, an in-depth report on the pressing need for low-income housing and its effect on the community.

Crisis In Progress, a searching report on the problems of growing too fast in Broward County.

Does Anyone Listen? In a time of concern for our electoral system, this fascinating program sought to learn whether local government was responsive to the people's needs.

In a twist of title, the program suggests that government is willing to listen more often than the people are willing to ask.

Red & Grey / Black & White was a fascinating progress report on school integration. Taken from the views of students, administrative staff and parents, the program carefully explored the problems and solutions at Mays Junior High School in Miami, now considered by many as a model for other schools faced with similar situations.

Been Down So Long provided Floridians with an honest look at the plight of South Dade County's migrant workers. This shocking documentary made the viewer painfully aware of the appalling life style and national disgrace of the labor camps in southern Florida.

Dawn or Dusk, an appraisal of the Seminole Indian's life today as compared to that of his forefather.

In revealing some of the sad dealings this group of Americans received from both the Federal and Florida government, this television special commented on the tragic history when the Seminoles were forced to move Westward after losing their lands in Florida.

The Second Country was a penetrating look at the Cuban Colony ten years after the move from Cuba. Numbering more than 300,000, some Cubans doubt they will ever see their homeland again; but all are united in their hatred for the Castro regime.

You see, it's not enough to just live here enjoying the beautiful weather and more than abundant natural resources. We have to work together, too.
1971 Broadcasting CATV Sourcebook

If you fill in the reservation form and return it—along with your payment—you will save at least $2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

Most Complete and Up-to-Date CATV Data Available:
The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:
- Operator's name and full address
- Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable—O-A for picked off the air, or M-C for microwave—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide—But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:
- Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada—FCC Rules and Regulations for CATV, including CATV Program Suppliers

Equipment Directory—CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least $8.00.

Special Prepublication Reservation
Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for [ ] copies @ $6.00 each is enclosed. [ ] Bill me.

Name: two initials and last name
Company Name
Address
City State Zip Code
Home? [ ] Yes [ ] No

1735 DeSales St., N.W., Washington, D.C. 20036
since so much pollution is consumer-channeled (nonreturnable beverage bottles, nonreducible plastic containers, nonbiodegradable dyes and detergents, for example).

3) Given the choice, the rising audience of those under 35 (I am 27) is less moved by unidirectional nonfeedback-generating entertainment and advertising than by that which informs, and especially involves it in a chance for a bidirectional dialogue with its world: A spot for a cigarette urges personal indulgence; a spot for a biodegradable detergent urges legitimate participation in contemporary social processes. Both spots would generate revenue and urge purchasing; but whereas one suggests public service, the other does not.

If broadcasters would devote less time to finger-pointing and crying over spilled milk, and instead spent more time using those fingers to milk new and younger cows, both the industry and the public would profit.—Carl C. Swann, KWAV (FM) Monterey, Calif.

Cigarette ads wasted?
EDITOR: In light of our omniscient government's decision barring cigarette advertising from television and radio, some interesting conclusions are evident.

Television and radio must obviously be the best media for advertising, i.e., they have the greatest potential to influence their viewers and listeners. As a matter of fact, television and radio must be the only media which can influence the American people. What advantages, then, are there in advertising in newspapers, magazines, billboards, etc.? None! As far as the government is concerned, based on its various studies, the effect of the rest of the media must be zero.

Therefore, the time has come for advertisers and their agencies to take note. All money spent for advertising on media other than radio or television has been totally wasted. Fortunately, however, this is an opportune time to divert accounts to radio and television advertising because more prime minutes are now available in new cheaper 30-second packages.—Ron Korda, assistant account representative, ABC-TV affiliate relations/clearance

A couple of changes
EDITOR: In the article on Lerner Communications (BROADCASTING, Dec. 21, 1970), there are two errors.

First of all, it takes 30 months to three years to construct a system, not three months. Second, there will not be a two-channel system, but at least a 20-channel system.—Louis A. Lerner, president, Lerner Communications Inc., Chicago.
The November Books are out.
And so are a lot of shows.

But not The Phil Donahue Show; it's doing better than ever.

In fact, even in its newest markets—Detroit, Cleveland, Milwaukee, and Toledo—The Phil Donahue Show is already FIRST in Women, just like it is in Cincinnati, Dayton and Columbus. And in many markets the show is also first in Ratings, Share, Homes, Women 18-49 and Women 18-34.

Part of the reason for its success is the show's unique format. Featuring topics which range from pre-marital sex to ecology, guests such as Dr. Margaret Mead, Jerry Rubin, Jane Fonda, Woody Hayes and Johnny Carson are interviewed by Donahue. After that, things happen. The studio audience gets involved with probing, direct questions. Phone calls pour in from at-home viewers. The interview becomes a vital, electric dialogue.

What results is one of television's most exciting hours.

Phil Donahue believes the success of the show stems from the fact that he treats women intelligently. "I don't treat women as mental midgets," he says. "I think they are more than baby machines. The average housewife is a bright, alert individual who is often smarter than her husband, and reads more than he does. I never talk down to her."

That's why women are turned on by The Phil Donahue Show.

And it could turn your daytime schedule on too.

For further information contact: Donald Dahlman, or Bill Rhodes, Avco Syndicated Sales, 4590 Avco Drive, Dayton, Ohio 45401, (513) 293-2102.

*Broadcasting Corporation

*Based on November, 1970 ARB. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.
MondayMemo

from Thomas V. Burr, partner, Chiat/Day Advertising, Los Angeles

Making copywriters more comfortable with radio

I'd like to begin this by saying if I were to title these remarks, it might be: "The Insidious Plot to Overlook Radio."

Two years ago our agency didn't have a radio reel. Today, we're every bit as proud of what we'll play for a client as we are of our work in any other medium. We've even had radio people refer to us as a radio shop and, looking over the past two years, I don't think we've fully realized the value of radio during that time.

We've continued to find radio not only stimulating creatively, but from a media standpoint, efficient and effective. We're so impressed, in fact, that we wonder from time to time if the value of radio as a concept, as a medium, is even now fully appreciated by ourselves or the whole advertising industry.

We've found individual radio reps to be as generally aggressive, smart and knowledgeable as those representing any medium. Understandably, they concentrate their time on selling their particular station against other radio stations when they talk to our marketing and media people.

But maybe even more time should be spent on the advantages of the entire medium as compared with other media and in conjunction with other media.

Regional broadcasting organizations and the Radio Advertising Bureau people do it well, but I'm not sure the message is being fully received.

It's interesting, I think, that the two leading market-research sources in our business, Simmons and Brand Research Index, offer us more valuable marketing data for use with television, magazines and newspapers than is available anywhere for use with radio.

Radio is bigger than it ever was in its so-called pre-TV heyday. Radio should be thought of as more than the "fast-turn-around" medium, or the "low-cost" medium, or the "fourth" medium, where I suspect it is often relegated.

That marketing and media don't put radio in a proper position of importance is not the most important facet of the problem, however. I think the main factor is creative, or more specifically, the copywriter.

We have never had a copywriter bring a radio reel to apply for a job. And we talk to a lot of applicants because we work at making our agency a good place for talent to work. They bring print portfolios and TV reels. It's true. We would guess that it's because print is basic and TV seems glamorous.

The point is this: Many advertising copywriters seem to shun radio because they are not comfortable with it. That's understandable. With a radio spot, more than with a TV commercial or a print ad, the writer can be alone in the creative arena without an art director or collaborator, without anyone but himself. In most cases he has no one to share the blame if the spot is a bomb. Of course, the other side of the picture is that if the spot is a smash, the gratification of accomplishment is more exclusively his.

In any event, his individual risk is greater.

Another consideration is the simple mechanical difficulty in publicizing an actual radio spot. While there are plenty of reproductions of print ads and TV commercials in the general advertising trade press, there certainly are not many of radio spots.

So the successful writer of the great spot is often cheated of one facet of his achievement, the glory. And the glory, in one form or another, is probably what he, like all the rest of us, enjoys most out of what he does for a living.

Maybe it would be worthwhile and possible to make copywriters more comfortable with radio. Maybe there is some way they can be encouraged to think of radio as readily as they do of print or TV. Maybe the people who actually build advertising can be stimulated to think of radio as readily as they do of the other media. The onus is on radio stations and organizations as well as on agencies to give radio equal time.

Recognition that there is a problem is the first step in finding a solution. Increased development and circulation of useful data will help to increase the share of mind of marketing and media people. But, if the writer, as suggested here, is the most important area of concern, it follows that he is also the primary target for solution. Encouraging and recognizing the writer in any form will help. More awards for effective radio commercials may be one answer.

Now I've said that account people and media people all tend to undervalue radio and also that creative people, most particularly copywriters, are not comfortable with radio probably because they think of it as an experienced using it as they are with using other media. It isn't deliberate. Half of them will deny it. But I think it's there. And it shouldn't be. I confess that I think it's true in our agency and I suggest that it's true in other good agencies.

If an account man and a media director who believe there is more marketing data available with other media sit down with a creative director and a writer who understand how to use print or TV better than radio, and decide with an art director which medium to consider first, radio is in real danger of a shutout. And I suspect that happens more than a little, and exactly that way.

So avoid the shutout, you who are interested on behalf of radio. Increase the knowledge of the marketing man unfamiliar with radio. Increase the available data for the media or research man who needs more facts. Most of all, increase the comfort and gratification for the creator and would-be creator of radio spots. Increase those things and the use of radio will be increased.

Thomas V. Burr began his career with Shell Oil where he became advertising manager of one division of that company. He then went into the advertising agency business and in 15 years with four agencies he has worn several different hats: copywriter, media supervisor, creative director, and account supervisor. Mr. Burr is presently director of client services and one of four partners in Chiat/Day Advertising which the Los Angeles Times has called one of the hottest creative shops in the West.
A spurt in the price of pacification

$1 million pledged by Capcities for minority programs to scrub ‘citizen’ protests against its Triangle buy

If the FCC grants Capital Cities Broadcasting Corp.’s application to acquire Triangle Publications Inc.’s radio and television stations, minority groups in three of the cities involved will have a major voice in the spending of $1 million over the next three years on programming aimed at reflecting the views and aspirations of blacks and Spanish-surnamed Americans.

Capcities made the commitment—which affects WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.—in a pleading filed with the commission in an effort to persuade groups opposing the $110-million sale to withdraw their opposition. And it had the desired effect.

The Citizens Communications Center, of Washington, acting in its own behalf, in behalf of 12 law-school students who brought the original action against the sale in November (BROADCASTING, Nov. 11, 1970), and "as a representative of the television and radio audiences" of five of the affected markets, last week withdrew its petition to deny the transfer applications.

Capcities proposed its "Minority Program Project" in partial response to CCC’s assertion that it had failed to satisfy a commission policy requiring it to make a "compelling public-interest showing" to justify acquisition of the top-50 market stations involved in the sale, WFIL-TV and WNHC-TV.

Capcities said the policy, which is concerned with parties acquiring more than two VHF’s in the top 50 markets, does not apply to it, since it was preparing to sell two of its top-50 market stations (WTEN-TV Albany, N.Y.; to Poole Broadcasting Inc., and WBAZ-TV Huntington, W. Va., to Lee Enterprises) and thus was "simply changing markets." Nevertheless, it made its compelling public-interest showing anyway.

CCC not only agreed with Capcities that the project represents a special commitment "over and above" what

Up the establishment: how to play new game

Agreements giving citizen groups a voice in the programming and other decisions of broadcasters, until recently a novel not to say startling occurrence, have lately become commonplace. Like the movies, they may now have gone as far as they can go.

The new extreme has been set by the Capital Cities Broadcasting Corp. agreement with the Citizens Communications Center, of Washington, a public-interest law firm specializing in broadcast matters. This settlement contains a new element, which might prove an awkward precedent for broadcasters facing challenges from citizens groups in the future.

The new element is Capcities’ promise to commit $1 million over the next three years to programming reflecting minority-group views and aspirations in Philadelphia, New Haven and Fresno, Calif., where Capcities hopes to acquire Triangle Publications Inc. television stations, in a complex, $110-million deal. What’s more, advisory committees, "broadly representative" of the minority groups in those cities, will have a large voice in how the $1 million is spent.

The agreement satisfied CCC as well as the law students and citizens groups in a number of the cities involved in the Capcities-Triangle matter that CCC has been representing. CCC withdrew its opposition to the transfers, and urged the FCC to approve them promptly.

This reaction was welcome news to Triangle and Capcities, concerned as they were over the fate of a $110-million transaction. But news of the agreement, with its inclusion of commitment of a nice round figure of $1 million for special-interest programming, cannot be expected to go down easily with other broadcasters. For the past 18 months, they had been getting used to what must now be considered more conventional agreements.

Beginning with the pact between black groups in Texarkana, Tex., and KTLA-TV (BROADCASTING, June 16, 1969), citizens groups have been extracting from broadcasters, the price for withdrawing (or not filing) petitions to deny renewal applications, promises to present more programming relevant to them, to hire minority-group members, even to consult regularly with community representatives on station matters.

The pattern was followed in Rochester, N.Y., where WHEC-TV was the target of a petition to deny; in Atlanta, where all 28 radio and television stations were involved (and where most subsequently reached agreements with the petitioning citizens groups); and in Nashville, Memphis, Mobile and Youngstown, Ohio.

Citizens groups have not reached agreements with all stations in those and other cities where petitions to deny have been filed. But in most cases where they have, the commission has moved swiftly to grant renewals.

The pioneer in these matters was the United Church of Christ. Its Office of Communications worked with local blacks in a lengthy battle, before the commission and the courts, to secure the denial of license renewal for WLRV-TV Jackson, Miss. The church used the experience gained in that effort to aid citizens groups in Texarkana and a number of other cities where there was dissatisfaction with broadcast service.

CCC, headed by Albert Kramer, a
would be required for a simple public-interest showing. It said prompt approval of the transaction “will result in a significant gain to the public.”

Thus, the agreement demonstrates the leverage citizens groups can bring to bear on even the largest licensees in gaining a voice in decisions affecting their programming and other activities.

In addition to the three Triangle television stations, the package deal involves transfer of their AM and FM affiliates, and their immediate spin-off to six separate buyers—KPER (AM) to Walter Lake of McGavock-Guild-PGW; WNHC (AM) to owners of WERI-AM-FM Westerly, R.I.; WFL (AM) to LIN Broadcasting Corp.; KPER (FM) to Richard A. Ingraham, Richard A. and Richard W. Wagner; WNHC (FM) to station manager Robert Herpe, and WFL-FM to Richer Communications Inc., group headed by station manager John L. Richer. Besides holding onto the television properties, Capcities would be left with Triangle’s syndication division and some Philadelphia real estate.

Following the petition aimed at blocking those transactions, Capcities representatives held a series of meetings with counsel for CCC and with minority group representatives in Philadelphia, New Haven and Fresno, in search of a solution to the problem the petition presented.

Discussions focused mainly on the question of whether the transaction would serve “a compelling public interest,” Capcities said in its pleading. It added that it expressed a willingness to “make a special commitment, over and above any representation already made in the pending applications, to the development of programming which reflects the views, aspirations, problems and culture of black and Spanish-surnamed . . . minority groups” in the markets where it seeks to acquire television stations.

Capcities cited two “facts” as dictating its position. One was its conclusion that race relations and the plight of minority groups were critical issues in each of the cities. The other was the conviction that there is an overriding need for the development of means by which television can express to the community the thoughts and feelings of minority groups.

To translate into action its willingness to make “a special commitment,” Capcities agreed to earmark $1 million over a three-year period following FCC approval of the transfer applications to the development of programming reflecting minority-group views in Philadelphia, New Haven and Fresno. The funds will be deposited in a minority-owned or controlled bank, at the rate of at least $333,000 each July 1 of the three-year period, and will be apportioned among the three cities.

Capcities expects that after a three-to-six-month start-up period, it will have sufficient programming on hand to provide each of the stations with at least six hours of programming each year; it says that at least half of the material will be shown in prime time.

What’s more, to assure that the programming is responsive to the views of minority groups, advisory committees “broadly representative” of the minority groups will be established to confer with representatives of each of the stations, as well as top officials of Capcities.

And these committees will have a powerful voice in the programming decisions. No funds will be charged against those committed under the project until the views of the committee have been ascertained. Where the committee does not approve of the program project, its views “will be given great weight and careful consideration” by Capcities in determining whether to allocate any part of the costs to the committed funds.

Programming suggestions originating with the committee will also be given considerable weight. Capcities will, “upon written demand therefor,” state in writing its reasons for rejecting a programming proposal or declining to air a recommended program.

Station personnel will meet with the advisory committee in its community during the course of the year to discuss not only programming matters but “other aspects of station operation” of concern.

A renewal applicant, on the other hand, is normally in a less vulnerable position. The commission, he has reason to believe, would be reluctant to deny his application, at least in the absence of serious shortcomings in his service. So a citizen group, presumably, would not have the same leverage.

The next major development in the history of licensee-citizen group talks may emerge in Chicago. There, three groups—the Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcasting Council Inc.—sought, and obtained, extensions of time to file petitions to deny against a total of 42 stations. In most cases, the groups permitted the extended deadlines to pass without either obtaining a written agreement, as such, or peti-tioning to deny—although at least some stations did indicate, in writing, how their present and proposed practices were responsive to the demands the groups had made.

But petitions to deny were filed against the license-renewal application of two of the largest broadcasters in the city—CBS, for its WBBM-AM-TV, and ABC, for its WLS-AM-TV (Broadcast-

ING, Nov. 23, 1970). (NBC, licensee of WMAQ-AM-FM-TV Chicago, was skipped after it wrote letters expressing agreement with many of the objectives expressed by the groups and agreeing that officials of its stations would meet with them several times a year, if they demonstrated that they represented significant elements in the community.) CBS and ABC, however, are conferring with the citizen groups in an effort to secure the withdrawal of the petitions.

Some of those involved in the Chicago citizen groups have had experience in drawing financial blood. Some two years ago, as members of a Citizens Committee to Save WFM, they opposed the FCC’s approval of the acquisition of that FM station by a Chicago Tribune subsidiary, WGN Continental Broadcasting Co., principally on the ground of concentration of control of media. The resulting battle raged between the commission and the courts until the Tribune Co. last year finally decided to give the station away, to the Chicago Educational Television Association (Broadcasting, Feb. 16, 1970).

At that time the station had cost WGN Continental an amount that came close to $1 million.
to the committee. And “at least once each year” the chairman of the board of Capcities and/or the president of the broadcasting division will meet with the advisory committee in each community.

There is nothing in the agreement indicating that Capcities expects any profit from it. Programming will be presented whether sponsorship can be obtained or not. And if it can, the revenues obtained will be added to the funds committed to the community obtaining the sponsorship. If any of the project programs are sold to other stations, half of the proceeds will be added to the $1-million fund.

Capcities also has agreed that the programming will be “hard-hitting and polemical” and will fulfill an advocate’s role. Programs dealing with controversial issues will not in themselves be balanced; any fairness-doctrine obligations that are incurred will be discharged through other programming.

The agreement also provides for minority-group employment. “A maximum effort will be made” to use minority-group members in the production of the programs to be produced. In addition, managers of WPLF-TV, WNHC-TV and KFRE-TV will consult with the advisory committees on hiring and training minority-group members Capcities hopes to achieve a 10-15% ratio of minority employees in its broadcast division in the next three years.

CCC, in withdrawing the petition to deny the transfers, said Capcities, while “retaining control and responsibility for its facilities, has taken a position at the forefront of service to local communities and embarked on an imaginative venture in community participation in station affairs. It has taken an important first step in broadcaster-community relations.”

However, questions raised by CCC in the original petition remain to be resolved. Besides challenging Capcities on the “compelling public-interest showing,” it charged the sale would result in a concentration of control of media.

It also said the sale and resale of the radio stations would constitute trafficking and a violation of the rule barring the sale of station properties within three years after they are acquired.

Capcities, in opposition to the petition, disputed both contentions. It said the sale and, in the case of the six Triangle radio stations, resale, will result in a deconcentration of media control now exercised by Triangle on local and regional levels. It also said the sale of its television station in Albany will reduce its multiple interests there to WPRO-AM-FM and add a new broadcast voice to the market.

And, while it will gain access to a larger audience after the sale, Capcities said, it will also face far more compet-
On-air lessons in broadcast reform?

Banzhaf group asks FCC to require spots on public's programming, renewal rights

A student group under the direction of law professor-antismoking crusader John F. Banzhaf III last week asked the FCC to require broadcasters to run spot announcements informing the public of its duties and responsibilities in regard to station programming and the granting of broadcast licenses.

The rulemaking petition was filed by the Student Taskforce Against Telecommunication Information Concealment (STATIC), a group of five students from the George Washington University Law School in Washington.

The petition argues that the FCC cannot effectively monitor and identify licensees who violate the public trust, and that the listening public is the only party that can do so and make both the FCC and individual stations aware of licensee violations. However, for the public to do this, it must be informed of the requirements stations must meet to keep their licenses, the petition said.

STATIC's proposed rule would require licensees to provide a certain amount of time (to be determined by the FCC) to impartially inform the public of its rights and the licensee's duties. STATIC suggested topics such as the fairness doctrine, the public's right to reply to broadcast personal attacks, public intervention in license-renewal proceedings and the licensee's duty to provide balanced programming without excessive commercialization.

The broadcasts should be aired between 7 and 10 p.m. at intervals specified by the commission, but in no event less than once every six months, STATIC said. It also suggested that broadcasters be required to keep a log of all responses made by the public concerning the licensee's performance and the action the licensee takes on the responses.

STATIC said its proposals would "encourage critical monitoring and discourage frivolous complaints by the public because the public will be aware of what the licensee's duties are." It added that the proposal will also "encourage the formation of responsible civic groups which can open avenues of discourse with the licensee, and when necessary, provide the means to make program agreements."

STATIC's suggestions are similar to the two proposed rules being considered in connection with the FCC's renewal-process restructuring. One would require broadcasters to carry announcements twice a day, two days a month, advising the public that the spectrum is "public property" and inviting comments on the station's performance. The other proposal would require them to maintain for public inspection a file of the complaints they receive. The complaints would be limited to the kind the commission itself considers.

90-day extension for crossownership replies

The FCC last week extended by 90 days the deadlines for comments and reply comments in its one-to-one market and newspaper-CATV crossownership proceedings.

Comments from the National Association of Broadcasters and the American Newspaper Publishers Association on both proceedings are due April 16, and the comments of all other parties are due May 17. The deadline for reply comments in both proceedings is June 18 for all parties.

In a motion seconded by ANPA, NAB had requested an April 16 deadline (from Jan. 15) in the one-to-one market proceeding because researchers needed more time to complete their studies. The commission said it was also extending the filing dates in the newspaper-CATV crossownership rulemaking to make them consistent with the one-to-one-market proceeding.

The one-to-one-market proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a TV station or a newspaper. When the FCC released its package of CATV actions and proposals last June, it deferred action on crossownership of CATV and daily newspapers to coordinate it with the newspaper-broadcasting crossownership proceeding.

The vote on the new deadline extensions was 4-0 to 0 with Commissioner Robert T. Bartley absent and Commissioner Thomas J. Houser not participating.

$13 million buys four radio stations

Pacific & Southern gets 3 AM's, FM; Booth papers OK'd on TV purchase

Pacific & Southern Company Inc., New York-based group broadcaster, became the owner of four additional radio facilities with FCC approval last week, and the aggregate price for the stations totaled more than $13 million.

Stations involved were: WJZ(AM) Hackensack, N.J., sold by Lazar Emanuel and others for $6.1 million; KIMN(AM) Denver and KYYI(AM) Oregon City, Ore., sold by Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others for $6,493,500; KHRM(FM) Los Angeles, sold by Robert E. Short and Francis T. Ryan for $580,000.

The FCC, in separate actions last week, also approved the sale of WTTW-TV Terre Haute, Ind., from James Raymond Livesay and others to Booth Newspapers Inc. for $5 million, and the sale of WJAM-TV Miami from Al Lapin Jr. and others to Spanish International Communications Corp. for $1,440,000.

Pacific & Southern owns WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; KHON-TV Honolulu, and its satellite stations KHAW-TV Hilo and KTA-TV Waikiki, both Hawaii.

DeSales Harrison Jr. is board chairman 11.5% owner of Pacific & Southern, and his wife, Paulette B. Harrison, owns 11.1%. Through a trust she also owns 5.65% of the Gold Seal stations--KSTP-AM-FM-TV Minneapolis-St. Paul; KOB-AM-FM-TV Albuquerque, N.M., and WTOG-TV Ocala, WTOG(TV) St. Petersburg and WOT(AM) Cypress Gardens, all Florida, Arthur H. McCoy is president and 11%-owner of Pacific & Southern.

Mr. Harrison, commenting on the commission's approval of the license assignments, said his firm has "long looked forward and prepared for this grant which is a major step in Pacific
& Southern's development."

Mr. Emanuel, chief executive officer and principal stockholder of the selling corporation of WJRX is general manager of WJRX and will become a vice president of Pacific & Southern. WJRX, a daytimer on 970 kHz with 5 kw, went on the air in 1924 and was purchased by Mr. Emanuel and others in 1962 for $2.5 million.

Mr. Palmer is president, Mr. Hunter is vice president-treasurer, and Mr. Donner is vice president-secretary of the selling corporation of KIMN Broadcasting. Each held 31.6% interest in KIMN(AM) and KYX(AM) before the commission approved the sale of the stations last week to Pacific & Southern. KIMN is full time on 950 kHz with 5 kw; KYX operates on 1520 kHz with 50 kw day and 10 kw night.

KIMN(AM) was sold by Robert E. Short and Francis T. Ryan. Mr. Short is owner of the Washington Senators baseball team and former owner of the Los Angeles Lakers of the National Basketball Association. KIMN is on 102.7 mhz with 8.3 kw and an antenna 2,790 feet above average terrain.

The commission vote, approving the four-station sale, was 3-1 to 1 with Commissioner Nicholas Johnson dissenting and Commissioner Thomas J. Houser not participating.

In another commission action, Booth Newspapers Inc., Detroit-based group publisher entered broadcasting with commission approval of its plan to purchase WTWO-TV Terre Haute, Ind., for $5 million.

The channel 2 NBC-TV affiliate was sold by Illiana Telecasting Corp. James R. Livesay, president and 25% owner of Illiana Telecasting, owns WHOAM(AM) in Clinton, Ill., and has controlling interest in WLBH-AM-FM Mattoon, Ill.

Gordon Craig is chairman of Booth Newspapers, which owns the Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle and Saginaw News, all Michigan. John L. Booth, a director and 9.6% stockholder of Booth Newspapers, owns 100% of WJLB(AM) and WMRK(AM) Detroit; WSGW(AM) and WBM(AM) Saginaw and WBM(AM) and WBBC(AM) Jackson, all Michigan; WAGQ(AM) and WXEN(AM) Cleveland; WTSO(AM) and WKLW(AM) Toledo, Ohio; WYHA(AM) and WRBR(AM) South Bend and WJOU(AM) and WKMO(AM) Kokomo, all Indiana.

WTWO-TV, which went on the air in September 1965, has 100 kw visual and an antenna 950 feet above average terrain.

A Miami television facility also got a new owner last week when the commission granted the sale of WAJA-TV there from Mr. Lapin and others to Spanish International Communications Corp. for $1,440,000 in aggregate. Mr. Lapin has interest in KPH-TV San Bernardino, Calif.; KOPA-TV Phoenix; WDUV-TV Jacksonville, Fla., and KCCN(AM) Honolulu. Spanish International is headed by Frank L. Fouse and Emilio Azcarraga; parent, Fouse Amusement Enterprises Inc., deals with management of Spanish motion picture and entertainment facilities. Spanish International Stations are KWEX-TV (ch. 41) San Antonio, Tex., and KMEK-TV (ch. 34) Los Angeles. Buyers also have substantial interest in KFTV-TV (ch. 21) Hampton, Calif., and minority interest in WXTV-TV (ch. 41) Paterson, N.J. WAJA-TV operates on ch. 23 with 389 kw visual and an antenna 920 feet above average terrain.

The commission vote on both television station sales was 3-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Thomas J. Houser not participating.
concluded that of mission responsibilities about BROADCASTING, publication for renewal of license for the Rollins Inc. last week lost Rollins renewal bid WNJR very likely resign from the he he

ernor joined the commission for over expected Senate action on their nominations, sary when Congress adjourned without

The former Kansas broadcaster, who joined the commission in November 1969 to complete the term of former Commissioner James J. Wadsworth, has indicated an interest in running for governor of his home state in 1972, and he has been keeping in touch with the Republican political situation there. If he decides to enter the race, he would very likely resign from the commission before the end of 1971.

WNJR decision upheld in court
D. C. panel says FCC acted 'reasonably' in denying Rollins renewal bid

Rollins Inc. last week lost another and perhaps final battle in its effort to hold on to the license for WNJR(AM) Newark, N.J. The U.S. Court of Appeals in Washington last week, in a brief, unsigned opinion, upheld the FCC decision denying the multiple owner's application for renewal of license for the 5kw station, located across the Hudson River from New York.

The case has been regarded as an indicator of the commission's feelings about a licensee's ultimate responsibility for the actions of its employes. The commission on Nov. 26, 1968, held that the station manager had been guilty of misconduct and fraud—and concluded that the misdeeds must be imputed "to the licensee because of its failure to exercise adequate control and supervision over the management and operation of WNJR consistent with its responsibilities as a licensee" (BROADCASTING, Dec. 2, 1968).

The court last week held that the commission "acted reasonably and within its discretion" in denying Rollins' license-renewal application for WNJR.

The case dates back to 1963, when the commission began an investigation of the station's alleged failure to keep program logs and to file time-brokerage contracts with the commission. The investigation focused particularly on an hour-long program called Celebrity Time that was broadcast Saturday night at 11 p.m. from 1957 through 1963.

As a result of the investigation, the commission in January 1964 issued a notice of apparent liability for forfeiture of $1,000. Originally, the station opposed the forfeiture, but later withdrew that response and submitted a check in payment of it.

The commission's response, however, was to designate WNJR's license-renewal application for hearing. One of the issues was designed to determine whether the applicant, in responding to the commission's notice of apparent liability or in statements to the commission staff, misrepresented facts.

Another was to determine whether the applicant falsely represented that 139 Celebrity Time contracts presented the commission staff "were falsified in order to conceal or misrepresent the actual facts" concerning the relationship between the applicant, its employees and Celebrity Consultants, an advertising agency which produced the program.

The examiner found that the contracts were spurious and that they had been prepared at the station manager's direction to conceal facts material to the investigation. He also said that the licensee had been aware of the station's failure to maintain accurate program logs, had failed to file time-brokerage contracts with the commission and had failed to exercise adequate supervision over the station's operations.

However, he also concluded that the licensee's principal officers had not been guilty of knowing participation in the station manager's misdeeds. Accordingly, he proposed that the station's license be renewed for a one-year probationary period.

The commission adopted the examinee's conclusions—but held that denial of renewal, rather than a one-year license renewal, was warranted.

Besides WNJR, Rollins owns WAMS(AM) Wilmington, Del.; WHER(AM) Harvey, Ill.; WRAP(AM) Norfolk, Va.; WGEE-AM-FM Indianapolis; WCBS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.-Mobile, Ala.; KDAY(AM) Santa Monica, Calif., and WPTZ(TV) Plattsburg, N.Y.

WLIB official knifed
Jack Walker, operations vice president of black-oriented WLIR(AM) New York, was reported to be recovering in a New York hospital last week from stab wounds inflicted by a probationary technician. Station authorities said the knifing occurred when Mr. Walker told the probationer that his employment would terminate when the probation period expired.

Two St. Louis stations challenged
TV, AM license renewals hit on bias issues; CORE aims at 2 others

A group of nine community organizations last week filed petitions to deny the license-renewal applications of two St. Louis stations. One of the groups has asked the FCC for permission to submit late petitions to deny the renewals of two others.

The petitions were directed against Newhouse Broadcasting Corp.'s channel 2 ABC affiliate, KTVI(TV), and LIN Broadcasting's WIL(AM). Principally, the two petitions charge the stations with failing adequately to ascertain community needs, failing to serve the needs of blacks in their present and proposed programming, and discriminating against blacks in employment.

The protesting groups are Action Against Apathy, the St. Louis chapter of the Congress of Racial Equality, the St. Louis Council of Black People, A.C.T.I.O.N., the Committee for Action through Education, Operation Live, the Union-Sarah Employment Committee, Radical Action for People, and Concerned Welfare Workers.

In another development, CORE asked the FCC to give it more time to file against the renewals of CBS-owned KMOX-AM-TV St. Louis. (Their licenses expire Feb. 1; petitions challenging the renewals were due Jan. 4.) CORE said its request was based on what it believes to be the stations' "unwillingness to comply with the fairness doctrine." On Dec. 22, 1970, the stations had rejected CORE's requests for time to discuss its petition of the Anheuser-Busch brewery in response to the stations' commercials for Anheuser-Busch. CORE told the commission it needed more time to "document what we believe to be a factual situation." Last August CORE began boycotting the products of the company on grounds its hiring practices were discriminatory.

A spokesman for CORE said last week that the organization had submitted similar requests for time to KTVI and WL and other St. Louis stations. He said KTVI offered CORE time on a program dealing with black employment in St. Louis and WL invited CORE to appear on a brief news-interview program. He said neither offer was acceptable, but CORE has accepted offers of time from other stations.

The fairness-doctrine matter is the crux of CORE's complaint against KMOX-AM-TV, but is not the prime issue in the cases of KTVI and WL, he added.
Paul Haney hired into NAB orbit

Ex-voice of Apollo to speak for broadcasters; Association picks its three executive VP's

The National Association of Broadcasters picked its triumvirate of executive vice presidents last week and two were those whose names have been mentioned previously—Paul Comstock for government relations and Grover C. Cobb for station relations ("Closed Circuit," Nov. 30, 1970). The third, however, came out of left field—the Houston Astros, to be exact.

He's Paul Haney, one-time voice of Apollo mission control and now vice president for public affairs for the Astros and for Roy Hofheinz's Astrodome. Mr. Haney is to be executive vice president for public relations.

The choices were ratified by the executive committee of NAB at its meeting in Houston last Wednesday and Thursday (Jan. 6 and 7). Announcements were to be made by Vincent T. Wasilewski, president of NAB, Friday (Jan. 8). Under board order of last October, Mr. Wasilewski was given the right to choose his government-relations and industry-relations chiefs, with the consent of the association executive committee. Choice of the public-relations executive was vested in Mr. Wasilewski and a committee of four.

Mr. Haney is 42. He was born in Akron, Ohio, and attended Kent State University. He was a newspaperman with the Associated Press, Akron Beacon Journal, Memphis Commercial Appeal and Washington Evening Star before joining the National Aeronautics and Space Administration's public-relations staff in Washington in 1958. He moved to Houston in 1963 when the Manned Flight Program moved there.

He resigned from NASA in 1969, following a well-publicized difference of opinion with NASA's public affairs chief, Julian Scheer. Since then, Mr. Haney has been freelancing (he's covered every manned flight since then for the Independent Television Network in Britain, among other jobs). For the last 18 months, he has been public-relations vice president for the Houston ball team as well as the Astrodome complex.

During the Korean War, Mr. Haney served in the Navy.

Mr. Comstock has been vice president for government affairs since 1962 when he joined the NAB. The 49-year-old Oklahoman (he was born in Pawhuska) received his law degree from the University of Oklahoma in 1948, and a master's in jurisprudence from Columbia University in 1951. He was with the U.S. State Department from 1951 to 1957, when he left to become executive director of the Florida Bar Association. He was in practice in Bartow, Fla., for a year before returning to Washington to join the NAB. In 1969 he was named general counsel, in addition to his government affairs post, following the resignation of Douglas A. Anello.

Mr. Comstock served with Army Intelligence during World War II.

Mr. Cobb, a one-time chairman of the NAB (1967-68), is vice president for broadcasting for the Gannett Co., newspaper publishers and broadcasters. A native of Kansas (like FCC Commissioner Robert Wells), the 49-year-old Mr. Cobb attended Kansas Wesleyan University and worked for KSAL(AM) Salina, Kansas.

Voting begins for radio board seats

13 slots are at issue, and 28 broadcasters are competing for them

The first National Association of Broadcasters election since the structural reorganization initiated last fall gets under way today (Jan. 11) when ballots are mailed for election to the radio board.

The results, to be announced Feb. 2, may have a bearing on the shape of the NAB and its staff.

Nominated are 28 broadcasters for 13 seats on the 29-member radio board. Each year, a part of the membership of the board is chosen; four members, representing the radio networks, are named by their companies.

Seven of the candidates are running for re-election. Five members of the present board were ineligible to run since they have served the maximum of two consecutive two-year terms.

Among the other candidates, five previously had been board members: Richard D. Dudley, WSAU(AM) and WIFC(FM) Wausau, Wisc., who was chairman of the radio board in 1967-69; Roy E. Morton, WILK(AM) Wilkes-Barre, Pa.; David H. Morris, KNIZ(AM) and KQVE(FM) Houston; Daniel W. Kops, WAVE(AM) and WCHI(FM) New Haven-Hampden, Conn., and Donald A. Thurston, WMNB(AM) North Adams, Mass.

Edmund C. Bunker, KFAM(AM) Los Angeles, running for Class "A" market director at large, was a candidate in last year's District 16 election; he lost to Dan McKinnon, KSON(AM) San Diego.

A separate election will take place later to choose a successor to Perry S. Samuels, Avco Broadcasting Corp., Cincinnati, who has resigned as Class "A" director at large, and whose term expires next year. Mr. Samuels resigned from Avco last month (BROADCASTING, Dec. 28, 1970-Jan. 4, 1971).

Under the NAB bylaws, at least two candidates must run for each vacancy. They are chosen in a primary election that began last September when nominations were solicited from the membership. These were then voted on by the membership to reduce their number to the top two in each classification. In this year's Class "A" market category, however, there are four candidates—the top nominee (not identified) and three who tied for second place.

This election also is the first since the membership voted to abolish the FM-at-large category last summer. What had been the Class "C" market has been divided so that the new Class "C" market is now 25,000 to 100,000 population, and the new Class "D" is 25,000 or less.

Nominated for election to the 13 seats (incumbents denoted by asterisk):


District 5 (Alabama, Florida, Georgia, Puerto Rico and Virgin Islands)—Elmo Ellis, WSBR(AM) Atlanta and
Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58).

- **KIMN(AM)** Denver and **KXYX(AM)** Oregon City, Ore.: Sold by Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others to Pacific & Southern Company Inc. for $6,493,500 (see page 23).
- **WJRZ(AM)**Hackensack, N.J.: Sold by Lazar Emanuel and others to Pacific & Southern Company for $6.1 million (see page 23).
- **KRHM(FM)** Los Angeles: Sold by Robert E. Short and Francis T. Ryan to Pacific & Southern Company Inc. for $850,000 (see page 23).
- **WTWO-TV** Terre Haute, Ind.: Sold by James Raymond Livesay and others to Booth Newspapers Inc. for $5 million (see page 23).
- **WJAT-TV** Miami: Sold by Al Lapin Jr. and others to Spanish International Communications Corp. for $1,440,000 (see page 23).
- **WBSM(AM)** New Bedford, Mass.: Sold by George Gray and others to Mrs. Sally Lyons and James McCann for $930,000. Sellers will retain WASS-FM New Bedford. Mrs. Lyons is the daughter of Ralph Gottlieb, who with Mr. McCann owns WKBB-AM-FM Manchester and WTSN(AM) Dover, both New Hampshire. Commission, voting 3-to-1 with Nicholas Johnson dissenting and Thomas J. Houser not participating, also granted tax certificate to sellers to "effectuate compliance with the one-to-a-market interim policy." WBSM is full time on 1420 kHz with 5 kw day and 1 kw night.
- **KKAR(AM)** Pomona, Calif.: Sold by Leonard E. Walk and others to Elizabeth M. Schirmer for $250,000. Mr. Walk owns 50% of WILD(AM) Boston; WAMO-AM-FM Pittsburgh; WUPG(AM) Amherst-Buffalo, N.Y., and WILF(AM) Miami. Miss Schirmer is former employee of KFMB-TV San Diego. Kkar is a daytimer on 1220 kHz with 250 w.

TV viewing sets record
Average daily TV viewing in the U.S. was six hours in 1970, according to estimates released at year-end by Television Bureau of Advertising. Norman E. (Pete) Cash, president of TVB, said the average, based on 11-month home-viewing data, represented a new high. He said TV's role as "the number-one communications medium for news, entertainment and education is stronger than ever."
A full house at FCC at last

Tie-breaking vote takes office with Houser as he and Wells get recess appointments

The FCC last week was back to full strength of seven members, for the first time since September, and operating under a Republican majority for the first time since 1961. Commissioner Robert Wells and Deputy Peace Corps Director Thomas J. Houser, both Republicans, were given recess appointments by President Nixon on Tuesday and were sworn in as commission members on Wednesday morning, in time for Mr. Houser to attend his first commission meeting—an experience he later described as intellectually stimulating.

Commissioner Wells was named to a full seven-year term succeeding Commissioner Kenneth A. Cox, a Democrat, who left the commission in September. Commissioner Houser was named to fill out the remainder of Mr. Well's term, which expires on June 30. But Mr. Houser, following his swearing-in, expressed the "hope" he will serve beyond June 30 and said he intends to conduct himself as though he will.

There is widespread and persistent speculation that Representative Charlotte Reid (R-Ill.) will be named to succeed Commissioner Houser. However, there also are indications that the White House will permit Mr. Houser to serve several months beyond June 30, through the simple device of not naming a successor ("Closed Circuit," Dec. 28, 1970-Jan. 4).

This would permit Commissioner Houser to remain in office long enough to make a useful contribution. It would, for instance, assure the commission of a seventh member, who would be on hand for the final argument to be held within the next few months on the major CATV rulemaking package and for a vote later in the year when the proposals in that package will presumably come up for action.

Commissioner Houser, who was deputy director of the Peace Corps for 18 months before joining the commission, has not yet developed any views on issues confronting the agency. And he shuns the use of such labels as conservative or liberal as they might be applied to him—at least not until he has had a chance to build a record; in fact, he doubts that anyone has successfully categorized him despite an active career in Illinois politics.

As an attorney in Chicago, he practiced before the Interstate Commerce Commission and state regulatory authorities as counsel for railroads and railroad associations. As a result, he has some "notions about the tough task of government regulation."

He feels there is a need to determine whether the regulatory process can be simplified. He recalls that, as a railroad lawyer, he dealt with statutes having a "patchwork quality" because of amendments enacted "over a long period of time," each reflecting the differing motives of the legislators involved.

As a result, he said, the regulated industry has reason, occasionally, to feel "confused and/or harassed" by government red tape. "Perhaps," he said, stressing the word, "all-encompassing regulation demanding so much time and attention" is not necessary. "Maybe we can be more specific."

But if that sounds as though he is solicitous of those who are regulated, he went on to indicate he is not opposed to strict regulation. Once areas of commission concern are sharply defined, he said, the agency could crack down "harder" on violators "with fines or revocation proceedings and at license-renewal time." He suggested the commission could be tougher on renewal applicants than it is now. "Most get through because of the heavy workload on the commission."

The commission, in its current review of license-renewal procedures, is considering the establishment of criteria as a means of determining which applications could be renewed routinely and which would require closer study. While he did not endorse that concept, Mr. Houser said, it represents the kind of "fresh look" that is necessary.

A novel idea the new commissioner intends to pursue is the proposition that the government should try a carrot instead of relying only on the stick of regulation-enforcement to obtain from broadcasters service in the public interest. The government's power to tax is what he has in mind. "I'd be interested in whether tax incentives could be provided the industry to induce more public-interest broadcasting without [stations] having to face the consequences of a serious loss in profits," he said, adding: "I intend to look into this."

Commissioner Houser intends to bone up on the duties and problems he is undertaking in his new job, and does not plan to vote on matters until he feels "more comfortable and better advised as to what are the fundamental issues." He didn't say how long that would take but at his swearing-in he facetiously said he would need "all the help" he can get "for at least the next few weeks."

He clearly was looking forward to his new assignment. His first meeting—one that his new colleagues assured him was run-of-the-mine—left him "intellectually stimulated." And he was impressed by the "open and frank dialogue between the staff and commissioners." He found it "exceedingly healthy."

And while he has had no experience in broadcasting, his confidential assistant has had some. She is Carole Oughton, who has been with National Educational Television in administrative and production work. He met her when both worked in Senator Charles Percy's (R-Ill.) campaign in 1966. Mr. Houser was campaign manager.

The recess appointments of Commis-

Commissioners Robert Wells (l) and Thomas J. Houser as they chatted before the swearing-in ceremony Wednesday morning at the FCC.

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and Mrs. Streeter were "proper, reasonable and customary under the circumstances." And, it concluded, if there were any basis for any of the charges, the acts were "clearly isolated instances which are far overbalanced by the licensee's record of high quality programming in the public interest."

**Newsmen's shift spurs Atlanta black protest**

The Atlanta Coalition on Broadcasting has threatened to press for the revocation of Storer Broadcasting Co.'s license for WAGA-TV Atlanta in the wake of a news-department personnel shift involving a black newscaster, Emanuel Hall.

After the anchorman for WAGA-TV's Saturday evening news program left the station last spring, Mr. Hall—then a field reporter who occasionally appeared on the air—was tapped to take his place. Subsequently, a white newswoman was brought in to co-anchor the program with Mr. Hall. When this arrangement proved unsatisfactory, both men were last month reassigned to their former positions in what station manager Buddy Ray called "a routine change in personnel."

Following last month's change, the coalition—which in the past has challenged the licenses of other Atlanta stations, alleging racist hiring and programming policies—held a news conference at which it charged that WAGA-TV had discriminated against Mr. Hall and announced that it was sending a telegram to the FCC asking that the station's license be revoked.

However, last week the station's attorney said that to the best of his knowledge no telegram or other communication challenging the station's license had been received by the commission.

Mr. Ray denied that the shifts in personnel in any way involved racial discrimination and deplored suggestions that they were based on Mr. Hall's color.

**Macy assures Taverner he's 'pro-cable'**

A speech last month by Corp. for Public Broadcasting President John Macy on the topic of CATV brought a response from, and a New Year's Eve meeting with, Donald Taverner, president of the National Cable Television Association.

Mr. Macy delivered the address to the municipal officials attending the 47th Annual Congress of Cities in Atlanta and in the talk suggested the possibility of city-owned "public-utility" types of CATV systems operated by the local noncommercial broadcaster (Broadcasting, Dec. 14, 1970).

"That proposal," read a statement issued by Mr. Taverner last week, "came as a surprise to the cable industry."

Mr. Taverner said the ideas set forth by Mr. Macy on local municipal ownership of CATV systems were unclear and that the CATV industry was concerned that they were merely a method devised to sidestep FCC rules prohibiting local CATV-broadcast cross-ownership.

Over these concerns, Mr. Taverner asked for and received a meeting with Mr. Macy last Dec. 31. During the encounter, apparently an amicable one, the CPB president stated that he is "pro-cable" and that the Atlanta speech was his and not official CPB policy. He told Mr. Taverner that his speech was misinterpreted and that the purpose of the talk was to bring up all possibilities of approaches to local-franchising situations. He said also it was his concern as a public official to maintain noncommercial access to cable channels.

The NCTA president found Mr. Macy "candid, cooperative and receptive" and suggested to him that CATV and noncommercial broadcasting have a "continuing community of interest" and that a special committee be named by the CPB board of directors to meet with a similar NCTA committee. There has been no official action on that suggestion.

**Novel Burden petition seems clearly doomed**

The FCC does not appear likely to disqualify itself from holding license-renewal hearings on Don Burden's five radio stations.

That was made clear last week as the commission denied a petition by the Star station group seeking a stay of the hearing until the commission acts on Star's petition for reconsideration of the hearing order.

The petition for reconsideration contended that "illegal" ex-parte activities of the House Commerce Committee and its allegedly improper influence on the FCC have made it impossible for the commission to act impartially in the hearings it ordered for WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KBNB(AM) Vancouver, Wash. (Broadcasting, Dec. 28, 1970-Jan. 4).

Mr. Burden, 76%-owner of the Star stations, had suggested the FCC grant the renewals for the purpose of permitting the stations to be sold. He said "Star is willing to enter into an agreement with Indianapolis Broadcasting for the purpose of assigning the license [of WIFE(AM)] to it." Indianapolis Broadcasting has filed a competing application for WIFE's frequency.

The commission said last week that, from its preliminary examination of the merits of the reconsideration petition, Star had not demonstrated that the commission's rulings were improperly made or had failed to give proper weight to the public interest.

The commission last month set the renewal applications for hearing on 19 issues, including questions of whether the stations violated the equal-time law and the fairness doctrine and whether the licensee companies were lacking in candor in responding to commission inquiries. Included in the hearing is Indianapolis Broadcasting's application for WIFE's facilities.

The vote on the request for stay was 4-0 with Commissioner Thomas J. Houser not participating and Commissioners Robert T. Bartley and H. Rex Lee absent.

**Storer airline wins OK on merger plans**

The Civil Aeronautics Board and President Nixon last week approved merger of Northeast Airlines, 86.1% owned by Storer Broadcasting Co., with Northwest Airlines.

The consolidation, which required presidential approval because the airlines use foreign routes, was helped by favorable recommendations from CAB Examiner Robert L. Park and the CAB's Bureau of Operating Rights (Broadcasting, June 15, 1970).

Under the merger agreement, Northwest Airlines or a subsidiary will be the surviving corporation and shareholders of Northeast Airlines will receive one share of Northwest common stock for each five shares of Northeast stock held (Broadcasting, Nov. 17, 1969).

Approval of the merger included a condition that the surviving company be stayed from operating the Los Angeles-Miami route until the CAB determines whether Northwest or some other carrier should be granted the route. Northeast's interest in a merger was disclosed shortly after it was granted the route last year, but it denied using the route to boost its attractiveness as a merger candidate.

**Superaudience**

The research department of NBC-TV has estimated that almost 64 million viewers in 31,670,000 homes will watch the Super Bowl football game—a record audience for a televised sports event, according to the network. By way of comparison, NBC-TV said, last year's game between the Kansas City Chiefs and the Minnesota Vikings was seen in 30,830,000 homes by 62,380,000 viewers, based on Nielsen Television Index figures. The Jan. 17 match between the Dallas Cowboys and Baltimore Colts will be on NBC-TV.
Sudden halt to Viacom spin-off

FCC orders CBS to keep CATV and syndication while it looks into compliance with new rules

This was to have been Viacom International Inc.'s second week of existence as an offshoot of CBS. Viacom was to have been operating the CATV and domestic program-syndication businesses that had been developed by CBS, and CBS was to have been considering itself in compliance, in advance, with FCC rules barring networks from those activities.

Instead, CBS stockholders are still waiting for the 3.8-million shares of Viacom stock they were to have received, at the rate of one share of Viacom for every seven of CBS common they held, and CBS is still operating its CATV and syndication businesses.

For, at almost the 11th hour, shortly before noon on Dec. 31, 1970, as CBS was preparing to distribute the Viacom stock to its stockholders, the FCC called a halt. The commission said it wanted to make a determination as to whether the spin-off of CBS's CATV and syndication business to Viacom would, in fact, constitute compliance with the new rules.

And its initial impression, at least, is that it will not. "The information before us . . . is strongly indicative of continued common control of CBS and Viacom," the commission said in its order.

To help it reach a decision in the case, the commission requested additional information from CBS and two groups of petitioners whose opposition led to the stop order. The schedule of pleadings laid out by the commission indicates that a decision will not be reached before the end of February.

CBS President Frank Stanton issued a statement shortly after the order was issued, expressing astonishment at the commission's action "less than an hour before the spin-off was to have become effective. He noted that CBS last summer had disclosed its plans to establish a separate, independent company to acquire its CATV and syndication activities as a means of complying with the commission's new rules.

The timing of the commission's action was not its only dramatic aspect. Only two commissioners—Chairman Dean Burch and Robert E. Lee—were on hand in the commission offices when the issue came to a head in the week between Christmas and New Year's. The others were scattered, either at their homes in the Washington area or on visits around the country.

The commission initially attempted to reach a decision on Dec. 30, with its staff seeking additional information from CBS and Chairman Burch attempting to reach the absent commissioners by telephone. But the effort failed. The decision reached the next day was unanimous, with Commissioner Robert Wells concurring.

CBS has gone to court in an effort to overturn the commission's order, which Dr. Stanton said was not "proper or valid" and beyond the commission's authority "to issue or to implement." However, the U.S. Court of Appeals in New York, where the appeal was filed, was not asked to stay the order. CBS attorneys declined to explain why they did not request a stay.

Dr. Stanton said CBS had told the FCC and Securities and Exchange Commission that it initiated the spin-off transaction to effect compliance with the letter and the spirit of the commission's rules and intends to make certain that the spin-off will achieve that purpose. He also said CBS will do "everything in our power to resolve the issues as soon as possible."

But pending action on its appeal or prior action by the FCC, CBS is operating Viacom, which has about 400 employees worldwide, as the CBS/Viacom Group. It reports to John A. Schneider, CBS executive vice president, and its officers and structure are as originally planned: Clark George is president, and its operating divisions, Viacom Enterprises (formerly CBS Enterprises) and Viacom Communications (CATV facilities and operations), are headed, respectively, by Ralph Barruch and Richard Forsling.

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The commission initially attempted to reach a decision on Dec. 30, with its staff seeking additional information from CBS and Chairman Burch attempting to reach the absent commissioners by telephone. But the effort failed. The decision reached the next day was unanimous, with Commissioner Robert Wells concurring.

CBS has gone to court in an effort to overturn the commission's order, which Dr. Stanton said was not "proper or valid" and beyond the commission's authority "to issue or to implement." However, the U.S. Court of Appeals in New York, where the appeal was filed, was not asked to stay the order. CBS attorneys declined to explain why they did not request a stay.

Dr. Stanton said CBS had told the FCC and Securities and Exchange Commission that it initiated the spin-off transaction to effect compliance with the letter and the spirit of the commission's rules and intends to make certain that the spin-off will achieve that purpose. He also said CBS will do "everything in our power to resolve the issues as soon as possible."

But pending action on its appeal or prior action by the FCC, CBS is operating Viacom, which has about 400 employees worldwide, as the CBS/Viacom Group. It reports to John A. Schneider, CBS executive vice president, and its officers and structure are as originally planned: Clark George is president, and its operating divisions, Viacom Enterprises (formerly CBS Enterprises) and Viacom Communications (CATV facilities and operations), are headed, respectively, by Ralph Barruch and Richard Forsling.

The name CBS/Viacom Group is a change from the designation given by Dr. Stanton in a Dec. 31 memo to CBS officers outlining plans for CBS to continue to operate Viacom "until we are permitted officially to spin it off." He said it would be called the CBS/VII Group—VII for Viacom International Inc.—but the name was changed last week because it was becoming known as the CBS/Seven Group. In corporate code the new name was sometimes shortened to CBS/VIA, VIA being Viacom's New York Stock Exchange symbol.

One of the petitions opposing CBS's Viacom plan was filed by seven program producers and syndicators. It asserted that creation of Viacom will not constitute divestment of the CBS program-syndication business but merely the creation of an affiliated company.

The other was filed by minority stockholders in a San Francisco CATV system of which CBS is the principal owner and which it intends to merge into Viacom. The minority stockholders, who have also filed suit in federal court in San Francisco to block the spin-off, said the plan will not affect CBS's control of the CATV and program-syndication operation; they asserted that present CBS officers will own more than 10% of the Viacom stock, thus giving them de facto control. A week before the FCC acted, the court refused to issue an injunction against the Viacom spin-off.

CBS had argued that it was unnecessary to block the spin-off since the rules with which it was concerned are not yet in effect. The rule barring networks from the CATV business does not become effective until Aug. 10, 1973, and the rule banning networks from engaging in domestic syndication—the legality of which is being tested in court—has been stayed by the commission pending further order.

CBS also said that the board of Via- nom was being expanded to provide for a majority having no present or past connection with CBS and that the members of the Viacom board formerly connected with CBS will have no financial ties to that company other than their stock holdings and, in one case, a deferred compensation. In addition, it said, voting trusts will be established by top officials, including Dr. Stanton and CBS Board Chairman William Paley, for their Viacom stock.

The commission, however, said it would not be practical to permit the spin-off to proceed before a determination as to whether it would enable CBS to comply with the rules. It said the spin-off would affect "many thousands of persons, including CBS stockholders and new Viacom stockholders, in ways which will clearly make remedial action by the commission difficult" if it should decide later that the spin-off is not in compliance with the rules. The commission added that it would then have to consider "such drastic remedies as divestiture of substantial stock interests, possible changes in Viacom's board of directors and revision of partially performed agreements between CBS and Viacom."

The commission directed CBS to file by Jan. 20 a statement of changes in the Viacom organization not contained...
lina, and KGOB(AM) Great Bend, both in Kansas, and for a year was with WLVA(AM) Lynchburg, Va. He served in the Navy during World War II. In 1951, Mr. Cobb helped in the establishment of the Kansas Association of Radio Broadcasters.

The reorganization of the NAB was authorized last fall, following the recommendations of a special public-relations committee. That committee suggested that the association be restructured into three departments, each headed by an executive vice president. The proposal was adopted by the NAB board in October and the search for the new officers began (BROADCASTING, Oct. 12, 1970).

In the new organization—which will become effective the middle of next month—the government-relations department will consist of a government liaison vice president, and special sections for Congress, the FCC and other agencies; a general counsel and his legal staff, as well as special counsel.

The station-relations department will consist of the present TV, radio, engineering and research vice presidents, as well as the current directors of broadcast management, regional management and field men. It would also contain two new groups; one for minority affairs, one for public service.

The public-relations group will be divided into press and broadcast bureaus, as well as promotion and publications sections, and will maintain liaison with the Television Information Office.

PACCT helps 36 win re-election

Most victorious congressmen are on panels dealing with cable legislation

Thirty-six incumbent congressmen who collectively received $20,750 in campaign funds from the Political Action Committee of Cable Television in 1969-70 all won re-election last November. Most are members of the Senate and House Commerce and Judiciary Committees, which have jurisdiction over most legislation affecting the cable TV industry.

PACCT was formed last June to raise funds for congressmen in a position to help influence CATV's future (BROADCASTING, July 13, 1970). It is headed by Martin F. Malarkey Jr., Washington CATV consultant and founder of the National Cable Television Association (which has no ties with PACCT).

The following members received funds from PACCT as indicated:

Senators:

Birch Bayh (D-Ind.), $500; Quentin N. Burdick (D-N.D.), $500; Harry F. Byrd Jr. (D-W. Va.), $500; Howard W. Cannon (D-Nev.), $1,500; Hiram L. Fong (R-Hawaii), $1,300; Phillip A. Hart (D-Mich.), $1,000; Vance Hartke (D-Ind.), $1,500; Henry M. Jackson (D-Wash.), $500; Frank E. Moss (D-Utah), $1,500; Winston L. Prouty (R-Vt.), $500; Hugh Scott (R-Pa.), $1,700.

Representatives:

Donald G. Brotzman (R-Colo.), $500; Clarence J. Brown (R-Ohio), $250; James T. Brophy (R-N.C.), $700; Emanuel Celler (D-N.Y.), $500; Frank M. Clark (D-Pa.), $100; John Conyers Jr. (D-Mich.), $200; Harold D. Donohue (D-Mass.), $200; Don Edwards (D-Calif.), $200; James Harvey (R-Mich.), $200; James F. Hastings (R-N.Y.), $150.

Also, John Jarman (D-Okl.), $250; Hastings Keith (R-Mass.), $100; Peter N. Kyros (D-Me.), $400; Clarence D. Long (D-Md.), $100; Torbert H. Macdonald (D-Mass.), $1,500; Abner J. Mikva (D-Ill.), $150; John M. Murphy (D-N.Y.), $250; Richardson Preyer (D-N.C.), $400; James H. Quillen (R-Tenn.), $100; Peter W. Rodino Jr. (D-N.J.), $250; Fred B. Rooney (D-Pa.), $1,000; Samuel S. Stratton (D-N.Y.), $350; Robert O. Tiernan (D-R.I.), $500; Lionel Van Deerlin (D-Calif.), $1,000; Gus Yatron (D-Pa.), $100.
Will KRON face conditional renewal?

FCC bureau says Chronicle should get one year to sell its Bay-area CATV's

The FCC's Broadcast Bureau has recommended that the licenses of KRON-FM-TV San Francisco be renewed, provided the parent company, Chronicle Publishing Co., disposes of its local CATV interests within a year.

The bureau's recommendation to Hearing Examiner Chester F. Naumowicz Jr. was based on its conclusion that KRON-TV was used by licensee Chronicle Broadcasting Co. to further its own and its parent's business interests. "This is particularly evidenced," it said, "by KRON-TV's presentation of programs designed to win CATV franchises for the Chronicle." However, the bureau added, in presenting such programs "KRON-TV was not out-and-out abandoning its duty to serve the public interest. Those programs, on the whole, dealt with valid news or public-affairs subjects."

The bureau noted that under the commission's rules barring crossownership of TV stations and CATV systems, Chronicle would have to dispose of its CATV interests within KRON-TV's grade B contour by Aug. 10, 1973. However, in view of Chronicle's guilt "beyond doubt" in attempting to advance its CATV interests through KRON-TV programming, Chronicle should be required to divest itself of its grade B CATV interests within a year, it said.

It also concluded that Chronicle does not have an undue concentration of control, that it has not engaged in anticompetitive and monopolistic practices, and the Chronicle's investigation of the complainants in the case—Albert Kihn and Blanche Streeter—"was in general keeping with the legitimate interests of the licensee."

Complaints about KRON-TV's news practices from Mr. Kihn, a former station cameraman, and Mrs. Streeter, former classified-advertising saleswoman for the parent company's San Francisco Chronicle, were a major factor in the commission's decision in March 1969 to set the KRON renewal applications for hearing.

The complainants also filed their proposed findings and conclusions with the FCC, contending the KRON licenses should not be renewed. They said the investigations were Chronicle's attempt "to harass, coerce or intimidate" them into discontinuing their involvement in the proceeding.

And, in reiterating their charges, they said the station's news and public affairs programming "has not been so meritorious as to constitute a countervailing factor to the news management and slanting it is guilty of, or the anticompetitive practices of its parent."

In its proposed findings and conclusions, Chronicle said there is no reasonable basis for concluding that the Chronicle has an undue concentration of control of media in the San Francisco Bay area or that it has engaged in any anticompetitive or monopolistic practices.

"The total number of adverse programming allegations are so small that the charges themselves become insignificant," Chronicle said. It added that these allegations stemmed from "the inherent conflict between a licensee trying to live up to the responsibilities placed upon it by the FCC and the self-styled professional staff who has its own conception of what types of programming should be presented." The commission must declare that it will not challenge licensee judgment decisions or allow them to be challenged by others, unless there is specific evidence that improper material has been broadcast, Chronicle said.

It said its investigations of Mr. Kihn

McLaren backs move to end AT&T-Comsat ties

Senator Mike Gravel (D-Alaska) has won the support of Richard W. McLaren, head of the Justice Department's antitrust division, in his efforts to bump AT&T off the board of Comsat and force it to sell its Comsat stock.

Senator Gravel last week made public the contents of a letter he received from Mr. McLaren, in which the antitrust chief said that "a good case can be made for eliminating the direct carrier influence over Comsat."

Last fall Senator Gravel, to sound out support among cabinet officers, circulated draft legislation curbing AT&T's role within Comsat (Broadcasting, Sept. 14, 1970). In a letter to Mr. McLaren the senator called for members of the Comsat board to be elected annually by the stockholders after Jan. 1, 1971, and the barring of Comsat stock ownership by communications common carriers after Jan. 1, 1972.

Senator Gravel feels that AT&T's influence within Comsat lessens competition in communications, particularly in the satellite field.

Mr. McLaren said that "in general, we would favor the enactment of legislation . . . to eliminate direct carrier control or influence over Comsat. Such a step, combined hopefully with some modification of regulatory constraints on Comsat's activities, would significantly enhance Comsat's competitive potential."

AT&T is the single largest holder of Comsat stock out of a total of some 100 communications firms collectively holding 36.5% of the stock under the Communications Act of 1962. It holds 2.9 million shares which it bought in 1963 for $58 million. The shares are currently worth about $140 million.

Three of the four board seats assigned to the communications industry are also held by AT&T.

Under the original plan of the satellite act, six of Comsat's directors were elected by the stockholders, six represented communications firms and three were appointed by the President. A little over a year ago, legislation was passed stipulating a reduced number of directors representing the communications firms as their stockholders declined. The legislation followed the sale by International Telephone & Telegraph Corp. of most of its holdings in Comsat.

Mr. Gravel has vowed to introduce a bill limiting AT&T's future role within Comsat soon after the 92d Congress convenes Jan. 21.
Books for Broadcasters

Broadcast Management
by Ward L. Quaal and Leo A. Martin
Explores in detail, all management problems in American radio and television... including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations.
272 pages, charts, tables, notes, index $8.95

Radio Broadcasting, an Introduction to the Sound Medium
by Robert L. Hilliard
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An Introduction to Broadcasting
by Robert L. Hilliard
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THE WHITE HOUSE
WASHINGTON

November 24, 1970

Dear Mr. Patricelli:

As you know, a number of your radio and television editorials have seemed particularly impressive to me, and I was especially pleased to find a copy of the texts of the May 1969 - May 1970 editorials on my desk recently.

Your efforts to combat drug abuse and to assist drug users to return to normal lives are deeply gratifying, and I have been told that your commitment to this cause has gone far beyond broadcasting. I understand that your firm has paid for the printing and distribution of thousands of copies of a curriculum on drugs for teachers throughout the United States and in a number of other countries.

While I know that the personal satisfaction you must derive from this work will always be your greatest reward, I want you to have the enclosed certificate as a token of my appreciation for your leadership. It comes to you with my best wishes for the years ahead.

Sincerely,

[Signature]

Mr. Leonard J. Patricelli
President
Broadcast Plaza, Inc.
WTIC TV-AM-FM
Hartford, Connecticut 06103
in the statement CBS had filed with the Securities and Exchange Commission on Nov. 20, details of any trust agreements concerning Viacom stock owned by CBS officials, and texts of any contracts between CBS and Viacom. The opposing petitioners were given until Feb. 10 to respond; and CBS will have until Feb. 10 to file a reply.

The commission noted that CBS had submitted a copy of its SEC amendment, which contained information on three additional, non-CBS directors of Viacom (BROADCASTING, Dec. 25, 1970-Jan. 4). However, the commission said it was submitted too late for its "adequate consideration."

The commission was generally caustic toward CBS, suggesting the abruptness of the order was partly CBS's fault. It said that CBS "failed to keep the commission adequately advised of its Viacom plans, despite requests to its counsel by the commission" and had "failed to make any substantial response on the merits in the face of the pleadings filed by the petitioners."

The commission also gave no weight to an affidavit by a CBS vice president, Robert M. Rice, asserting that delay in the spin-off would cause serious damage to CBS and its stockholders. The commission said the expenses were not detailed and do not outweigh the other factors involved. Besides, the commission noted, the affidavit, although signed on Dec. 16, was not submitted until Dec. 30—19 days after the first petition opposing the spin-off was filed.

The commission stop order had an impact on the stock market, where Viacom shares have been traded on a when-issued basis since Dec. 3. The New York Stock Exchange suspended trading in the when-issued shares at 3:15 p.m. on Dec. 31, 15 minutes after the commission order was announced and 15 minutes before the market was to close for the long holiday weekend. Trading was to have resumed on Monday morning (Jan. 4) but was held up until midday to permit the clearing of a backlog of orders.

Since then the market has responded in a mixed pattern. Viacom shares closed Dec. 31 at 16, down 1¼. On Monday, trading resumed; they closed at 16¼ for a quarter-point gain. On Tuesday the stock tacked on another three-eighths and on Wednesday closed unchanged at 16¼. On Thursday, it closed at 16¾, off one quarter. Volume ranged from 7,500 shares traded Dec. 31 to 3,100 traded last Monday, 4,800 Tuesday, 3,500 Wednesday, and 2,000 Thursday.

CBS shares, whose market price had already been reduced to reflect the planned distribution of Viacom stock, dropped five-eighths on 33,400 shares traded Dec. 31 and lost another three-eighths in trading on 9,100 shares on Monday, closing at 30¼. But on Tuesday the stock recovered five-eighths in trading of 8,800 shares and on Wednesday added another ½ with 22,000 shares traded, closing at 32¾, more than two points above its Dec. 30 closing. But on Thursday, it closed at 31¾, off three-quarters on 49,000 shares traded.

CBS's high for 1970 was 49¾ and its low 23½. Viacom's high was 19½, its opening price on the first day of trading, and its low 13¼.

Times-Cowles deal now up to stockholders

Directors of both the New York Times Co. and Cowles Communications Inc. have approved an agreement in principle for Times to buy several Cowles properties for $50.7 million in stock and assumption of $15 million in debts.

Transaction—which includes acquisition of WREC-TV Memphis, Family Circle, monthly consumer magazine, and three Florida daily newspapers—still has to be approved by stockholders of both companies at a special meeting scheduled March 10.

Proposed sale was announced last Oct. 28 (BROADCASTING, Nov. 2, 1970). It also is subject to federal tax rulings, and the transfer of WREC-TV is subject to FCC approval.

Cowles will receive 2.6 million shares of Times class A common stock, worth more than $50 million at the current market prices.

Youths read more, view TV less, ANPA claims

The Bureau of Advertising of the American Newspaper Publishers Association released last week results of a study showing that today's young people—15 to 25 years old—are reading newspapers more and watching television less.

The bureau said its conclusion was based on a study made by Gilbert Youth Research, New York, on the media habits and attitudes of a national cross-section of more than 1,600 young people in the 15 to 25 category. The findings were incorporated into a film presentation shown to a group of leading advertising and marketing executives last week.

Among high school students, the bureau said, the study reveals that 72% of the freshman and sophomores and 81% of the juniors and seniors read the daily newspaper on the average weekday. The study also indicates, according to the bureau, that 65% of high school students are watching less television as compared to 16% who are watching more.

In college, 63% of the freshmen and sophomores and 69% of the juniors and seniors read a daily newspaper, according to the study. The bureau said most college students reported declines in TV watching, with 71% saying they are viewing less as compared to 20% who say they are viewing more.

The study indicates that TV-radio listings in newspapers are well read by college students. It showed that 89% of the male students read the news sections of newspapers three or more times per week, while 80% read sports; 69%, comics; 65%, TV-radio listings; 64%, editorial page; 61%, political columnists, and 35%, horoscopes. Among female college students, 88% read the news section; 68%, comics and horoscope; 67%, TV-radio listings; 66%, fashion; 56%, editorial page; 41%, sports, and 39% political columnists.

Television Bureau of Advertising officials had not seen a copy of the study but when apprised of its contents, Harvey Spiegel, vice president and director of sales and marketing, observed:

"These studies never get into the important question—that is, a comparison of time spent each day with a newspaper and before the television set. Young people should have been asked: How much time do you spend a day with a newspaper and how much time do you spend each day watching television?"
CATV issue ricochets around Illinois

Chicago city council fears power play as governor launches state probe of subject

Cable television is too large and complex a field for a single federal body such as the FCC to regulate. This power should be shared with the states and the cities.

Illinois Governor Richard G. Ogilvie offered that view Tuesday (Jan. 5) in a talk before the 20th-anniversary dinner of the Chicago chapter of the American Women in Radio and Television. A few hours earlier that same day, at the governor's request, the Illinois Commerce Commission announced it will begin a broad investigation of CATV to determine how far the state should go in regulating the cable-TV field and just what its authority in this new field may be. The probe will begin on Jan. 29 in Chicago.

These moves by Republican state officials were met Wednesday in Chicago with charges of a political power play, the charges coming from spokesmen within the Democratic-controlled city council. There are 16 applications for CATV franchises in Chicago pending before a finance subcommittee of the state council and hearings already have been held with further proceedings expected shortly.

David H. Armstrong, chairman of the Illinois Commerce Commission, explained that the "concern for the proper role of state regulation" is shared not only by Governor Ogilvie but also by Dean Burch, chairman of the FCC. Mr. Armstrong, also a member of the executive committee of the National Association of FM Broadcasters, has set a regional conference for Jan. 26 at the Marriott Motor Hotel in Philadelphia as a "pilot" meeting of a series of regional conferences projected by NAFMB during 1971. Working sessions will concentrate on sales, programming, promotion, research, news and editorial production and a technical demonstration of four-channel stereo.

Everything but custodial service * All Media Services, a multiservice company, has been formed to assist medium and small-market radio stations in several Southern states. The firm will offer market research and analysis, audience measurement, sales development programs, commercial production, and feature programs. President of All Media Services is Bob Raleigh, former air personality and program director. The company is based in Galax, Va., and will serve stations in Virginia, North and South Carolina, Maryland, West Virginia, Tennessee, Georgia and Florida.

CATV employe faces sabotage charges

Ronald Lee Fox, 34, arrested in connection with the sabotage of the Palm Springs, Calif., Television Co.'s cable system last New Year's Eve, is in jail awaiting a preliminary hearing next Monday (Jan. 18).

Mr. Fox, an employe of the company, was charged with "interfering with electrical transmission lines" following a blackout at 7:45 p.m. Dec. 31, 1970. Transmission was halted in about 6,000 of the 8,000 subscribing homes until early New Year's Day. According to Gil Nathanson, president of Palm Springs TV, several plugs were reversed.

Police speculated that the sabotage may have been connected with an impasse in negotiations between the CATV operator and the International Brotherhood of Electrical Workers (IBEW), which is presently attempting to sign a contract with Palm Springs TV.

IBEW loses Illinois vote

Employes at WHEB-AM-FM-TV Rock Island, Ill., have voted 14-to-11 against representation by the International Brotherhood of Electrical Workers. The final count came Dec. 29, 1970, after the National Labor Relations Board at Peoria, Ill., validated two votes that had been challenged by the union and left unopened during a Dec. 14 vote. The balloting at the time totaled 12 votes against IBEW representation and 11 for continuing with the union. Involved were news personnel, radio announcers, television producers and film-processing personnel.
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Newspapers increase cigarette ads

As commercials leave the air, tobacco firms turn elsewhere, though with less total tonnage

Where have all the cigarette commercials gone? It is a little too early to tell (they disappeared from TV and radio Jan. 2) but it looks as if they've gone where they were expected to go—to newspapers, particularly Sunday supplements, to magazines and billboards.

Even though they have been banned from TV and radio, tobacco companies appear to be edging toward the medium by buying space on the television pages of some newspapers.

But reports that tobacco firms are considering coming back on the air through the side door, as it were, through sponsorship of sports events that may well be televised, and even, reportedly, by packaging pipe tobaccos in cigarette pack-like pouches using familiar cigarette brand names for advertising on the air, alarm some officials. FCC Chairman Dean Burch set a meeting for Friday (Jan. 8) with Vincent T. Wasilewski, president of the National Association of Broadcasters, and Horace Kornegay, president and executive director of the Tobacco Institute, to discuss these purported moves.

In New York, advertisements on the TV program pages of newspapers have appeared in the New York Daily News and in some of the Gannett chain dailies. The New York Post, on the other hand, has sold space to American Brands on the back page of its sports section; in the past this page carried no advertising. American Brands last week was rotating different brands in this space.

For a clearer indication of trends in newspaper advertising, editions of papers were compared for the first few week days of this year and last. In papers of Jan. 4 through 7, 1970, the New York News and New York Post each carried one cigarette ad. In the same papers of this year they carried nine.

The Chicago Tribune carried 65 column inches of cigarette advertising in its editions of Jan. 5-7, 1970, and 170 column inches Jan. 4-6, 1971. In comparable periods the Washington Post, which editorialized vigorously in favor of the law prohibiting cigarette advertising on radio and television, published 56 column inches of cigarette advertising in 1970 and 119 column inches this year.

Indicative of the draw of the supplements, which can provide color, is Parade Magazine. In its first two issues of 1970, it carried one full page of cigarette advertising; this year in its first two issues, it carried seven pages of such advertising.

On Jan. 1, 1970, The New York Times put into effect a policy requiring cigarette advertisements to include a health warning. Since that time, no cigarette advertisements have appeared in the Times.

Said a New York newspaper spokesman: "The major thrust will be in the Sunday supplement where you can offer color photographs and Spectacolor. This will be throughout the country. There wasn't too much business in the Sunday supplements last year, but one cigarette company already for 1971 has contracted for 60 color pages of advertisements in the Sunday edition." Both New York Post and New York News spokesmen declined to say how much cigarette money was spent in their newspapers last year. They also refused to estimate what the figure would be in 1971.

But Jack Kaufman, president of the newspaper publishers Bureau of Advertising, estimated cigarette advertising in newspapers would increase from an estimated $18 million in 1970 to $30-$60 million this year.

Newspapers are not the only medium expected to benefit from the ban against cigarette broadcast advertising.

New York City subways, buses, taxis, railroads and airports also will be sporting more tobacco advertisements. The big drawback, however, a subway advertising spokesman said, is the limited amount of space. Cigarette and tobacco advertising in subways for 1970 rose to $914,000 from $604,000 in 1969. He estimated it could conceivably increase to $1 million this year.

Billboards, however, apparently do not have the same space problems. Cigarette advertisements for the first six months of 1970 totaled $1,114,900, compared with $1,632,900 for all of 1969. Although the Institute of Outdoor Advertising had no predictions for 1971, trade sources projected outdoor cigarette advertising would go up 1,000% from about $3 million to $30 million. Tobacco companies also are diverting the TV money to sponsorship of sporting events, to research, and to other areas. One tobacco brand, Pall Mall, is giving a free package of cigarettes for every carton purchased.

Magazines are scheduled to get a bigger slice of the cigarette money. The Magazine Publishers Association in New York estimated there would be a 20% gain in cigarette advertising to about $60 million this year.

Although many cigarette firms are sponsoring sporting events, some of which are televised, one, the R. J. Reynolds Co., took exception to reports of...
some newspaper and magazine columnists that the purpose was to circumvent the broadcast ban.


Mr. Smith said: "The recent publicity in your publication and others attributing ulterior motives to our company's sponsorship of bowling tournaments, automobile races and other popular spectator sporting events is completely without foundation and is but another example of the unremitting vendetta being waged against cigarette smoking."

Sponsoring these events, Mr. Smith continued, emphatically is not for the purpose of gaining broadcast-audience exposure for his company's tobacco products. "R. J. Reynolds has no control over whether or not any sponsored event is televised," he said. "But every precaution has been and will continue to be taken to avoid inadvertent television exposure of our cigarette advertisement."

A Reynolds spokesman said sponsorship of sporting events was to help establish brand identification with fans.

Joining Reynolds in backing automobile races are Liggett & Myers and Philip Morris. L&M will sponsor the nine-race L&M continental championship. Philip Morris will back the Marlboro championship and Reynolds, the Winston 600. Besides backing automobile racing, Reynolds plans an $80,000 Winston-Salem classic bowling tournament, and is considering sponsoring a golf tournament. The Virginia Slims invitational, a series of women's tennis matches, will have Philip Morris money behind it.

Although tobacco companies spent more than $200 million in broadcast advertising, it is estimated their total advertising this year will be about $90 million less than last.

Those who watched television on the last day (Jan. 1) that cigarette commercials were allowed were greeted with a proliferation of 60-second cigarette spots. Philip Morris spent $1¼ million for Marlboro and Virginia Slims, including buying spots for a half-hour of the Dick Cavett (ABC), Johnny Carson (NBC) and Merv Griffin (CBS) late night shows. R. J. Reynolds also spent extra sums that day to advertise its Camels, Windsors and Vantages.

Cigarettes probably will continue to be seen on television. On the Dick Cavett Show on ABC-TV last Monday night (Jan. 4), guest Elaine Stritch came out with a cigarette behind her ear. Tony Randall, another guest, asked what it was. For five minutes the conversation centered around cigarettes, with the comedienne saying she was not permitted to bring her cigarette package out because it might be construed as advertising.

In his Dec. 23, 1970, letter to Messrs. Waslewski and Kornegay, the FCC chairman called attention to statements by Senator Frank E. Moss (D-Utah), a leader in the campaign to prohibit cigarette advertising on the air, referring to reports that preparations are under way to "subvert" the intent of Congress. Mr. Burch also noted that the FCC only last month called on broadcasters to "exercise responsible judgment" in this area.

Mr. Burch and Senator Moss are not the only federal officials who expressed alarm at what they feared might be an influx of cigarette advertising in other media. F. John Francis, director of highway environment of the Department of Transportation, was reported to have alerted his office last week to plans he said were under consideration by cigarette companies to pump $100 million into outdoor advertising this year. "The situation," he said, "just scares me to death."

Outdoor advertising spokesmen, however, belittled Mr. Francis's alarm. They have heard nothing of that magnitude, they said. Estimates have been that cigarette advertising might reach $30 million in the outdoor field—which would be, it was said, a 1,000% increase over the observed 1970 expenditures.

One tobacco executive stressed repeatedly, in an appearance on CBS's Face the Nation on Jan. 3, that he and his colleagues intend to "adhere to the spirit and the letter of the law." He is Julian F. Cullman, chairman of Philip Morris Inc. Sponsorship of sporting events by tobacco companies, he noted, has been going on for a long time. It is not an attempt to sneak cigarette advertisements onto the air. There are no plans to telecast the Virginia Slims invitational tennis tournament, he said. The tournaments, he commented, are considered "on-premise promotion" by his company.

Mr. Cullman said that a significant portion of the money coming out of TV and radio will be spent on research, "something in the area of half a third of the advertising budget" by Philip Morris, he said. He noted, however, that this includes product research and product improvement as well as research into smoking and health.

Meanwhile, as cigarette advertisements disappeared from U.S. TV and radio, attacks on cigarette smoking continued to mount in other parts of the world, with calls for more stringent limitations on cigarette advertising. In Britain, the Royal College of Physicians asked the government to ban all cigarette advertising, to eliminate public vending machines, impose health warnings on packages of cigarettes and increase taxes on cigarettes, with reductions for pipe tobaccos and cigars. TV advertising of cigarettes was banned in England two years ago, but cigarette sales have continued to increase. In the U.S., the federal Department of Agriculture reported that cigarette sales have continued to increase, from 528.9 billion in 1969 to 542 billion last year, despite the increased publicity given to the health hazard posed by smoking.

In Canada, the government-controlled Canadian Broadcasting Corp. has announced it will carry no more cigarette advertising after current contracts expire. Many independently owned stations have followed suit, including Ontario's largest—CFTO-TV Toronto. And in that province, Thomas Wells, health minister for Ontario, urged the federal government to ban all cigarette advertising. There were no reports late last week of any such moves in Mexico, but XEVT(TV) Tijuana, the ABC affiliate for the San Diego area, has decided to follow U.S. law and has ceased broadcasting cigarette commercials, according to Julian Kaufman, vice president and general manager of that Mexican station.

In Australia, health officials have begun discussion with tobacco firms, advertising agencies and TV stations on
violates their constitutional rights
broadcasting of cigarette commercials
which

evening
revisions of the
said this
TV.
"Sold American
nostalgic memory of
American folklore there'll
after
A
memory
been
its
air,
thabituating cigarette advertisements
failed
only
particular since it affects only broadcast-
ing and not other media. The group
won a first round recently; it asked for,
and it got, a three-judge court to hear
its case. Up to last week, no date had
been set for argument.

The smoke is gone but
the memory lingers on

A little bit of Americana was lost when
cigarette advertising went off the air
after Jan. 1. But in the annals of
American folklore there'll always be a
nostalgic memory of—the tobacco auc-
tioneer's unintelligible chant that ended
"Sold American"; the midget bellhorn
and his "Call for Philip Mowrrippsss." Both
became entwined in American folkways
during radio's heyday before TV.

And, of course, the latest, from the
TV era, Winston's ungrammatical but,
like man, punchy "... tastes good like
a cigarette should."

Lorillard maps TV ad
drive at race tracks

Controlled TV Communications Inc.,
New York, has made an exclusive con-
tract with the Lorillard Corp. to adver-
tise its cigarette products via closed
circuit at race tracks throughout the
country in 1971 at a cost of "several
million dollars," it was learned last
week.

Robert J. Leder, president of CTVC,
said this approach was tested last sum-
er at tracks in California, Michigan
and Pennsylvania in cooperation with
Lorillard. He said the project now is
on at the Santa Anita, Calif., race track
and several others and that he has com-
pleted or will complete arrangements
with a total of 70 thoroughbred, harness
and dog-racing establishments this year,
including virtually all the major facil-
ties.

Approximately 35 to 40 commercials
(10- and 20-seconds in length) are
carried during the program, which lasts
about five hours. Viewers at the track
see on special receivers the odds on the
races, re-runs of the races, re-runs of
the previous day's races and the pay-
offs. Mr. Leder said the commercials
and the program will be carried in the
top 35 markets as well as smaller com-
munities and that he believed the audi-
ence can reach 100 million in a year.
He estimated that it will cost Lorillard
"several million dollars" to underwrite
the undertaking.

A spokesman for Lorillard confirmed
that the project was under way but
would provide no details except to say
that "this is all perfectly legal."

Manuel retires from
Burnett division

Leo Burnett Co., Chicago, last week
announced changes affecting D. P.
Brother & Co., Division, Detroit, which
on Jan. 1 became Leo Burnett Co. of
Michigan Inc. These included the re-
irement of Kenneth G. Manuel, board
chairman of Brother, and election of
Sheldon Moyer, formerly president of
Brother, to president of Burnett of
Michigan. Edwin Scully, Brother finan-
cial officer, becomes secretary-treasurer
of the Detroit subsidiary agency.

Burnett earlier announced that Ken-
singer Jones, senior vice president
and creative director at Brother, moves
to Chicago as senior vice president
and executive creative director and that
national advertising creative work on
Oldsmobile also moves to Chicago
(BROADCASTING, Jan. 4). Jim Gilmore,
associate creative director in Chicago,
transfers to Detroit as vice president
and creative director of the Michigan
division. His responsibilities will include
specific Oldsmobile assignments as well
as all other Detroit accounts.

In other related switches, Carl Kos,
copywriter, moves from Chicago to De-
troit; Boris Moroz, Detroit, moves to
Chicago as an associate creative direc-
tor, and Paul Wonsack, Detroit, moves
to Chicago as a senior art director. Mr.
Manuel had been with Brother 21 years
and at one time headed the agency's
radio-TV department.

Leo Burnett Co. last week also an-
nounced it had revised estimates of its
1970 billings so that worldwide billing
will total about $389 million and
domestic billing will total about $283
million. The domestic total is about $5
million more than estimated several
weeks ago, Burnett said. The agency
billed about $202 million in broadcast
media last year (BROADCASTING, Nov.
23, 1970). Burnett said its total billing
is up about 7.5% over 1969.

Old Parr Scotch on CATV

Peartree Imports Inc., New York, has
bought time on Sterling Manhattan's
cable-television facility in New York to
carry commercials for Old Parr Sotch
whisky during the telecasts of the New
York Knickerbocker basketball games.
A 30-second commercial for Old Parr
is scheduled for each telecast, effective
Jan. 2.

Charles Dolan, president of Manhat-
tan Sterling, said last week that in the
past his cable TV system has carried
liquor commercials for both Schenley
Industries and Schiefflen & Co.

Members of the Distilled Spirits Insti-
tute support a voluntary broadcast ad-
vertising ban, but Schiefflen, Peartree
and Old Parr Sotch do not belong to
the DSI. Schenley is said to be a mem-
ber of the institute.

Crompton closes in Chicago

Because of continuing losses in major
accounts over several years, Compton
Advertising's Chicago office will be
closed effective March 31, the agency's
New York headquarters officials have
decided. All 30 people now working in
Chicago are being released, the agency
said.

Carling puts Mabel
back on duty

What's in a name? Quite a bit to thirsty
Black Label drinkers if the name is Mabel,
the winking waitress who first
achieved fame in a TV commercial in the
fifties. And the belief is so strong

with the Carling Brewing Co., Cleve-
land, that it is returning Mabel to the
air in a revival of its "Hey, Mabel—
Black Label!" order that became a
popular slogan.

Miss Pat Delaney was selected from a
bevy of candidates to portray the 1971
Mabel. Featured with her in the com-
mercial spots are actors Darren Mc-
Gavin, Gregg Morris, John Vivyan,
Joseph Cotten and Cameron Mitchell
giving their orders to Mabel.

Lang, Fisher & Stashower Advertising
Inc., Cleveland, is the agency han-
dling the return of the thoroughly
modern Mabel. Associate Creative Di-
rector Lou Heckman also devised the
phrase, "Fuller flavor—you better be-
lieve it!", which is included in Carling's
new commercials. The spots were filmed
at Sandler Films in Hollywood.
TVAR suggests ‘survival’ techniques
Presentation uses product-usage ratings to argue for use of spot in national TV campaigns

National advertisers are told that spot TV used alone or in combination with network television provides “the best insurance of survival” in a new Television Advertising Representatives presentation being shown to advertisers and advertising agencies.

The study, “The Business of Survival,” is the third to be applied to what the station rep calls “the continuing pitfall” of network TV for advertisers. Previous probes of “market-by-market” flow of network TV audiences conducted by TVAR, which is the TV-station rep arm of Westinghouse Broadcasting Co., were called “TILT” and “ZIG ZAG.”

The first study in 1962 measured individual program performance in the top-20 TV markets, claiming the majority of network shows delivered a “below-average proportion of their national audience in these markets” and thus were “tilted” away from the major markets. “ZIG ZAG,” which was out four years later, spotlighted the audience delivered by an advertiser’s network schedule by noting the sharp swings in “advertising impact” from one market to another, irrespective of how many network programs an advertiser used.

“Survival,” an 18-minute color-slide presentation, briefly reviews and brings up to date these two studies and proceeds to apply the findings to American Research Bureau’s product-usage ratings (as published in “Telestatus,” Broadcasting, Aug. 10, 1970, and Sept. 7, 1970).

TVAR noted that advertisers in their buying strategy go beyond homes and ratings and “dolly-in on their target audience” with the use of the product-usage ratings.

“But, here again, a national look is not enough,” TVAR said. “Product usage and consumption vary from market to market.”

In its study, TVAR analyzed a comparison of product-usage ratings with ADI ratings (ratings for ARB’s areas of dominant influence). Included were a check of two sets of ratings as of February-March 1970 for each of 59 prime-time shows which returned for the fall 1970 season, for each of ARB’s 13 product categories and in each of the top-20 TV markets, or, in all, 16,000 individual ratings. Concluded TVAR: “Product usage ratings fluctuated to a far greater extent from market to market than did ADI ratings.”

TVAR said its analysis showed that in 84% of the cases (all 59 prime-time programs), product-usage ratings showed a greater spread than the ADI ratings. The rep said the average program showed a low-to-high variance of 125% in the top-20 TV markets in terms of ADI ratings but that “the spread is far wider when product-usage ratings are considered.” For the network advertiser, said TVAR, which also included specific case studies in its presentation, this means that the “impact of his network campaign not only varies from market to market in terms of pure ratings, but the fluctuations are even greater when he concentrates on reaching his prime prospects.”

Among TVAR’s conclusions:
- Network-TV for the national advertiser “is no longer good enough. While it covers the country, it leaves the advertiser with too many peaks and valleys.”
- A network-TV advertiser should also allocate funds for spot during the planning stage of a campaign to provide the added impact where needed.
- As local ratings reports become available, the advertiser can quickly heavy up with spot in markets where he is getting below-average impact.
- The advertiser with a more limited budget must look at network as “a luxury and a risk” that should be avoided. Instead, the TV dollars ought to be devoted solely to spot TV “where the advertiser can exert just the right pressure where it will do the most good.”

‘Lean selling’ theme of TVB sales clinics
The emphasis of Television Bureau of Advertising’s 1971 sales clinics—scheduled for 20 cities—is on more efficient TV selling and an extension of TV’s

How TV-network billings stand in BAR’s ranking
Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Dec. 13, 1970 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBB</th>
<th>NBC</th>
<th>Total minutes week ended</th>
<th>Total dollars 1970</th>
<th>Total dollars 1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on at 10 a.m.</td>
<td>$</td>
<td>$</td>
<td>$254.4</td>
<td>$6,940.1</td>
<td>$330.0</td>
<td>$15,896.3</td>
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<tr>
<td>Monday-Friday</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,107.4</td>
<td>82,680.1</td>
<td>3,160.3</td>
<td>135,153.3</td>
<td>1,796.8</td>
<td>97,409.3</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>1,558.8</td>
<td>50,375.6</td>
<td>2,944.1</td>
<td>72,230.3</td>
<td>1,633.2</td>
<td>48,455.4</td>
</tr>
<tr>
<td>Sign-on at 6 a.m.</td>
<td>320.5</td>
<td>13,902.3</td>
<td>819.8</td>
<td>37,397.4</td>
<td>925.7</td>
<td>26,119.6</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>149.4</td>
<td>5,524.8</td>
<td>1,013.4</td>
<td>12,635.9</td>
<td>270.8</td>
<td>10,148.9</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>8,168.1</td>
<td>277,915.7</td>
<td>7,222.7</td>
<td>327,223.8</td>
<td>8,062.0</td>
<td>335,208.3</td>
</tr>
<tr>
<td>Sunday-Saturday</td>
<td>505.9</td>
<td>20,099.9</td>
<td>400.2</td>
<td>18,227.4</td>
<td>694.4</td>
<td>35,214.2</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
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<tr>
<td>Monday-Sunday</td>
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<tr>
<td>11 p.m.-Sign off</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$14,801.0</td>
<td>$451,488.3</td>
<td>$14,895.2</td>
<td>$699,742.6</td>
<td>$13,742.5</td>
<td>$571,532.0</td>
</tr>
</tbody>
</table>

42 (Broadcast Advertising)
Mets sell out sponsorship

The New York Mets baseball team has sold out sponsorship of its radio and television broadcasts for the 1971 season. Rheingold Breweries Inc. owns the broadcast rights to the games and will be the major sponsor on the 162 radio broadcasts, including 27 exhibition games heard over WHN (AM) Hackensack, N.J., WGBI (AM) Babylon, N.Y. and WNBC-FM New York and 120 telecasts, including three exhibition contests, on WOR-TV New York. Rheingold’s agency is Young & Rubicam. The Chase Manhattan Bank, Royal Crown Cola, through Wells, Rich, Greene Inc., and General Cigar and Chrysler, also through Young & Rubicam, have also bought sponsorship.

Analgesic TV claims face FTC scrutiny

The Federal Trade Commission said last week it was dissolving a proceeding it initiated in 1967 on a proposed general rule that would have required manufacturers of nonprescription analgesic drugs (such as aspirin) to prove claims made in advertising for their products.

But the commission simultaneously announced that its staff was undertaking an investigation of current advertising campaigns—including radio-TV spots—for the products on an individual basis. The commission told its investigators to go back as far as Jan. 1, 1969, to ferret out possibly misleading claims.

The 1967 proposed rules forbade unfounded claims, required proof of advertised superiority and identification of contents by their common names where a “combination of ingredients” was claimed as superior to other products (Broadcasting, July 10, 1967). Headache, stomach upset and other pain remedies are heavily advertised in network television.

The FTC staff has been given authority to use subpoenas or other “compulsory” measures to obtain information on the products under scrutiny.

In another action, the commission last week called down Popell Brothers Inc., Chicago, for “deceptively making inconsistent claims” for its “Veg-o-matic” variable food cutter in television demonstrations.

While the TV spots claim that the product will cut and slice raw carrots, ripe tomatoes and similar foods, the commission said, the packaged instructions advise users: “Don’t—slice raw carrots, raw beets, lemons, oranges, ripe or over-ripe tomatoes. Veg-o-matic is not intended to slice these foods.”

The commission said it was issuing a complaint in the matter under its consent-order procedures, under which the firm in question can agree to withdraw any allegedly deceptive advertising without actually admitting guilt.

Radio ad campaigns highlight workshop

Case histories of regional and national radio campaigns are among the features planned for the Radio Commercials Workshop scheduled Jan. 19 in New York under auspices of the International Radio and Television Society. It had been postponed from last Oct. 20.

Also on the program at the Waldorf-Astoria are presentations on commercial production and innovations as well as views on the medium from industry leaders.

The workshop starts at 9:30 a.m. with Maurie Webster, vice president, division services, CBS Radio, presenting examples of creative radio in historical perspective. He is to be followed by Sid Woloshin of Gavin & Woloshin Inc. on new techniques and use of talent in radio commercial production; Allan S. Kalish, president, Kalish and Rice, on the Terminus campaign by E. L. Bruce Co.; William Palmer, BBDO senior vice president and associate creative director, on the Schaefer beer campaign; and Mike Greenberger, vice president, Gilbert Advertising Agency, on Reault’s use of radio.

Also scheduled for the workshop is a panel session presenting views of New York air personalities on what type of radio copy is most effective, and an illustration of approaches in radio by Robert Alter, executive vice president, Radio Advertising Bureau. The program winds up with a luncheon at which B. Blair Vredder Jr., executive vice president and director, Nemeth, Harper & Steers, Chicago, is speaker.

Petry shuffle creates three new sales teams

A restructuring of the New York office of Edward Petry & Co. and other changes designed to create “a new Petry” were announced last week by Martin F. Connelly, new president of the TV station-representation firm.

In the restructuring, three new operational sales teams were created, replacing a five-team set-up (including one team for UHF stations). They will be headed by three current TV sales managers: Roger Lareau and William Bee, who also are vice presidents, and Arthur Scott. Mr. Connelly said the 31 stations currently represented by Petry would be divided among the three teams.

He also said new sales-motivating devices, a new commissioning system and a reorientation of the company’s sales-support services were being introduced to build “a new Petry for the competitive seventies” that “will be an efficient, performance-oriented company in which individual achievement on behalf of our represented stations will be our objective.”

Mr. Connelly, brought in from Metromedia TV Inc. last month after several stations on the Petry list had moved to other representatives (Broadcasting, Dec. 14), also disclosed that some 30 of the company’s 165 employees had been let go. But he said these were employees in areas such as printing and secretarial “and other areas where our stations will not feel it.”

One of the major changes in the re-orientation of support services was the departure of Robert L. Hutton Jr., vice president and promotion manager, and other members of the promotion department. Mr. Hutton was replaced by Steve Bell, formerly of Metromedia, as Petry director of information services, including promotional activities. Mr. Bell has been manager of advertising, promotion and publicity for the Metromedia radio stations, and Mr. Connelly said his new assignment “will...
give a spark to our sales-support services" while the three new group sales managers "redirect and recharge the energies and talents" of the salesmen.

Mr. Connelly also said Bob Muth, former vice president and general manager of KTUL-TV Tulsa, Okla., who has joined Petry TV as a vice president (Broadcasting, Dec. 27, 1970-Jan. 4, 1971), will serve as a generalist whose primary role is to see that Petry systems and techniques are employed with the skills that client stations demand and need.

He said details of the changes and plans for "the new Petry" were presented to and unanimously supported by officials of Petry-represented stations at a meeting in New York last week.

'NHL Action' sold out

Sponsorship of the National Hockey League's new TV series, National Hockey League Action, has been sold to Adirondack Industries, Dolgeville, N.Y., and Kohner Bros. Inc., New York, toy manufacturers and distributors, it was announced last week. The 13-week syndicated half-hour sports series will start next weekend (Jan. 16) in 36 cities. Javelin Sports, New York, in conjunction with the Interstate Broadcast Network, Detroit, will produce and distribute the series. Marv Albert, sports director, WNBC (AM) New York, will narrate.

Expanded FTC powers urged by congressman

Representative John N. Erlenborn (R-Ill.) wants to see the Federal Trade Commission vested with new powers, among them the authority to issue preliminary injunctions to "hasten the adjudicative process by discouraging unnecessary procedure delays."

Mr. Erlenborn—a member of the Committee on Government Operations and the Subcommittee on Executive and Legislative Reorganization—in the waning days of the last Congress commended the agency's new activism and advocated: (1) expanding the commission's geographical jurisdiction to practices "affecting" commerce to make possible actions now beyond its authority; (2) granting the commission the power to seek preliminary injunctions to immediately halt "unfair, fraudulent or deceptive practices," and (3) legislation designed to clarify the commission's authority to issue "substantive rules" to remove doubts concerning its rulemaking authority.

Noting that "the commission has often found that the cease-and-desist order is inadequate in many situations," Mr. Erlenborn said such orders have proved cumbersome and time-consuming and that the authority to issue preliminary injunctions will provide the commission with "an effective weapon . . . and enable it to take efficient action in those matters where immediate action is warranted."

Mr. Erlenborn expressed the hope that legislation providing for additional FTC powers would be enacted in the next session of Congress, convening Jan. 21. An aide to the congressman said it was "likely" that he would introduce such legislation himself, although no drafting had yet been done.

Broader approaches to campaign control

Sentiment on Hill swings toward total limitations on political spending

After hearings and staff research on sources and expenditures of political campaign funds, the House Ethics Committee has concluded that establishing " equitable and enforceable" ceilings on spending would be a good thing—but the committee found itself unable to "recommend at this time just how such a measure might be devised."

The committee did not sanction selective spending limits, such as ceilings on radio-TV time-buying, noting that a "highly complex formula would be required (and it is most doubtful if one could be derived) taking into account such factors as widely varying television time costs, the census of radio and television sets by political subdivisions, the availability of CATV, and many other disparities among constituencies, to selectively limit expenditures on a realistic and equitable basis."

Such limitations had been proposed by (among others) Representative John B. Anderson (R-III.) last month in testimony before the committee. Mr. Anderson introduced a bill providing for a "voters' time" scheme under which all blocks of time would be sold to candidates for federal office at the lowest commercial rates and paid for out of U.S. Treasury funds. Candidates would be limited in their broadcast spending to three cents per vote in primaries and one cent per vote in general elections. Those ceilings would be part of an over-all limitation on spending of 10 cents per vote for presidential contests and 30 cents per vote for House races (Broadcasting, Dec. 7, 1970). Mr. Anderson has promised to reintroduce his bill in the next session of Congress.

On the subject of free broadcast time, the report noted only that while the "logic and philosophy" of such a proposal were "meritorious and deserving of highest consideration," the concept was "fraught with complexities of administration."

The committee also ducked the question of repeal of the Section 315 (equal time) requirement, saying it regarded the matter as "not under the jurisdiction of this committee." Repeal of the equal-time provision was a feature of last year's vetoed political broadcasting bill (S. 3637).

Meanwhile, it was learned last week that Senator George McGovern (D-S.D.), a contender for the 1972 Democratic presidential nomination, would sponsor a "Federal Campaign Assistance and Disclosure Act" authored by Washington political analyst-activist Philip M. Stern early this year after the 92d Congress opens on Jan. 21.

The bill reportedly will affect broadcast political messages only insofar as it would bar the sale of time or space to political candidates by broadcasters or newspapers at more than the lowest unit rate available to commercial advertisers, and permanently repeal the Section 315 provisions of the Communications Act.

Mr. Stern's proposals, which he first advanced last spring, have as their principal feature establishment of drawing accounts in the Treasury Department, from which invoices submitted by candidates for federal office for expenses incurred in connection with their campaign would be paid directly by the Treasury.

Assistance would be based on prior general-election votes cast, with major-party candidates for the House and Senate limited to 50 cents per vote cast in the average of the last two prior elections for the office in question. In presidential contests, the drawing account would be computed state by state, with major candidates getting 25 cents per vote cast in the state.

In primaries, aid would in all cases amount to one-half the funds available to candidates in the comparable general election.

An aide to Senate Minority Leader Hugh Scott said last week a preliminary draft of the senator's campaign-spending measure—which he has promised as an alternative to vetoed S. 3637—might be ready this week. He declined to divulge details, but did indicate it was likely that the bill would include some form of per-capita limit on spending (such as S. 3637's 7 cents for each vote cast in the previous election), but with the ceiling applicable to all media.

Also in advertising:

New agency: George Roman Advertising Inc. has merged with Cahn-Avis-Gerard Advertising to form Cahn, Avis, Gerard and Roman. The new company
will serve local, regional and national accounts using print, broadcast and mail-order advertising. Offices are located in Jackson Towers, 1123 North Eutaw Street, Baltimore.

New print distributors: Winkler-Lubow Associates has been formed in New York as a film and tape-print distribution company. Principals are Robert C. Winkler and Jack R. Lubow, who had served formerly as president and executive vice president-general manager, respectively, of VPI Services. Address of the new firm is 1114 First Avenue, phone (212) 758-8700.

Creative Coalition bought The Cine- matographers Inc., Chicago, TV commercial producer, has acquired another firm there, Creative Coalition, formed two years ago by William C. Young, formerly writer-producer at Gardner Advertising, St. Louis. Mr. Young joins The Cinematographers, which recently also opened a Paris production office and made a London studio affiliation for foreign production.

Tele-Rep expansion: Tele-Rep Inc., Chicago, has been moved from the Prudential Plaza to larger quarters at 625 North Michigan Ave. Telephone and TWX numbers remain (312) 329-1515 and (910) 221-5790, respectively.

Business briefly:

Purchases on ABC Radio include American Motors Corp., Detroit, through Wells, Rich, Greene Inc., New York, on American Information and Entertainment networks; Peter Paul Inc., Naugatuck, Conn., through Benton & Bowles, New York, and A. H. Pond Co., Syracuse, N.Y., through Conklin, Labs & Bebee there, both on the American Contemporary Network; Pontiac and Buick divisions of General Motors, through Campbell-Ewald, both Detroit, and Jos. Schlitz Brewing Co., Milwaukee, through Leo Burnett Co., Chicago, will sponsor an NBC-TV special A Man Named Lombardi, Sunday, Jan. 17 (12:30-1:30 p.m. GMT). The special chronicles the life of the late Vince Lombardi, pro football coach.

Kool-Aid division of General Foods Corp., White Plains, N.Y., will use a 30-second spot-TV and radio campaign to introduce two new Good Seasons dip mixes, two new salad dressings and Toss 'N Serve Caesar salad making in 10 Western markets this spring. The campaign, set to run through 1971, was created by Ogilvy & Mather, New York. Japan Air Lines, through Ketchum, MacLeod & Grove, both New York, has renewed sponsorship on NBC Radio's Monitor.

Agency appointments:

- Foote, Cone & Belding, New York, has picked up additional radio billing with assignment last week of Clairol's Lemon Go Lightly hair lightening spray product. FC&B said Clairol Inc., New York, spent more than $500,000 for the product following its introduction last spring. FC&B also handles a number of other Clairol products including Miss Clairol, Colorfast shampoos, Lady Clairol, Loving Care, Silk & Silver, Kindness Instant Hairsetter and Frost & Tip.
- Dow Chemical Co., Midland, Mich., has appointed Norman, Craig & Kummel Inc., New York, to handle its organic chemical products department's line of car-care products. NCK presently handles Dow's Handi-Wrap rolls and bags and Ziploc bags. An NCK spokesman said Dow plans to continue its use of spot radio and television. John Paul Ito Inc., New York, was the previous agency.
- Helitzer Advertising Inc., New York, has been named to handle TV and radio advertising for the swimming pool and water products divisions of Coleco Industries Inc., Hartford, Conn. Coleco will mark its entrance in broadcast with a network and spot-TV campaign in major markets scheduled for afternoon and late-evening shows in the spring. There was no former agency.
- Leonard Refiners Inc., Alma, Mich., has named W. B. Doner & Co., Detroit, to replace Aves Advertising Inc., Grand Rapids, Mich., as its agency. Billings were stated to be approximately $1.7 million.
- Stuckey's Stores division of Pet Inc., Eastman, Ga., has named Stolz Advertising Co., St. Louis, to handle advertising and sales promotion for a $500,- 000 account. Use of national media will be expanded this year to promote the chain of stores located along interstate highways in 40 states.
- Marshall Field & Co., Chicago, has named Kenyon & Eckhardt there as agency for its national advertising and market research. Former agency was McCann-Erickson.

Rep appointments:

- WIXX-TV Cincinnati: Metro TV Sales, New York.
- WMMM(AM) and WDJF(FM) Westport, Conn.: PRO Time Sales, New York.
- WFGI(AM) and WFMF(FM) Fitch- burg, Mass.: Kettell-Carter, Boston.
- WQOQ(AM) and WQWR(FM) Saint George, S.C.: Dora-Clayton Agency Inc., Atlanta.
CBS ordered to pay BMI $1.6 million

TV network this week must reimburse company for music used in '70; monthly payments also mandated

A $1,607,000 payday was awaiting Broadcast Music Inc. last week.

In a judgment putting into effect a basic ruling he handed down last Oct. 27 (Broadcasting, Nov. 2, 1970), Judge Morris E. Lasker of the U.S. Southern District Court in New York ordered BMI to issue a TV-network music license to CBS, retroactive to Jan. 1, 1970, and CBS then to pay BMI, within 10 days, $1,607,000 for BMI music used on the CBS-TV network during 1970.

Judge Lasker’s order was dated Dec. 30, 1970, and BMI authorities said they delivered the required license to CBS the next day. With holidays intervening, payday thus would come no later than this week under the order.

Judge Lesker also ordered, in line with his ruling last fall, that beginning this month CBS also pay BMI equal monthly installments totaling $1,607,-000 a year until the complicated litigation between them is settled.

He also said he would approve any other payment figure that BMI and CBS might agree upon, and provided that once a year either side may seek to have the rate for the ensuing year adjusted up or down "on the basis of changed circumstances."

The interim fee was set at $1,607,000 a year because that is the amount CBS-TV paid BMI in 1969. It was also the largest sum the network had ever paid to BMI.

Judge Lasker’s order also said copyright-infringement claims, totaling about $10 million at statutory rates that BMI had asserted against CBS-TV last April, "are hereby voluntarily dismissed at the instance of BMI, with prejudice, and without cost to any party." CBS-TV operated throughout 1970 without a BMI license.

In his ruling last fall, Judge Lasker had given BMI the option of accepting the $1,607,000 interim rate and issuing CBS the retroactive license—thereby giving up the infringement claims—or giving up the $1,607,000 annual interim payments and retaining its rights under the copyright laws. His Dec. 30 order said BMI elected to take the payments and forego the claims.

The order was in connection with a complex pattern of litigation in which CBS is suing both BMI and its principal competitor, the American Society of Composers, Authors and Publishers, for a new form of music license under which CBS-TV would pay only for the music it actually uses (Broadcasting, Jan. 5, 1970), while BMI is suing CBS, NBC and ASCAP on charges of conspiracy to destroy BMI (Broadcasting, Feb. 9, 1970), and ASCAP has filed counter-claims seeking to put CBS and NBC virtually out of the television business (Broadcasting, June 1, 1970).

Since Judge Lasker’s ruling last fall, counsel for BMI and CBS have been conferring with each other and the court on, among other things, the form the judge’s order should take.

In a supplemental opinion accompanying his Dec. 30 order, Judge Lasker said BMI had specifically urged that the order contain a provision barring CBS-TV from discriminating against the use of BMI music.

BMI’s position was that CBS-TV’s interim license with ASCAP gives the network the right to use as much ASCAP music as it wishes for a flat sum ($4.32 million a year). Since Judge Lasker’s ruling provided that the interim fees to be paid BMI by CBS may be subject to possible adjustment

‘Conversation’ rates high with President

Nixon suggests another such encounter on TV six months from now

Toward the close of his hour-long televised “conversation” with four network correspondents last week, President Nixon, in response to the “thank you” of ABC’s Howard K. Smith, offered to give them “another shot” at him in six months.

The remark not only reflected the ease and confidence with which he had dominated the hour, it indicated that the Conversation with the President, with network correspondents interviewing the Chief Executive, is taking root as an institution.

It began with President Kennedy, was continued by President Johnson, and has now been used twice by President Nixon. The first time was six months ago, at the Western White House, in San Clemente, Calif.

The President was pleased with Monday-night’s program. Herbert Klein, the White House director of communications, on the CBS Morning News Tuesday, said Mr. Nixon “felt quite good about it.” And the President’s cabinet was delighted, according to White House news secretary Ronald Ziegler. He told reporters the President received “a standing ovation” when he appeared at a cabinet meeting Tuesday.

But like all institutions, the Conversation is subject to change. One change was evident last week in the person of Nancy Dickerson. The former NBC newswoman participated as a freelance representative of Public Broadcasting Service, which fed the program to 190 noncommercial television stations. National Educational Television, the foreign-run of PBS as a network for non-commercial stations, had expressed annoyance at being excluded from the San Clemente Conversation, when only representatives of the commercial networks participated; and Mrs. Dickerson had a long-standing commitment from the President for an interview.

And it is possible that the next Conversation will not feature the commercial networks’ superstars. The White House had suggested that the networks’ news-show anchors serve as the President’s interrogators last week. ABC and NBC produced anchors on their shows, Mr. Smith and John Chancellor; while CBS provided Eric Sevareid, who does commentary on the show anchored by Walter Cronkite. The same three participated in the San Clemente Conversation.

But some newsmen have suggested that the networks’ White House correspondents take the next “shot” at the President, on the theory that what they lack in box-office appeal they make up in knowledge gained in daily coverage of the hard news of the President’s ac-
"related to substantial changes in CBS' use of BMI music," BMI argued that, unless CBS-TV were barred from discrimination, the network would be free to use ASCAP music wherever possible to reduce the BMI fee.

Without ruling on the merits of that argument, Judge Lasker held that "the existence of such a clause might be a source of constant further litigation and the administration of such a provision would be close to unworkable."

In the supplemental opinion he made clear that in any hearings that may be held as to future determination of what an "equitable fee" should be, either side would be free to submit "such matters as it believes relevant." He said BMI had specified several such factors but that CBS "has felt it unnecessary" to do so yet.

He said factors cited by BMI included changes in the amounts of BMI or ASCAP music used on CBS-TV; exercise of control by CBS of music used on CBS-TV, an apparent allusion to CBS ownership of two music-publishing companies (April Music, an ASCAP affiliate, and Blackwood Music, a BMI affiliate); license fees paid by CBS-TV to ASCAP; the value to CBS-TV of the availability of the entire BMI repertory and the value of the availability of music likely to be added to the BMI repertory.

"It is important that it be clearly understood," Judge Lasker said, "that mention of the factors which BMI has submitted and which are recorded above is intended in no way to constitute a determination by the court that such factors may or may not be relevant if presented hereafter in connection with the determination of an equitable fee."

He amended his Oct. 27 opinion to provide that if CBS and BMI are unable to agree upon an interim fee for any year, effective Jan. 1, the fee for that year will be $1,607,000 but either side will be allowed petition, on or before Jan. 30 of any year, for an adjustment in the fee for that year based on "changed circumstances."

His earlier ruling provided that either side might, on June 1 of any year, request a joint conference with the court in an effort to show that the interim fee should be adjusted.

As in the Oct. 27 opinion, Judge Lasker made clear in his order that the interim payments may be subject to retroactive adjustment in line with the ultimate decision in the case.

Legal betting outfit seeks OK to promote

Should broadcasting and CATV facilities be permitted to promote legal horse-race betting?

The New York City Off-Track Betting Corp. (OTB) thinks so and has asked the FCC to rule that licensees may carry programs related to OTB's pari-mutuel system of off-track wagering.

OTB, created by the state legislature last April to conduct such a system in New York City, said it plans to begin operations today (Jan. 11) and must have access to the broadcast media if it is to be successful. However, "certain licensees" have said they will not carry the programs without prior FCC approval, OTB stated.

The corporation asked the FCC to rule on the following types of proposed broadcasts:

- OTB-produced live showings and activities.

The suggestion makes sense to at least one network news executive. Bill Small, CBS News Washington bureau chief, who serves as producer-in-chief of the pool last week, said he would be "very much in favor" of using the networks' White House correspondents — CBS's Dan Rather, NBC's Herb Kaplow and ABC's Tom Jarriel.

And next time, conceivably, there will be more follow-up questions. The paucity of such questions provided basis for some of the criticism heard of last week's Conversation. Mr. Smith said he had suggested to his colleagues that they use a format that would permit each correspondent to follow up a question with one or two more. "But they wanted a free for all," he said. As a result, he added, reflecting some frustration with the way things went, "we jumped around."

All of those participating in the Conversation agreed that the correspondents were under no restraints; they were free to explore any area. But there was also general agreement that the President controlled the hour. His handling of political questions was a case in point. White House aides before the broadcast had informed the correspondents that the President intended to steer clear of partisan politics—which the correspondents understood to mean that Mr. Nixon wanted to avoid the kind of comment that would provide the Democratic party with a basis for demanding time from the networks for a reply.

And he succeeded. Several times he was asked questions that might have provided an opportunity for an attack on the Democratic-controlled Congress. But he was restrained and moderate in his answers throughout the hour.

The only "mistake" in a political matter that he discussed was the rebroadcast of his hard-hitting Phoenix speech on the night before the election in November. He said the tone was wrong and he agreed that the quality of the tape was poor. (It was black and white, scratchy, and far below network quality.) He also made it clear that the rebroadcast was not his idea. "It was not something I would have perhaps planned had I been, shall we say, running the campaign."

Just how restrained the President was on Monday night in discussing a Congress that failed to enact a number of measures he had urged upon it became evident the next day. Shortly before he left for a working vacation in San Clemente, the White House issued a statement in which he said the 91st Congress would be known "not for what it did, but for what it failed to do," especially in the final weeks of 1970, and especially the Senate. There was nothing of that Monday night.

A White House photographer caught Mr. Nixon in animated conversation with network correspondents before the program began. Left to right: Eric Sevareid, CBS; Howard K. Smith, ABC; the President; John Chancellor, ABC; and Nancy Dickerson, Public Broadcasting Service.
ABC Monday football scores big in Nielsens

ABC-TV's experiment with Monday Night NFL Football has proved a ratings success, according to the network. ABC noted that the 13-week series, which ran from Sept. 21 through Dec. 14 (9 p.m. New York time to conclusion) achieved an average 18.5 Nielsen rating and a 31 audience share. This represents an average over the full season of 11,120,000 homes per minute, according to ABC.

ABC said it expected the figures, which covered the full length of the games, to change with the "rating increasing slightly and the share decreasing slightly" when Nielsen figures measuring the 9-11 p.m. time period only are averaged.

The NFL ratings show a marked increase over the previous year's ratings when ABC offered the now-defunct Survivors series and Love, American Style which together averaged a 12.0 rating and a 20 share for the 9-11 p.m. time period.

New Dickerson feature

Goodson-Todman Productions is producing a five-a-week TV program, Inside Washington with Nancy Dickerson.
Duffy says networks are here to stay

ABC-TV president calls medium 'foundation stone'; blasts 'bandwagon blues'

The television networks in general and ABC-TV in particular will continue to flourish and remain vital, cohesive forces in this country despite critics who have signaled their death, according to James E. Duffy, president of ABC-TV. Speaking Thursday (Jan. 7) at a Los Angeles news conference outlining the network's new entries in the second half of the 1970-71 season, Mr. Duffy said the song of television criticism has become the "bandwagon blues" but is being played by critics who cannot carry a tune.

"The end of an era is here," Mr. Duffy contended, "an end dictated by economic and social changes but not the end of commercial television or the networks. We are," he continued, "a foundation stone in this very complex medium of communications."

As for those "meaningful and relevant" programs that never made it, Mr. Duffy said, "perhaps they were overplayed, especially in the new properties with those issues as the main theme. People just didn't sample them in the new shows, because maybe they had had enough of these problems around themselves. They were looking for something lighter or more comedic."

"Oddly enough, though, some of these same themes did not affect the ratings of returning shows. I think I pattern turned around last spring," Mr. Duffy noted, "when the violence on campus really came into national prominence. People had just had enough and didn't want to see it on television."

And then Mr. Duffy looked ahead. Announced were the four new series on the ABC schedule and the change in time slots for nine returning shows. Programming changes become effective the week of Jan. 17. Joining the ABC line-up are The Reel Game (Jan. 18, 8:30 p.m. NYT) hosted by Jack Barry; The Smith Family (Jan. 20, 8:30 p.m. NYT) starring Henry Fonda; Atlas Smith and Jones (Jan. 21, 7:30 p.m. NYT), which premiered as a Movie of the Week on Jan. 5; and The Pearl Bailey Show (Jan. 23, 8:30 p.m.).

Returning shows on ABC-TV in new time slots are: Let's Make a Deal to Monday 7:30 p.m.; The Newlywed Game to Monday, 8 p.m.; Room 222 to Wednesday 8:30 p.m.; The Young Lawyers to Wednesday 10 p.m.; Danny Thomas in Make Room For Grand- daddy to Thursday 9 p.m.; Dan August to Thursday 9:30 p.m.; The Odd Couple to Friday 9:30 p.m.; Love American Style is moved back to original time and length Friday 10-11 p.m.; The Lawrence Welk Show to Saturday 7:30 p.m.

The only night unaffected by the changes is Tuesday where ABC has Mod Squad, The Movie of the Week and Marcus Welby, M.D. ABC also will be relinquishing more time to its affiliates. The half-hour of local time on Saturday night is being extended to 90 minutes while an additional 30 minutes is being returned on Thursday between 10:30 and 11 p.m.

Mr. Duffy said the network probably would expand coverage of National Basketball Association games following the end of the 1971-72 National Football League and its Monday Night Football. ABC-TV began some NBA coverage at the end of the regular NFL season. It also is carrying NBA games every Sunday.

Also in sports programming, Mr. Duffy said there would be a change in the philosophy of The American Sportsman to reflect the increasing interest in preservation of wild animals and ecology. In some episodes, he said, animals would not be killed; instead they would be captured for zoo or breeding purposes.

The 'newsmen' who carries a badge

The impersonation of newsmen by the police and other government authorities is the subject of the principal article in this month's issue of the Chicago Journalism Review. The extensive story includes this picture of an unidentified man alleged to be an undercover detective with the Illinois Bureau of Investigation.

The subject claimed he was representing WJJO-TV Lawrenceville, Ill. (a nonexistent station) while "covering" a student antiwar protest march last fall at DeKalb, Ill., according to CJR's editor, Ron Dorfman.

IBI Chief Mitchell Ware said he would continue the practice if needed in a definite case, the CJR story relates. However, his boss, Herbert Brown, director of the Illinois Department of Law Enforcement, reportedly apologized when the practice subsequently was brought to his attention in a protest by the Illinois News Broadcasters Association and said the guise would not be used again.
TV-network showtimes: 1st quarter of ’71

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sus, sustaining; part., participating; eff., effective; R, repeat. All times Eastern. Showtimes are published in Broadcasting at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8-30-9:30 No network service; 9:30 Smokey the Bear Show, part.
CBS-TV 8-30-9 Sunrise Semester, part.; 9-9:30 Tom and Jerry, part.; 9:30-10 The Perils of Penelope Pitstop, part.
NBC-TV No network service.

10 a.m.-noon

NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 Face the Nation, part. (repeated to portions of the network through closed circuit feed). 12:30-12:45 NFL, NFH & various sporting events, part.; 12:45-3:30 1971 Children’s Film Festival, part.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-13 Directions, part.; 1-30-2 Issues and Answers, part.
CBS-TV sporting events, cont.
NBC-TV 1-130 Meet the Press, part.; 1-30-2 No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV 2-5:30 sporting events, part.; (eff. 1/31-3/7, 4:30-5:30 1971 Children's Film Festival, part.)
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-6:30 CBS Sunday News with Roger Mudd, part.; 6:30-7 CBS Sunday News with Roger Mudd, part. (repeated to portions of the network, part.)
NBC-TV 6-6:30 No network service; 6:30-7 NBC Nightly News, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-7:30 CBS Sunday News with Roger Mudd, part.; 7:30-8 New York World-Telegram and Sun, part.
NBC-TV 7-7:30 Mutual of Omaha’s Wild Kingdom, part.; 7:30-8:30 Wonderful World of Disney, part.

8-9 p.m.

ABC-TV The Young Rebels, part. (eff. 1/17 No network service; 1/18-7 The New Kids, part.; 7/8-9 Hogan’s Heroes, part.)
NBC-TV 7-7:30 Mutual of Omaha’s Wild Kingdom, part.; 7:30-8:30 Wonderful World of Disney, part.

9-10 p.m.

ABC-TV The FBI, Ford.
CBS-TV The Ed Sullivan Show, part.
NBC-TV 9-9:30 Dinsey, cont. ; 8:30-9 The Bill Cosby Show, Frocste and Gamble.

Monday evening

7:30-9 p.m.

ABC-TV 7-30-8 The Young Lawyers, part. (eff. 1/18, 1/19, 2:30-4 Make Room for Granddaddy, part.; 8:30-11 Bullwinkle, part.; 8:30-30 Newsworld, part.; 8:30-11 The Silent Force, part. (eff. 1/18 TBA)
CBS-TV 7:30-8:30 Gunsmoke, part.; 8:30-9 Here’s Lucy, part.
NBC-TV 7-30-8 The Red Skelton Show, part. (eff. 3/29, Blizz-Eye View, part.). 8-9 Rowan and Martin’s Laugh-In, part.

9-10 p.m.

ABC-TV ABC Monday Night Movie, part.
CBS-TV 9-9:30 Mayberry R.F.D., part.; 9:30-10 The Doris Day Show, part.
NBC-TV 9-11 NBC World Premiere Movie, part.

10-11 p.m.

ABC-TV Movie, cont.
CBS-TV The Carol Burnett Show, part.
NBC-TV Movie, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7-30-8 Breakfast, part.; 8:30-10 Movie of the Week, part.
CBS-TV 7:30-8 The Beverly Hillbillies, part.; 8:30-9 TV 21, part.; 8:30-9:30 The New Dick Van Dyke Show.
NBC-TV 7:30-8:30 The Don Knotts Show, part. (eff. 1/19 7:30-9 Julia, part.; 8:30-9 Julia, part. (eff. 1/19 8 The Don Knotts Show, part.).

9-10 p.m.

ABC-TV Movie, cont.
CBS-TV Here-Now, cont.; 9:30-10 All in the Family, part.
NBC-TV 9-11 NBC Tuesday Night at the Movies, part.

10-11 p.m.

ABC-TV Marcus Welby, M.D., part.
CBS-TV 60 Minutes alternates CBS News Hour, part.
NBC-TV Movie, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7-30-8 The Courtship of Ellie’s Father, part.; 8:30-9 Make Room for Granddaddy, part. (eff. 1/20 Room 222, part.); 8:30-9 Room 222, part. (eff. 1/20 The Smith Family, part.)
CBS-TV 7:30-8:30 Storefront Lawyers, part.; 8:30-9 To Rome with Love, part.
NBC-TV The Men from Shiloh, part.

9-10 p.m.

ABC-TV Johnny Cash Show, part.
CBS-TV Medical Center, part.
NBC-TV Kraft Music Hall, Kraftco.

10-11 p.m.

ABC-TV The Young Lawyers, part.
CBS-TV Hawaii Five-O, part.
NBC-TV Four-in-One, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 Matt Lincoln, part.; (eff. 1/21 All in the Family, part.; 8:30-9 The Dick Cavett Show, part.
CBS-TV 7-30-8 Family Affair, part.; 8-9 The Jim Nabors Hour, part.
NBC-TV 7-30-8:30 The Flip Wilson Show, part.; 8:30-9:30 I Dream of Jeannie, part.

9-10 p.m.

ABC-TV 9-9:30 Barefoot in the Park, part. (eff. 1/19 7-9:30 Burke’s Law, part.)
rence said compared with $6,399,794 for the same period in the previous year.

Stock of the agency is publicly held and traded on the American Stock Exchange.

WRG also declared its first cash dividend since the agency's stock has been traded on the American Stock Exchange—15 cents per share for the quarter ended Jan. 31 and payable Feb. 10 to stockholders of record on Jan. 25. Mrs. Lawrence said the agency management believes the dividend "is realistic and sustainable."

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### Programing
- Columbia Pictures: CPS N 12 10 10 31.5 8 6.120 56,610
- Disney: DIS N 10 10 10 31.5 8 6.120 56,610
- Filmways: FFW A 7 7 6 18 5 1.842 13,133
- Four Star International: O 1 1 1 4 1 686 2,041
- Gulf & Western: GW N 21 18 18 21 9 15,382 234,271
- Kinney National: KNS N 30 29 29 36 20 10,402 298,878
- MCA: MCA N 21 19 19 26 11 6,195 155,705
- MGM: MGM N 17 15 15 29 12 2,983 69,010
- Music Makers: O 2 2 2 9 2 585 1,325
- National General: NGC N 16 14 14 20 9 4,910 73,061
- Tele-Tape Productions: TTP O 1 1 1 8% 1 2,183 4,101
- Transamerica: TA N 16 14 14 26 11 63,630 771,832
- 20th Century Fox: TF N 9 7 7 8% 2 6,562 62,075
- Warner Bros. International: O 3 2 2 8% 2 2,414 4,821
- Weather Corp.: WCO A 7 7 7 10% 4 2,211 13,317

### Service
- John Blair: BJ N 17 14 14 14 23 10 2,598 35,073
- Comsat: CQ N 12 10 10 20 10 10,000 47,000
- Creative Management: CMA A 12 11 10 14 10 1,083 10,800
- Dey Gunn Bernet: DGB O 21 18 18 24 13 2,074 45,110
- Ekins Institute: EK N 8 9 9 10 9 1,864 15,837
- Foote Cone & Belding: FCB N 7 7 7 12 7 2,175 17,139
- Grey Advertising: GY N 10 8 8 13 5 1,207 10,415
- La Roche, McCaffrey & McColl: LRM O 10 9 9 17 8 355 519
- Marketing Resources & Applications: MRA O 2 2 2 7 1 504 1,512
- Movielab: MOV A 2 2 2 7 1 1,407 3,343
- MPO Videoconics: MPO A 5 5 5 9 4 558 1,281
- Nielsen: NEL N 40 38 38 42 26 5,299 197,388
- Ogilvy & Mather: OGM O 24 23 23 24 14 1,066 25,208
- PKL Co.: PKL N 4 3 3 12 2 743 2,297
- J. Walter Thompson: JWT N 35 34 34 38 21 2,764 77,392
- Wells, Rich, Greene: WRG N 16 14 14 16 5 1,581 18,782

### Manufacturing
- Admiral: ADL N 8 7 7 14 6 5,158 37,396
- Ampex: APX N 15 17 17 45 12 10,874 171,266
- CCA Electronics: CEA O 2 2 2 5 1 2,086 5,512
- Collins Radio: CRC A 14 13 13 37 9 2,967 38,571
- Computer Equipment: CEC N 4 3 3 12 3 2,406 9,624
- Convac: CAX N 15 15 15 32 11 1,262 10,655
- General Electric: GE N 93 91 91 93 8 90,084 7,941,444
- Harris-Interpace: HPI N 54 55 55 75 38 6,308 305,938
- Magnavox: MAG N 37 37 37 38 22 18,429 581,258
- 3M: MMM N 97 95 95 95 60 56,058 5,045,220
- Motorola: MOT A 53 52 52 56 31 13,324 653,366
- RCA: RCU N 26 26 26 26 18 68,030 1,220,582
- Reeves Industries: RSC A 3 2 3 3 2 3,458 9,993
- Telecommunication: TEL O 9 10 10 14 8 14,040 150,330
- Westinghouse: WX N 69 69 69 69 69 39,003 2,572,686
- Zenith: ZE N 38 37 37 36 29 19,020 777,683

**Total Capitalization:**
- Grand Total: 744,607 28,588,510

**Standard & Poor Industrial Average:** 101.01 98.88 98.88

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

**Shares outstanding and capitalization as of Nov. 25.**

**Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.**

**3-Ico stock split.**

**New entry.**

BROADCASTING, Jan. 11, 1971
Ayer joins forces with London agency
American agency plans merger with Pemberton group of companies

N. W. Ayer & Son Inc., New York, and the London-based Pemberton Interna-
tional have formed a new international operation. Their agreement, which became effective Jan. 1, will lead to an exchange of equities and an umbrella name for the two companies, according to Ayer.

The merger places Ayer on the growing list of American agencies joining ranks with international partners. Neal W. O'Connor, president of Ayer, said that "there will be only a few international agencies to handle the advertising of the few, but huge, international corporations and we intend to be among them."

The Pemberton group, headed by George Riches, has billings of approximately $25 million with a minimal amount in broadcast. It is made up of 10 companies in England, Italy, Switzerland, Australia and South Africa.

According to the agreement, Alexander-Butterfield & Ayer, London, Ayer's only international interest, which was acquired in 1967, will be merged into the Pemberton group.

N. W. Ayer & Son bills approximately $140 million worldwide and $108 million domestically. An estimated 44% of its domestic billings ($48 million) is in broadcast.

Exchange personnel include Dennis Shearman, vice president for international operations at Ayer, who will be named to the board of Pemberton International, and Harold Sumpton and Monty Alexander, directors of Alexander-Butterfield & Ayer, who will be appointed to directorships in the Pemberton group. Other personnel changes will be announced soon.

Israel TV adds commercials
The Israeli Broadcasting Authority, operator of the sole TV channel in Israel, has decided to accept advertising. The move toward commercialization is designed to bring in the equivalent of $5 million in revenues. The money will be used to aid in financing a planned second channel and in broadcasting Arabic-language broadcasts outside the state of Israel.

Flaw in prior launch delays Intelsat IV
The Jan. 13 launch date of the Intelsat IV communications satellite was postponed last week but the direct problems delaying lift-off are attributed to an earlier satellite and not the present one.

An "orbiting observatory" launched last November failed and it utilized a piece of equipment similar to one aboard Intelsat IV. Engineers suspect a nose cone protecting the observatory did not fire and fall away as it should have and the newer satellite contains a similar nose-firing mechanism.

Officials fear to risk the $18-million Intelsat IV, which will be capable of carrying simultaneously 12 color-TV channels of 5,000 telephone calls, until causes for the previous failure are determined. Once the causes are found and the go-ahead given the satellite can be made ready within 11 working days.

Two Intelsat III's are presently in stationary orbit over the Atlantic, where Intelsat IV will also orbit, and carry a capacity of 1,500 phone circuits or four television channels.

Buys share in Paris agency
Ketchum MacLeod & Grove Inc., Pitts-
burgh, has acquired a 20% interest in Lorin Leydier S.A., Paris, which has billings in excess of $3 million a year. Established in 1968, the French firm has tripled its volume over a three-year period. It now will operate as Lorin Leydier & Ketchum S.A. This is the third acqui-

CBS, Savin buy piece of Dacom
CBS Inc. and Savin Business Machines Corp., Valhalla, N.Y., have purchased more than 60% interest in Dacom Inc., Sunnyvale, Calif., developer and de-
signer of data compression systems, for an undisclosed amount of cash. Robert K. Low, president of Savin, said this was the first step by CBS and Savin to utilize Dacom resources in development of high-speed equipment for the business convenience facsimile market.
February 21

10:30 NBC -TV No network service;
10:30-11 NBC Nightly News, part.; 11:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 The Lawrence Welk Show, part.; 8:30-9:30 The Gomer Pyle Show, part.; 9:30-10:30 Most Deadly Game, part. 
CBS-TV 7:30-9:30 Mission: Impossible, part.; 9:30-9:45 My Three Sons, part.;
NBC-TV 7:30-8:30 The Andy Williams Show, part.; 8:30-11 NBC Saturday Night at the Movies, part.

9-10 p.m.

ABC-TV 9:30-10 NBC Saturday Night at the Movies, part.; 10:30-11:00 Most Deadly Game, part.

10-11 p.m.

ABC-TV 10-10:30 Most Deadly Game, part.; 10-11 No network service.

ABC-TV Movie, cont.

Specials in first quarter of '71:

ABC-TV

Jan. 11, 7:30-8:30 p.m. The Undersea World of Jacques Cousteau
Jan. 13, 10:11 p.m. National Police Day
Jan. 16, 7:30-8:30 p.m. Arthur Godfrey’s America: The Everglades

CBS-TV

Jan. 15, 7:30-8:10 p.m. Jack and the Beanstalk
Feb. 2, 9-10 p.m. ABA All Star Game

NBC-TV

Jan. 14, 8:30-10 p.m. The Bob Hope Christmas Special
Jan. 17, 7:30-8:30 p.m. Elephant Country
Jan. 16, 6-7 p.m. Bing Crosby Pro-Am Golf Championship (third round)
Jan. 17, 7:30-5:30 p.m. Super Bowl Game
Jan. 17, 5:30-7 p.m. Bing Crosby Pro-Am Golf Championship (fourth round)
Jan. 22, 12:30-1:30 p.m. The American Wilderness
Jan. 24, 9-10 p.m. Timex Presents Peggy Fleming at Sun Valley
Jan. 27, 10-11 p.m. Man’s Thumb On Nature’s Balance

ABC-TV

Jan. 29, 7:10-8:30 p.m. Highlights of the Ringling Bros. Barnum & Bailey Circus

11 a.m.-7 p.m. BING Crosby Pro-Am Golf Championship

11 a.m.-11:15 p.m. The Mary Tyler Moore Show, part.; 11:30-12 NBC Children’s Theatre—Super Plastic Elastic Goggles

12 p.m.-1 p.m. The Bob Hope Desert Classic (third round)

2 p.m.-3:30 p.m. Bob Hope Desert Classic (fourth round)

1 p.m.-5 p.m. They’ve Killed President Lincoln

Feb. 13, 5-7 p.m. Bob Hope Desert Classic (third round)

2:40-6:30 p.m. Bob Hope Desert Classic (fourth round)

Feb. 15, 9-10 p.m. Bob Hope Special

3 p.m.-6:30 p.m. The Pogo Special Birthday Special

Feb. 24, 9-10 p.m. The First Nine Months Are the Hardest

4 p.m.-11 p.m. The American Wilder-ness

3:30-9 p.m. Highlights of the Ringling Bros. Barnum & Bailey Circus

3 p.m.-4 p.m. The Bob Hope Desert Classic (third round)

6 p.m.-7 p.m. The Bob Hope Desert Classic (fourth round)

March 12, 10-11 p.m. NBC News Special

March 13, 2:46 p.m. NCAA Basketball Championship (opening round)

March 14, 4-6 p.m. The Greatest Show On Earth . . . At Cypress Gardens

CBS-TV buys 3 shorts of ‘Many Americans’

Learning Corp. of America, New York, a division of Columbia Pictures International, has completed its first network-TV sale to CBS-TV and is producing additional programming.

William Deneen, president of Learning Corp., said last week CBS-TV has bought three film shorts, "Geronimo Jones," "Miguel," and "Felipa," to fill the one-hour "CBS Children's Film Festival" segment on Jan. 31 (4-30-5:30 p.m.). These dramatic shorts depict stories centering around an Indian, a Puerto Rican and a Mexican child, respectively, in the U.S. The films are part of Learning's "The Many Americans" series, which also includes shorts on a Negro, an Oriental and a white youngster from Appalachia.

"Though Learning Corp.'s films are intended primarily for the educational market," Mr. Deneen said, "we are producing many with the television market in mind."

In the past two years, Learning Corp. has placed more than 100 films into distribution in the educational market, and many have been sold abroad to TV. Mr. Deneen said domestic TV sales have been limited but an expansion is anticipated.

‘Pop-up’ coming Jan. 23

Fifth record year for Wells, Rich, Greene

An 18% increase in billings to $91,589,000 and a 23% rise in per-share earnings to $1.25 were reported for the fiscal year ended Oct. 31, 1970, by Wells, Rich, Greene Inc., New York. Mary Wells Lawrence, president and chairman, said the agency had achieved a record increase in net earnings for the fifth straight year.

Mrs. Lawrence also said the agency is billing at an annual rate of $120 million, noting that the largest single addition to the billing total was assignment of the over $20-million Alka-Seltzer account by Miles Laboratories in early December (Broadcasting, Dec. 14, 1970).

She also reported that the agency at the close of the fiscal period had a net worth of $8,307,650, which Mrs. Law-
RCA raises prices of most of its tubes

RCA Industrial Tube Division raised prices of selected broadcast and industrial tubes by 6-to-12%, effective last Monday (Jan. 4). RCA Electronic Components, another RCA Corp. division, also announced price increases of five sizes of color-TV picture tubes from 3-to-7%, effective Mar. 1, 1971.

These price rises were the second and third announced by RCA near the close of last year. Earlier last month, RCA said prices of all its broadcast equipment for radio and television would increase an average of 5%, effective Jan. 15 (BROADCASTING, Jan. 4).

Selected types of pencil tubes, cathode-ray tubes, photomultipliers, superpower tubes, photo diodes and image orthicons used in industrial and broadcast applications are affected by the price increase.

Technical topics:

Amplex tape reproducer **** A new reproducer designed for use where large numbers of tape copies are required has been placed on the market by Amplex Corp., Redwood City, Calif. broadcast equipment manufacturer. Model RR-200 can duplicate programs designed for 2-, 4- and 8-track stereo cartridges and 4-channel stereo tapes. Featuring selectable speeds of 30/60 and 60/120 inches-per-second, plug-in head assemblies for format selection and automatic tape tension control, the unit can, Amplex said, reproduce as many as 200 copies of a 30-minute per side tape in one hour on a 10-slave line. Prices start at $11,00.

Mike guarantee **** A five-year guarantee on cardioid dynamic microphones, new desk-type and gooseneck paging microphones—extending from the date of installation—has been announced by the Turner division of Conrac Corp., Cedar Rapids, Iowa. Among the Turner models used in broadcasting is the 2203 cardioid.

Down to earth **** What Westinghouse bills as a commercial counterpart to the TV-camera tube used on Apollo space flights has been introduced. The WX-31486 is claimed to have superior color rendition, high sensitivity and reduced lag, eliminating picture smear and comet tailing. Information: Westinghouse Electric, electronic tube division, Box 284, Elmira, N.Y.

Fined for sunrise violation

The FCC last week fined WKKD(AM) Aurora, Ill., licensee Salter Broadcasting Corp., $2,000 for apparently operating before local sunrise in violation of its license. WKKD is licensed on 1580 kHz with 250 w daytime only. The commission issued the apparent liability forfeiture because WKKD's program and operating logs, submitted with WKKD's renewal applications, indicate the station practiced presunrise operation several times since 1968. The commission, notifying the licensee it has 30 days to pay or contest the forfeiture, granted Salter's application for renewal of WKKD's license for the remainder of the full three-year term.

Repair service changed

Reorganization of the repair service and addition of a technical information function at James B. Lansing Sound Inc., Los Angeles, were announced by I. R. Stern, executive vice president. E. Rockwell James, formerly regional sales manager with American Electric Laboratories, and Tom Campbell, technical service assistant at JBL, have been named managers, respectively, of the two departments.

Fates&Fortunes

Broadcast advertising

Walter A. Carey, account supervisor, Kenyon & Eckhardt, New York, elected VP.

Mr. Carey Miss Morrison

Patricia Gail Morrison, marketing manager, Revlon Cosmetics, New York, joins Foote, Cone & Belding, Chicago, as VP and account supervisor.

Tom McGoldrick, associate director of retail sales, Television Bureau of Adver-

tising, New York, appointed director of retail sales. Jim Frost, associate director, local TV sales, appointed director of local sales.

Leonard S. Silverfine, account supervisor, Grey Advertising, New York, elected VP.

Jon W. Greenleaf, former principal, Cadwell, Davis, Greenleaf, New York, joins Smith/Greenland, New York, as VP, marketing services.

Bruce R. Abrams, VP and director of public relations, Continental Insurance Companies, elected treasurer, Association of National Advertisers, New York.

Konstantine Kulesha, senior VP and management supervisor, Delehanty, Kurmit & Geller, and Paul Zuckerman, associate partner and director of media, Jack Tinker, join William Free & Co., New York, as senior associate, marketing and media director, respectively.

Thomas R. Boyd and Russell D. Linabury, account directors, McCann-Erickson, Detroit, appointed account supervisors. Mr. Linabury succeeds Thomas W. Eicher, named senior VP and manager there. Mr. Eicher succeeds Theodore D. O'Hearn, appointed operations manager, New York.

Robert E. Galen, director of research, Blair Radio, New York, elected VP.

Allen Banks, associate media director; Michael D. Donahue, account supervisor, and Jerry Golod, associate director, AM and FM, all Dancer-Fitzgerald-Sample, New York, named VP's.

Herbert Fisher, management consultant and formerly with Wells Rich Green Inc., New York, joins Campbell-Ewald Co., Detroit, as executive VP and director of multiproducts accounts. Paul R. Lee, VP-marketing, Adams Dana Silverstein Advertising, New York, rejoins Campbell-Ewald as VP and management supervisor-merchandising on
Chevrolet account.

Neil Tergeesen, account supervisor and Lois Korey, creative director, both Needham, Harper & Steers, New York, elected VP's.

Herbert Fisher, managing partner, Comac Co., management consulting firm, named executive VP and director, Campbell-Ewald, Detroit.

William A. Weilbacher, director of research, Walter J. Thompson, joins Dancer-Fitzgerald-Sample, New York, as senior VP and management supervisor.

Quentin Fox, account supervisor, Carson/Roberts Inc., Los Angeles, named VP, management supervisor and member of executive board.

Don Richman, with Chuck Blore Creative Services, Hollywood, commercial production firm, elected VP and director.

Mike Penzell, account executive, ABC Radio, Chicago, appointed sales manager.

Robert H. Cremin, formerly account supervisor, Leo Burnett Co., Chicago, joins Philip Morris Inc., New York, as director of brand management for company's U.S. tobacco products, succeeding Clifford R. Wilmot, who joins Miller Brewing Co., Milwaukee, as director of brand management.


Lou Tappon, with Smock/Waddell Inc., joins The Bowes Co., Los Angeles, as media buyer.

M. John Cole, manager, media buying services, Needham, Harper & Steers, Chicago, appointed associate media director.

Alvin L. Kacin, manager, marketing research, Falstaff Brewing Corp., joins D'Arcy Advertising, St. Louis, as research account executive.

James W. Sanders III, with war-TV New York, appointed national sales manager.

Ray George, regional sales manager, wkef-TV Dayton, Ohio, appointed national sales manager.

Joe Franzgrote, local sales manager, and Dick Lewis, account executive, kbtv-TV Denver, appointed general sales manager and local sales manager, respectively.

Hal Procter, sales manager, wxix-TV Cincinnati, appointed general sales manager. Harry J. West Jr., program director, wpri-TV Providence, R.I., appointed station manager, wphl-TV Philadelphia.

WXIX-TV and wpri-TV are U.S. Communications Corp. stations.

Richard William Perrott, producer, Ogilvy & Mather, joins Kenyon & Eckhardt, New York, as producer, TV commercials.

Larry C. Cole, local sales manager, wbap-am-fm-tv Fort Worth, Tex., appointed assistant general communications sales manager-TV.

Paul Covert, account executive, Hunter Associates, Milwaukee, joins Creative Marketing Corp., there in same capacity.

Richard B. Armfield Jr., marketing manager, wbals-tv Baltimore, appointed assistant director of sales.

Gail Thomas, assistant director of promotion, Robert E. Eastman & Co., New York, joins wmaa(AM) there as director of sales promotion.

Media

L. H. Curtis, executive VP and general manager, KSL Inc. (KSL-AM-FM-TV Salt Lake City), elected president and general manager.

Philip von Ladas, director of research, Metromedia TV, Los Angeles, elected VP.

George Norford, VP-general executive, Westinghouse Broadcasting Co., New York, elected member of board of directors.

Doug Finley, VP and general manager, ktlav-tv Los Angeles, resigns. John T. Reynolds, VP, corporate development, Golden West Broadcasters, there becomes interim manager.

Kenneth W. King, station manager, kbtv-TV Denver, appointed general manager.


Seymour L. Yanoff, general sales manager, wbsz(AM) Boston, appointed general manager.

Sid Connolly, VP Continental Urban TV Corp., elected VP - general manager, kgsd-tv San Jose, Calif.

Mr. Yanoff

Barry B. Shaiman, account executive, kezy(AM) Anaheim, Calif., elected executive VP and general manager.

Woody W. Cummings, assistant manager, kxllw(AM) Clayton, Mo., appointed administrative assistant, kirl(AM) St. Charles, Mo.


John Dew, with sales staff of kabl-am-fm Oakland-San Francisco, appointed general manager, wwwf(fm) Detroit. He is succeeded at KABL by Peter Schneider, with J. Barth/Dean Witter and Co., San Francisco stock brokerage. KABL and www are McLendon stations.

Tom LaFournace, manager, Nation Wide Cablevision Inc., Glendale, Calif., appointed Southern California regional manager.

Jett F. Jamison, director, TV operations, wbap-am-fm-tv Fort Worth, Tex., appointed station manager-TV.

Hal W. Chesnut, director, AM-FM operations, appointed station manager, AM-FM.

J. Bryson Cooke, sales manager, wttc(AM) Flint, Mich., appointed assistant manager.

James L. Warner, Michael J. Kedor and Allen Wetzel, all with krem-am-fm Spokane, Wash., appointed sales manager, program director and production manager, respectively.

Gordon L. Hood, sales manager, wkiw(AM) and wdyl(fm) both Chester, Va., appointed stations' manager.

Alfred G. Sword, news and program director, wlah(AM) Lansford, Pa., appointed assistant manager. Clare J. House Jr., news and program director, wpam(AM) Pottsville, Pa., appointed assistant manager. Both are Miners Broadcasting stations.

Elizabeth Young, administrative assistant, National Public Radio Network, Washington, appointed station relations associate.

I. M. Sturges, production manager, kgsd-tv San Jose, Calif., appointed operations manager.

W. C. Porsow, general manager, wosb(AM) Geneva, Ill., named VP.

Alan Nelson, radio personality, wmaa(AM) Nashville, appointed director of development, noncommercial WDCN-TV, there.

Programing

Robert Murray, account executive, CBS-TV sales, New York, joins 20th Century-Fox Television as director of special video projects. Mr. Murray will make headquarters at firm's New York office. He succeeds David Gerber, who becomes an independent producer at studio.

Frank O'Connor, executive in charge of specials and daytime programs, Universal TV, New York, elected VP.

Eli Arenberg, general manager, 8-mm division, Columbia Pictures, New York,
named VP-retail sales, cassettes division.

E. Grey Hodges, senior VP and general manager, Reeves Actron, Reeves Telecom, New York, joins Jefferson Productions, Charlotte, N.C., as manager.

Dennis Burrow, public relations director, Henninger, Durham & Richardson, named president, Cine-Graphix, Omaha, continuing as PR director. Sam Cohen, president, newly acquired Mercury Productions, named VP-production, Cine-Graphix. Roger P. Mazur, VP, Mercury, appointed chief cinematographer, Cine-Graphix.

Mark Waxman, program executive, CBS-TV Los Angeles, and Barry Nye, film director, noncommercial WITF-TV Hershey, Pa., named program planning director and film department director, respectively, noncommercial KET(TV) Los Angeles.


Don L. Burgess, program director, KET(TV) Phoenix, Ariz., joins WMVS(AM) and WMTV(TV), both Milwaukee noncommercial stations, as program manager.

Arthur R. Cohen, manager, news and public affairs, noncommercial WCRW(FM) University of Massachusetts, Amherst, appointed program manager.

News

Herb Humphries, news director, KFWB(AM) Los Angeles, named to similar post with KABC-AM-FM there, succeeding Jack London who resigns.

Robert J. Scott, news director, KHOU(AM) Denver, joins KBTR(AM) there in same capacity.

Dick Richmond, news editor, WSTV-TV Steubenville, Ohio, joins WBOC-TV Bowling Green, Ky., as news director. A. V. Rash, city editor, Bowling Green (Ky.) Daily News, joins WBOC-TV as news editor.

Ron Franklin, with WWOL-TV Tulsa, Okla., joins KHOU-TV Houston as sports director.

Kenneth Barker, news director, KFBC-AM-TV Cheyenne, Wyo., joins WCBS-TV Springfield, Ill., as anchorman.


Peter Kraus, producer-editor, WCBS(AM) New York, appointed community reporter.

Promotion

Vince Panettiere, publicity director, CBS Enterprises, appointed manager-publicity, CBS Information Services, New York. Robert Fuller, manager, CBS Station Press Services, appointed manager-press relations, CBS Information Services. Mr. Panettiere and Mr. Fuller will be responsible for CBS-owned FM stations and CBS-owned AM stations, respectively.

Linda Scott, promotion director and merchandising manager, WXYZ(AM) and WOOD(FM) both Cleveland, appointed on-air promotion supervisor, WKYC-TV there.

Equipment & engineering


David C. Sherrick, manager, government and international marketing, United Business Communications Inc., named VP-marketing, Vestron Inc., Washington-based manufacturer of communication equipment.

Richard E. Fiore, manager-engineering, RF systems department, Ampex Corp., Westfield, Mass., appointed department manager. He succeeds George Townsend, appointed department consultant.

Charles E. Clements, president, Tele-Vue Services, Tele-Vue Systems, Seattle, appointed general engineer, Community Tele-Communications, Tele-Communications Inc., Denver.


Paul R. Bradshaw, management consultant, P.R.B. Associates of Wayland, Mass., joins Zenith Radio Corp.'s Rauland Division, Chicago, as business manager, special products.

Robert W. Behringer, VP, Kaiser Aerospace and Electronics Corp., elected president, Theta-Com Corp., New York. Theta-Com manufactures amplitude-modulated link microwave equipment for CATV applications and is jointly owned by Hughes Aircraft Co. and Teleprompter Corp.

Benjamin W. Hutcheson and William D. Furr, sales representatives, Phelps Dodge Communications, coaxial cable manufacturer, appointed district managers, Richmond, Va., and Tampa, Fla., offices, respectively.

Leroy Knight, engineering supervisor, WRECA-AM-FM-TV Memphis, appointed chief engineer.

Leonard Lavendol, assistant engineering manager, WTEN(TV) Albany, N.Y., appointed chief engineer. He succeeds William Orr, who is named VP and director of engineering WBNY-AM-FM-TV Columbus, Ohio.

Allied fields

Robert A. Belzer, attorney and associate, Washington communications law firm of Kirkland, Ellis, Hodson, Chafetz, Masters & Rowe, named partner.

Robert M. McGredy, board chairman, U.S. Communications Corp., and president, USC's subsidiary, Tele-Jockey Inc., resigned Jan. 1 to join Dyco Institute as director. Dyco sponsors sales training programs for media salesmen.

International

Francisco Rodriguez, VP, Latin American film distribution, 20th Century-Fox Film Corp., appointed foreign sales manager for Latin America and Far East, MGM International, Culver City, Calif. Sig Schwartz, with MGM International, appointed manager, sales and operations; Louis George, former director, 16-mm non-theatrical sales division, appointed special sales director; Ramon Nito, field representative, appointed sales coordinator.

Don Goodwin, maritime regional supervisor, sports and special events. CBC, appointed planning and production director, TV sports, Toronto. He succeeds Ron Hunka who becomes CBC's planning and production director, features and special events.

Deaths

William H. Watkins, 53, chief engineer of FCC, died Jan. 3 at George Washington University hospital, Washington, of cancer. Mr. Watkins entered government service in 1946, becoming chief engineer of FCC in 1968 and was active in major commit-
tees of International Telecommunications Union, Geneva, Switzerland. His wife, Ruth, one daughter and one son survive.

Frederick B. Bates, 84, former chief of NBC's European operations, died of arteriosclerosis Jan. 1 at his home in Waterford, Va. He is survived by his wife, Genevieve, and three daughters.

Monroe F. Drehner, retired head of Drehner Advertising, New York, died Dec. 23 at his home in Darien, Conn., of sudden illness. He is survived by his wife, Elizabeth, and one daughter.


Dorothy M. Doherty, 59, secretary-treasurer, TV-Radio Management Corp., Washington, died Dec. 27 in Boston of cancer. She is survived by her husband, Richard P. Doherty, president of consulting firm, and one daughter.

Robert Emmett Lusk, 68, chairman of executive committee and former president and board chairman of Benton & Bowles, New York, died Jan. 2 at his home in New York. He is survived by his wife, Elizabeth, and two children.

James C. Dunaway, 44, former farm service director, wsb(AM) Atlanta, died Dec. 22, in Atlanta while undergoing surgery. He is survived by his wife, son and daughter.

Joseph J. Lilley, 56, radio writer during 1940's, died Jan. 1 in Los Angeles after lengthy illness. Writer-turned-composer-director, he later worked in motion pictures. He is survived by his wife, Dorothy, and daughter.

Francis William Slade, 65, senior account executive, ckac(AM) Montreal, died Dec. 22 in Charlotteport, P.E.I., as result of automobile accident. He is survived by his wife and daughter.

Charles Harrison, 54, local sales manager, kwtf-AM-FM Springfield, Mo., died Dec. 13, at Baptist hospital there of heart attack. He is survived by his wife, Josephine, and one son.

Joseph Brown, 66, former British Columbian representative on Board of Broadcast Governors, died Dec. 20 in Vancouver, B.C.

Jean Saint-Georges, 58, reporter and public relations director for TV affiliates, Radio Canada, died Dec. 19 in Montreal. He is survived by his wife and two daughters.

As compiled by Broadcasting, Dec. 21, 1970 through Jan. 6 and based on filings, authorizations and other FCC actions.


New TV stations

Actions on motions


For The Record

EXCEPT TV stations

Final actions

KBC- TV Corona, Calif.—Broadcast Bureau granted CP to make changes in ant. system. Application Dec. 10, 1970.

KCFYF(AM) Great Falls, Mont.—FCC denied motion by Great Falls Broadcasting for stay of stay previously ordered in proceeding on mutually exclusive applications of KBC General Inc. for renewal of license of WNAC-TV. Application Dec. 10, 1970.

WNAC-TV Boston—FCC denied motion by Dudley Station Corp. for reinstatement of stay previously ordered in proceeding on mutually exclusive applications of KBC General Inc. for renewal of license of WNAC-TV. Application Dec. 10, 1970.

WKB-S TV Burlington, N.J.—FCC granted application of Kaiser Broadcast Corp. for license to cover CP. Application Dec. 9, 1970.

Call letter actions

WGL-TV Washington, D.C.—Granted WGL-AM.

 wkf-FM Burlington, Vt.—Granted WKBF-FM.

 wkf-FM Burlington, Vt.—Granted WKBF-FM.

WK-AM West Palm Beach, Fla.—Granted WKB-AM.

WK-AM West Palm Beach, Fla.—Granted WKB-AM.

WK-AM West Palm Beach, Fla.—Granted WKB-AM.

WK-AM West Palm Beach, Fla.—Granted WKB-AM.

WK-AM West Palm Beach, Fla.—Granted WKB-AM.

FK-AM Detroit, Mich.—Granted WKB-AM.

FK-AM Detroit, Mich.—Granted WKB-AM.

FK-AM Detroit, Mich.—Granted WKB-AM.

FK-AM Detroit, Mich.—Granted WKB-AM.

FK-AM Detroit, Mich.—Granted WKB-AM.
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006
296-6400
Member AFCCE

COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Lorente
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
WASHINGTON, D.C. 20026
Member AFCCE

STEEL ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 223-4664
Member AFCCE

COHEN & DIPPEL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
473-1111
Washington, D.C. 20004
Member AFCCE

COMMERCIAL RADIO
Consulting Engineers
James C. McNary
Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20024
(301) 229-6600
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
Box 798, Upper Montclair, N.J. 07043
(201) 746-3000
Member AFCCE

LOHNE & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-6607
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
CONSULTING ENGINEERS
711 14th St., N.W.
Republic Tower
Washington, D.C. 20005
Member AFCCE

STEVE ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 223-4664
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

JILES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W.
Washington, D.C. 20036.
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—82036
Phone: (Area Code 303) 333-5562
Data Fone (303) 933-7807
DENVER, COLORADO
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Sorevale Road
Cleveland, Ohio 44141
Phone: 216-526-4836
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-6607
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114
Member AFCCE

JURE LOHNE & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733
Member AFCCE

ROSHER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Haskins Street
Lufkin, Texas 75901
634-9558
632-2821
Member AFCCE

ORRIN W. TOWNER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673
Member AFCCE

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers—among them, the decision making
station owners and managers, chief
engineers and technicians—applicants
for an fm tv and facsimile facilities.
*ABC Continuing Readership Study

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
102 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777
Member AFCCE

A. PROSE WALKER ASSOCS.
TELECOMMUNICATION CONSULTANTS
Domestic—International
Terrestrial—Satellite
12000 Pendergrass Court
Fairfax, Virginia 22030
703-591-6662
Member AFCCE

BFM ASSOCIATES
Management Consultants
Specializing in
Music License Fees
Traffic—Billing—Acquisitions
JOSEPH J. MADDEN
Managing Partner
41-30 58 St., N.Y., N.Y. 11377
Tel. 212-651-1470
Member AFCCE

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-3810
Member AFCCE

SERVICE DIRECTORY
Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

<table>
<thead>
<tr>
<th>Network</th>
<th>Total</th>
<th>On Air</th>
<th>Not On Air</th>
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<td>Total educational TV</td>
<td>178</td>
<td>0</td>
<td>18</td>
<td>196</td>
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</tbody>
</table>

* Special Temporary Authorization
** indicates commercial AM's on non-licensed channels.
* indicates four educational stations on non-licensed channels.

Other actions

 Existing AM stations

Network affiliations

- WINR-TV, Stainless Inc., Binghamton, N.Y.—Requests WICE-TV.

New AM stations

- New AM stations

Actions on motions

Situations Wanted

Management

Continued


Attention, Community TV executives let me administer & create sales! Am looking for general management of station of part ownership. Am 41, successful background in all phases, production, announcing, directing, heavy on sales. Am presently general manager of station with controlling interest in ad agency. Prefer Utah, Wyoming, Colorado, Arizona, Idaho, Oregon. Write Box A-25, BROADCASTING.

Highly successful equipment sales manager tilled of appliances and motorcycles. 15 solid years all phases broadcasting—sells 30 more. Ambitious, young, stable, married, 2 children. Consider any management career. Letter's talk! Box A-55, BROADCASTING.

Available after January 15, 1971 — experienced general manager, sales oriented, award winning programmer prefers southwest or far west. Box A-54, BROADCASTING.

Looking for a future not a job. Now in management. Looking for position or P.D. position, 2 lat phone and more. Box A-68, BROADCASTING.

Dedicated, aggressive, successful manager & salesman with proven record. But you want more, right? I also announce. Need to be contacted play-by-play, sweep the floors, etc. Desire stock options. Box A-88, BROADCASTING.

Position wanted small-medium market manager or salesman. 18 years experience all phases. Family man. 501-887-2340 or write 216 W. 3rd St. North, Prescott, Arizona.

Sales

Time has come to think of future. Over 13 years announcing experience, 10 years play-by-play, 9 years sales experience management, all in radio. Southeast. Box A-111, BROADCASTING.

Selling with years experience, married, excellent sales record. I would like management within. No travel. Please call.

Experience — salesman-announcer — play-by-play, 36, college graduate, family man. Prefer small southeast market. Can invest, manage, Box A-52, BROADCASTING.


Announcers

Young woman, professional announcer, 8 years experience, college degree, full timer, Box A-45, BROADCASTING.

Professional man. Experienced, preferring 3rd. Box A-60, BROADCASTING.

31, very reliable. At present job 4 years. Station no longer serves the public. Best at news and announcing, have worked in all phases. Can write and deliver copy. Can write and deliver copy. Write Box A-69, BROADCASTING.

Announcer, DJ, broadcasting school grad. Professional entertainer A.C. in early 30's, married. Now looking for a new start in broadcasting. Will relocate. Box A-74, BROADCASTING.

Florida . . . experienced . . . versatile. Small market medium market . . . family man. Box A-75, BROADCASTING.

Announcer, DJ, broadcasting school grad. Professional entertainer A.C. in early 30's, married. Now looking for a new start in broadcasting. Will relocate. Box A-74, BROADCASTING.

1st phone D.J. and news, experienced, college degree, Box A-92, BROADCASTING.

Immediate opening for experienced program director. Send all details in first letter. Box A-81, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-25, BROADCASTING.

Black jack, first phone pro. Box M-139, BROADCASTING. 204-66-7355.

Pro with major market leader looking for major market announcing position with management possibility. MOR tape, resume on request. Box M-167, BROADCASTING.

Professional personality available to spend minimum 5 years maximum lifetime with your station! 7 years experience. Number one in top 3 market. Great voice, production, college degree and 1st phone. Box M-186, BROADCASTING.

Announcer — DJ — MOR top 40 — 3rd endorsed — heavy music background. College graduate. Resident-trained by NYC pros. Box A-1, BROADCASTING.

Married man—3rd phone—endorsed with sales and announcing and announcing and promotional abilities—want small market medium market. Want med. position or newsman or station position desired. Box A-2, BROADCASTING.

Announcer and sales 10 years. Business and sales background, 3rd phone, broadcast school, age 35, married, wants opportunity for announcing, Box A-6, BROADCASTING.

Owner selling successful northeast northeast music station. Can apply management, sales, program innovation, special promotions or effect format change to modern county. Box A-16, BROADCASTING.

Situations Wanted Management

Continued


Attention, Community TV executives let me administer & create sales! Am looking for general management of station of part ownership. Am 41, successful background in all phases, production, announcing, directing, heavy on sales. Am presently general manager of station with controlling interest in ad agency. Prefer Utah, Wyoming, Colorado, Arizona, Idaho, Oregon. Write Box A-25, BROADCASTING.

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Owner selling successful northeast northeast music station. Can apply management, sales, program innovation, special promotions or effect format change to modern county. Box A-16, BROADCASTING.

Broadcasting, Jan. 11, 1971
Situations Wanted

Announcers continued

Bright top 40 jack with first ticket. Writes excellent commercial copy. Produces polished spots. Box A-104, BROADCASTING.

I’m the program director your medium market rock station needs. Box A-104, BROADCASTING.

Professionally trained announcer, with third class license and endorsement, seeks sports or news position. Will relocate, 350 Turk St. Apr. 205, S.F., Calif. 94110.


Wanted alive or unconscious, top 40 radio by Gary Gray, 1st phone, 26, 1 year exp. and single. Will take position in any station. Contact at 317-253-3192, 7900 Hoover Court, Indianapolis, Indiana 46260.


Experienced MOR announcer, immediately available for any location anywhere. 3rd endorsed, tight board (717) 543-5545.

Professionally trained announcer, serious and dedicated but on the air I’m slightly crazy, Drop-ins and voiceovers. Good for his adult. Steve Terry, 2 Avery Lane, Plainview, N.Y.

Broadcasting craftsman: 5 & 10 kw chief topped rate years experience looking for home. Box 9541, Richmond, Va. 23228.


Experienced? Yes, but I’ve been out of the business for two years. Will relocate, top 40, will travel south or west, no ties, 3rd endorsed, T. Mierr, Box 562, South Dennis, Mass. 617-399-3846.

Black announcer, heavy voice—jazz blues or soul preferred. Would build a PD. Second class del. See Sam Fields, 1316 Masselin Ave., Los Angeles, California 90019.

Experienced announcer (age 39) desires position with MOR station, preferably in New York area; seeks with major group or station. Reply to: Box A-63, BROADCASTING.

Experienced programmer, wants to relocate in Midwest, small market. Native New Yorker, capable in all facets of broadcasting. Box 942-7606.

Network news bureau production assistant seeks Position in New York. Replies to be confidential. Box A-67, BROADCASTING.

Journalist-newsman, heavilast background in editorial management, and now with prestige trade publication, wants to return to pace and pressure of news radio, magazine, or TV. Box A-106, BROADCASTING.

Professional meteorologist available immediately for television/radio. Some experience. Contact 291-635-3130.

Seeking position as newsman with sports and playbyplay. Call 619-342-7606.

News/sports director for 17 year college degree—southeast or central. Prefer—Atlanta will consider all—305-585-8335 after five.

Programing, Production, Others

First ticket; experienced; available now. DJ/news/voice combo $250; playbyplay $150, willing to relocate. NJ/Conn/NY/Penn/Mass./R.I., No tape, personal interview essential. Larry Key, (516) 791-6357, 58 Fairview Ave., Valley Stream, N.Y. 11581—today.

Getting it together! Black DJ, needs first job—soul/jazz, rock, MOR format—willing to relocate and work hard 3rd phone. I’m ready! Contact Mr. Nicholas Harper, 642 Callents Dr., 233 Sunnyvale, Calif. 94086.

Technical

Microwave and/or transmitter installation and maintenance. Grew up in an electronics-oriented family. Presently employed, Box M-146, BROADCASTING.

Seeking position in management, engineering, OA—1st FCC, and FM. Design/construction. Now on East Coast. Box A-13, BROADCASTING.

Chief for your AM-FM station. 17 years experience. North Central states only. Box A-54, BROADCASTING.


Chief engineer/announcer, six years experience seeks a position in north or northwestern states. 1100 Pleasant St., Noblesville, Ind.

News

I’ll go anywhere for the right station. Age 25. Military career, qualified cellvaitelty, 2 yrs. experience. News, talk, and DJ. Box A-27, BROADCASTING.

News pro, experienced in broadcast, wire service, magazine. Seeking stable position as news director with major group or station. Box A-28, BROADCASTING.

Young, experienced, dynamic news director at major group station in the 7th market wants to move. Will relocate. Needs new standard or prime time slot in top 10 markets only. East coast preferred. Box A-49, BROADCASTING.

Experienced farm dir. desires to relocate in Midwest: 12 yr. radio, member NABE, 1st FCC. Box A-63, BROADCASTING.

Attention general manager! I’m not beginner. Last two jobs in major markets. Have programmed two stations in two million plus market. The best of both worlds. Look into this deal. Box A-79, BROADCASTING.

Television Help Wanted

Sales

Southern New England major VHF seeks experienced salesman. Excellent opportunity for creative and aggressive person. Must be able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-47, BROADCASTING.

Salem—come to Washington, D.C. TV for good money and good growth. Join the professionals in a career. Send resume to: Box A-84, BROADCASTING.


Moral man, married, college grad, music director, country, MOR, rock, former news director, seeking production, playbyplay. Phone talk show, sales, call 412-547-4767.

Technical

Vice President-engineering...new, total broadcast media (non mobil) production facility. Requirements: technically creative, production oriented, decision making administrator. Must know most advanced color tape equipment available today. Only top notch applicants will be considered. References must accompany resume. Excellent salary and top benefits. Box A-25, BROADCASTING.

Wanted—challenging television opportunity for qualified chief engineer at UHF all color station in midwestern university community. Salary open. Box A-102, BROADCASTING.

Assistant chief engineer, California UHF station. Contact R. G. Marrs, E.E., KMKI-TV, Palm Springs, California.

Programing, Production, Others

Production manager—medium market mid-Atlantic metropolitan station. A chance. Must have a complete knowledge and capability in field of graphics, photography, and all related areas. Long hours, hard work $10,000 a year. Write Box A-10, BROADCASTING.

TV operations manager—maritally unattached. Experienced in all U.S.A. family. Send proven record of success with production equipment, systems & personnel. Traffic, continuity, schedules, etc. Box A-29, BROADCASTING.

Writer producer, radio/TV film for national headliner of large name, very familiar with both 16mm and video tape production. Creative ideas. Ability to research and write radio/TV spots, use of Public Service men, full use of Public Service. Starting salary $9,500 up, depending on background and experience. Send resumes and samples. An equal opportunity employer. Box A-92, BROADCASTING.
and Jessup, both Georgia (Community Radio System and Morris's Inc.), AM procuring, grant
ed petition to Granton and Rogers to refer to
amendment to show that they, as Rock-
wood Broadcasting Co., wish to change FM pro-
gramming, for assignation of license of WRRK Rockwood, Ten-

Other actions
■ Review board in Stanford, Conn., granted mo-
tion by Western Connecticut Broadcasting Co. to
enlarge and modify issues pending on occasion
of appeal of a petition of H. UTC-AM-FM-FM, Stan-
ford, Conn., by addition of issue to determine whether
programming of station has been meri-
torious, particularly as to public service pro-
grams.
■ KFBC-AM-FM-TV Cheyenne, Wyo.—FCC
granted Frontier Broadcasting Co., licensee, waiver
for kettle, 10 in order to permit it to provide Cheyenne
station. KFBC AM-FM radio network acts, Act-
ion Dec. 16, 1970.

Fine
■ XKL Portland, Ore.—FCC notified Seattle, Portland and Spokane radio, licenses, that it has in-
cluded apparent liability for forfeiture of $1,000 by failing to log program "Old Time Radio" as

Call letter application
■ WDKY, Warkson Broadcasting Co., Warren, Ohio—Request-WTCL.

Call letter actions
■ KYND, Burlington Broadcasting Corp. Bur-
lington, Iowa—Granted KIUZ.
■ WAFT, Great Lakes Broadcasting Corp., Grand Rapids, Mich., Granted WIMA.
■ WCYB, 690 Radio Inc., Bristol, Va.—Granted WZAP.

Presunrise service authority
■ Broadcast Bureau, pursuant to rules, until fur-
ther notice, granted following A M's PSA from 6:00
a.m. to 8:00 a.m., on the AM band, as specified in instru-
ment of authorization, with D ant. system and with
power not exceeding 600 w. WPAL, Selden, N.Y.; WJW, Cle-
veland; W2KL, Killeen, Tex.; and KJZ, 12 in order to permit
it to provide Sun City, Arizona. FM proc-
ceeding, granted petition to Superintendent, Service
Corp. and dismissed application with prejudice

Other action
■ Review board in Sun City, Ariz., FM pro-
ceeding, granted petition filed Dec. 22, 1970, by
Broadcast Bureau requesting extension of time to
Dec. 29, 1970, for the responsive pleading of
petition by Alvin L. Kornfeld (applicant for new

Call letter applications
■ Flynn Enterprises Inc., Hillsdale, Mich.—Re-
quests WQRS-FM.
■ Florissant Valley Community College, Fergus-
ton, Mo.—Requests KCFV-FM.

Call letter actions
■ Georgia Radio Inc., Rockmart, Ga.—Granted
WZOT-FM.
■ Eastminster Broadcasting Corp., Newport, N.J.—Granted WNNN-FM.
■ Jersey Information Center Inc., Canton, N.J.—
Granted WNNN-FM.
■ Warren Broadcasting Inc., Oneida, N.Y.—
Granted WMCR-FM.
■ WJMA Inc., Orange, Va.—Granted WJMA-FM.

Existing FM stations

Final actions
■ KNX-FM Los Angeles—Broadcast Bureau
granted license covering aux. trans. Action Dec. 21,
1970.
■ WDHS-FM Gaston, Ind.—Broadcast Bureau
granted CP to change frequency from 91.51 to 89.99 MHz. Action Dec. 22, 1970.
■ WJFM-FM Grand Rapids, Mich.—Broadcast
Bureau granted mod. of CP to change ant. height;
■ WGGR-FM Dubuque, Minn.—Broadcast
Bureau granted request for SCA on 67 khz. Action
■ WLVF-FM Franklin, N.J.—Broadcast
Bureau granted CP to install new ant. Action
■ KIZZ-FM El Paso, Tex.—Broadcast
Bureau permitted remote control. Action Dec. 21,
1970.
■ KUKI-FM Nucla, Colo.—Broadcast
21, 1970.

Action on motion
■ Chief Hearing Examiner Arthur A. Gladstone
in Seattle (The Jack Straw Memorial Founda-
tion), renewal of license of KRAI-FM, in
absence of Hearing Examiner Ernest Nash, and
upon request of Broadcast Bureau, extended to
Jan. 15, time to file proposed findings of fact
and conclusions of law, and to Jan. 22, time to

Call letter applications
■ KFRE-FM, Stereo Broadcasting Corp., Los
Angeles—Broadcast Bureau granted license for
■ WTXC-FM, Rowland Broadcasting Co., St.
Petersburg, Fla.—Requests WQYK-FM.
■ WPBF-FM (Ken Seiler Set) West Palm Beach—
Requests WQYK-FM.
■ WSHY-FM, Shelbyville Broadcasting Co.,
Shelbyville, Ill.—Requests WSHY-FM.
■ WBOW-FM, WNBK Duke Wayne Inc., Terre
Haute, Ind.—Requests WHOE-FM.
■ WVLB-FM, Drido Communications Inc., Port-
land, Me.—Requests WQYK-FM.
■ WAMF-FM, Trustees of Amherst College, Amherst, Mass.—Requests *WAMH-FM.
■ WLOE-FM, Ponce Broadcasting Corp., P.R.—Requests VARF-FM.

Call letter actions
■ KGO-FM, ABC Inc., San Francisco—Granted
KSFX-FM.
■ WERE-FM, GCC Communications of Clevel-
dand Inc.—Granted WGC(L)-FM.
■ WQV-AM, Pittsburg—Granted WDVE-FM.
■ KXYZ-FM, KXYZ Inc., Houston—Granted
KAUM-FM.

Renewal of licenses, all stations
■ Broadcast Bureau granted renewal of licenses
for following and co-pending aux.: *WLTL-FM
Memorial Hospital Foundation (Ohio); WDBI-AM
and WDBI-FM Park Falls, all Wisconsin; WNEW-TV Bay City, Mich.; WNOA(AM) Nash-
ville, Tenn.; WRPA and WWI-FM Racine, Wis.; WPCS(AM) and WPGC-FM Philadelphia; WCAZ(AM) Carbondale and WDAN-
wey, Ill.; WJRF(AM) Pottsville, Pa.; WJRU(AM) Sturgeon Bay, Wis.; WEFA(AM) Waukegan and KDYS-FM; WCOI(AM) Saginaw, Mich.; WXYZ, WIZX, WXYZ(AM) Boston, WLOT(AM) Miami; WOPA-
(AM) Oak Park, Ill.; WOWL(AM) Florence;
Ala.; WQTC(AM) Two Rivers, Wisc.;
WUFQ(AM) Amherst, N.Y.; WXFM-FM
Elmwood Park, Ill.; WYLM(AM) New Orleans;
WTKM(AM) Hartford, Wisc.; WTAM(AM) Louisville, Ky.; WTRB(AM) Dyer, Tenn.; WCCM(AM) Brazil, Ind., and *WXXW(TV)

■ Broadcast Bureau granted renewal of licenses
for following and co-pending aux.: KAOT(AM)
Anchorage, Wash.; KODM(AM) and KRLD(FM),
both El Dorado; Ark.; WAK(AM) Antigo, Wis.;
WAWA(AM) and WAWA-FM Milwaukee and
WAWY(AM) and WAWY-FM Green Bay; WBTR-FM Carrolton, Ga.; *WBWC(FM) Berea, Ohio; WCDN(AM) Shelbyville, Ky.;
WCVS(AM) Springfield, Ill.; WDLB-AM and WDLB-FM Chicago, Ill.; WJER(AM) and WJER-FM Kansas City, Mo.;
WDDO(AM) Chattanooga; WDUZ-AM Green Bay and WELF(AM) Tomahawk, both Wisconsin; WEZV(FM) Clinton, Ala.; WBFM(AM) Indianapolis; WFBX(AM) Westport, III.; WGBF-FM Galesburg, Ill.; WGLB(AM) Port
Washington, Wisc.; WIBY(AM) and WIBY-
FM Madison, all Wisconsin; WIDD(AM) Elizabethtown and WJWM-AM Flemingsburg, all
Kentucky; WOKG(AM) Survey, Pa., and
WKS(R) Wellsville, Pa. Actions Dec. 18,
1970.

Modification of CP's, all stations
■ KXOA(AM) Sacramento, Calif.—Broadcast
Bureau granted mod. of CP to extend completion
■ KWCJ-FM Scottsburg, Ind.—Broadcast
Bureau granted mod. of CP to extend completion
■ KUKI-FM Nucla, Colo.—Broadcast
Bureau granted mod. of CP to make changes in
■ KWWL-AM and KWWL-FM Newberg, Ore.,
KWJ-68, KWW-70 and KWWU-71, all
Gallup, N.M.—Cable Television Bureau granted
CP's to rate Dynar, and relay stations to
■ WWHO(AM) New York—Broadcast
Bureau granted mod. of CP to extend completion
■ WLPJ-FM Centralia, Ill.—Broadcast
Bureau granted mod. of CP to extend completion
■ WCR(FM) Cleveland—Broadcast
Bureau granted mod. of CP to make changes in s in system; ant. height 447 ft.; grant-
ed total of CP to extend completion date to
■ WFFV(FM) Front Royal, Va.—Broadcast
Bureau granted mod. of CP to make changes in ant. system; ant. height 300 ft.;

Other actions, all stations
■ FCC declined, in letter to Earle K. Moore of
Action for Children's Television Inc., New
York, to rule on application of Broadcast
Bureau for broadcast of toy commercials but said that it will "consider further action with
■ FCC approved, in order to inform television
(Continued on page 68)
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Sales: $25 per word—$2.00 minimum. Applicants: If tape or film. Ads. Situations wanted. Please send $1.00 for each package of 100. All transactions, photos, merchandise, and other items must be in good condition. Applicants expressly repudiate any liability or responsibility for their custodians. Publications are printed for publication only. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted

Ownership—we’ll give it to the man selected to manage our N.E. station. Our chain desires on the strongest possible type. Box A-40, BROADCASTING.

Need general manager with sales background. Handle entire operation. Salary plus percentage, other benefits. Box Washington, 226 (16th Hour Blvd., Lexington, Kentucky.)


President (Sales) to develop Michigan stereo station for growing company. Show us six-figure billing, administrative ability. Stock incentive and individual bonus. Send resume to: Box A-49, BROADCASTING.

We seek a sales manager who is a strong salesman and a born manager to manage our radio station. Your young group owns stations in Boca Raton, Gelinas, Pa., and is interested in your support. If you are the man we want, you will be a sales manager at WWGO, full time country AM, WCCC, 50 Kw FM live pop music, Erie, Pa. Shift. Just $29 offers many benefits, and we wish to grow in radio. If you’re interested in this position, in what is becoming a fast growing radio advertising market. Send complete history and resume to Box M-175, BROADCASTING.

Sales

Manager-trainee, eager to move up with top-rated station in excellently attractive market. Salary plus commission setup. Nine percent of time will be devoted to sales. Located in Southern Ca. Must have excellent personality and confidence. Box M-133, BROADCASTING.

salesman-announcer, creative AM and FM radio stations. Guaranteed salary plus commissions. Ninety percent of time will be devoted to sales. Located in Southern Ca. Must have excellent personality and confidence. Box M-133, BROADCASTING.

Sales

Manager-trainee, eager to move up with top-rated station in excellently attractive market. Salary plus commission setup. Nine percent of time will be devoted to sales. Located in Southern Ca. Must have excellent personality and confidence. Box M-133, BROADCASTING.

We are looking for a talented, honest and sober person to manage our radio station. Your young group owns stations in Boca Raton, Gelinas, Pa., and is interested in your support. If you are the man we want, you will be a sales manager at WWGO, full time country AM, WCCC, 50 Kw FM live pop music, Erie, Pa. Shift. Just $29 offers many benefits, and we wish to grow in radio. If you’re interested in this position, in what is becoming a fast growing radio advertising market. Send complete history and resume to Box M-175, BROADCASTING.

Immediate opening for three C&W & MOR experienced announcers. Send resume in the very information in first letter. Box A-80, BROADCASTING.

Effem-station seeks announcer to complete resume. Top southeastern station. Good working conditions. Send resume and tape to person. Box A-96, BROADCASTING.

WANTED: A strong, professional R&B look who wants to work in a contemporary format in the top ten. Send tape and resume to Box A-40, BROADCASTING.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Sales: $25 per word—$2.00 minimum. Applicants: If tape or film. Ads. Situations wanted. Please send $1.00 for each package of 100. All transactions, photos, merchandise, and other items must be in good condition. Applicants expressly repudiate any liability or responsibility for their custodians. Publications are printed for publication only. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted

Ownership—we’ll give it to the man selected to manage our N.E. station. Our chain desires on the strongest possible type. Box A-40, BROADCASTING.

Need general manager with sales background. Handle entire operation. Salary plus percentage, other benefits. Box Washington, 226 (16th Hour Blvd., Lexington, Kentucky.)


President (Sales) to develop Michigan stereo station for growing company. Show us six-figure billing, administrative ability. Stock incentive and individual bonus. Send resume to: Box A-49, BROADCASTING.

We seek a sales manager who is a strong salesman and a born manager to manage our radio station. Your young group owns stations in Boca Raton, Gelinas, Pa., and is interested in your support. If you are the man we want, you will be a sales manager at WWGO, full time country AM, WCCC, 50 Kw FM live pop music, Erie, Pa. Shift. Just $29 offers many benefits, and we wish to grow in radio. If you’re interested in this position, in what is becoming a fast growing radio advertising market. Send complete history and resume to Box M-175, BROADCASTING.
Television Situation Wanted

Management

Broadcast—CATV administrator. Many years experience managing programming, production, news, film-purchasing, public relations, new antenna sales. ROC Plus CATV systems management. Seek middle management in large operation or top management of small. Stable, young, 42. Excellent references. Full resume on request. Box M-141, BROADCASTING.

Program director/producer-program manager, experienced producer-director, operations, administration, programming feature and syndicated product, FCC regs, production manager 6 years old, FCC first ticket, college, vet, now working major market. Seeking management position looking for management spot. Box A-76, BROADCASTING.

Program/operations manager, 9 years experience, College grad. Thoroughly versed in all phases of station management. Experienced in employment, trying to seek a dedicated, loyal, hard working professional with a man. Box A-85, BROADCASTING.

Sales

Get a sales-active TV/-radio creative pro, mid 30's specialist in money-making campaigns for local and national accounts. Will exchange talent and hard work for income and advancement at your MBR station. Box A-125, BROADCASTING.

Announcers

Talk variety show host. Top ratings, 18 years broadcast experience. College. Box M-27, BROADCASTING.

Technical

Chief of Independent U, top 30 market, desires change. Twelve years experience all phases of broadcasting. Box M-188, BROADCASTING.

Chief engineer—B.S.E.E./first phone currently chief in major north east market seeks top position with large TV group. Totally management oriented with 18 years of broadcast experience. Box A-4, BROADCASTING.

Director of engineering, experienced all phases broadcast looking for right position. Box A-15, BROADCASTING.

Engineer for transmitter and microwave supervisor (TV) 15 years experience. Box A-33, BROADCASTING.

Director of engineering: 20 years active experience all phases radio, CATV, closed circuit. Best references. $15,000 minimum. Consider investing. Box A-39, BROADCASTING.


First phone, 24 years experience, AM-FM-TV. Box A-58, BROADCASTING.

Construction and maintenance experience. Chief looking for 21 or 22 position. Box A-90, BROADCASTING.

News

Meteorologist; young dynamic TV meteorologist with VHF station in the southeast desires to relocate in the west. Box M-171, BROADCASTING.

Newsmen—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

Experienced TV news photographer wants to move. Will relocate or work production house. Write Box A-77, BROADCASTING.


University trained, hardworking, newsmen-announcer seeking more challenge-setting will have college pro. exp, writing ability, good voice and appearance. Box A-98, BROADCASTING.

For Sale

Equipment continued


Surplus equipment sale—All new and in original cartons—two EMCEE HTT/1000 translators in on Ch. 8 and on Ch. 3 and 8 and 9 six months old. Two smaller Bro. Spec. Effects $950.00—Two Altec audio boards, 4150; 200S each—Concert 1210 with a 490B, $150 each. For these and for many, many other bargains in used and surplus TV equipment, write, wire or phone. Ed. Reiss and Associates, 414 6th Ave., New York City, 9208.

Bail & Wall Hewitt Jan 6416B 16mm sound projectors—fine professional equipment. All is in very good condition. De-Vry Jan same as # above only older equipment condition $295.00 other 16mm sound projectors from $150.00 to $275.00. Equipment will be sold till December 1st. For information please phone or stop by our 6806 W. 63rd St. Address, Los Angeles, California 90048, 213-651-5080.


Rust remote control RI 100, all sending units for 5 kw transmitter, all relays for pre-summer use. Box 190, Country Film Carrier, WICK, Asheville, N.C. (704) 252-6700.

PRM-1A (Stoddard MN-20A) complete including calibrations. $225.00. F. Powell, Box 106, Fittlowe, N.Y. 10802.

MISCELLANEOUS

Dealyst! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Catalog free. Edmond Orrin, Mariposa, Calif. 95338.


Wwe! 25 pages best one liners only $3.00! Shad's House of Humor, 3744 Appalache Ave., Cincinnati, Ohio 45211.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P. O. Box 1068, Palo Alto, Calif. 94302.

New York production company (Jingles, industrial shows, premium records, film scores) seeks representation in Chicago, Detroit and Toronto. Non-exclusive, high-commission basis. Box A-93, BROADCASTING.

Command Comedy. . . The "best!" dealy comedy collision available anywhere. Buy all or your money back! Volume 1: $7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions. Write for list. S.K. Film Equipment Co., Inc., 6340 S.W. 62nd Terrace, Miami, Florida 33143.


INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree. (mostly by correspondence) accredited by the accrediting commission of the House of Lords. Evangelical Engineer with higher income, prestige, and security. Fred Appling. Grantham School, Grantham, SU. 1599 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of first class FCC licensing schools train you. Approved for veteran and accredited member National Association of Trade and Technical Schools**. Write or phone the local representative for best service. KI- TUTE*** in Texas, 2003 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, Calif. 94102. Phone 415-626-6277

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-558-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

BROADCASTING, Jan. 11, 1971
ELKINS in Florida 1990 Purdy Avenue, Miami Beach, Florida 33139: Phone 305-352-6222
ELKINS** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309, Phone 404-872-8844
ELKINS*** in Illinois, 343 N. Central Avenue, Chicago, Illinois 60643. Phone 312-286-0210
ELKINS**** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747
ELKINS***** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-729-1687
ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.
ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Cincinnati, Ohio 45249. Phone 513-721-8580.
ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-525-1970
ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120
ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6509
ELKINS in Texas, 2518 Travis, Houston, Texas 77002. Phone 713-526-7637.
ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-222-1848
ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-322-6232.
Announcing Programming, newsradio, newscasting, sportscasting, console operation, disc jockeying, and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans and accredited member of NAATI**. Write or phone the location most convenient to you. ELKINS in Dallas*** - Atlanta**** - Chicago***** - Houston****** - Nashville and New Orleans******* - San Francisco********
Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S., Announcer Training Studios, 23 West 43 St., N.Y.C. (212) 0X-9245.
REI-FCC first class license in 5 weeks. Approved for Veterans training. Over 95% of REI graduates receive their first class license. For instant information call toll free 1-800-237-2251. Florida residents, Call (813) 955-6922.
REI In Sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.
REI In historic Fredericksburg, Va. 809 Caroline St., Phone: 703-373-1441.
REI In beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.
REI In mid-America. 3123 Gillham Rd., Kansas City, Mo 64105, Phone: 816-WE 1-2444.
REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.
American Institute of Radio offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for $12-$15 per week. Tuition $333. Class starts Feb. 14. 2422 Old Lebanon Rd., Nashville, Tenn. 37206. Phone 1-800-969-4269 or 615-889-0469.
Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for low-cost dormitory facilities at school. Reservations required. Several months ahead with the present term. Enrolling now for Apr. 14, 1971. For information, references and reservations, write Wes E. Oden, Radio Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

A complete third, second, and first class FCC license course includes new FCC type exams. Easy to learn and effective. Send $25 to The Research Company, P.O. Box 27141, Tampa, Florida 33622.

Make your bid for a first class broadcasting career today. B.E.S. T. has the foundation course in broadcast electronics, with preparation for FCC first ticket. 304 N. Market Street, Frederick, Md. 21701. Call 301-661-6922. Group rates.


Why do radio and TV stations throughout the nation recommend the Don Martin School as the best training ground for top broadcasters? With a background of 33 years in education, we do not cut corners by using "quicky" methods. Our graduates have their 1st licenses, are thoroughly schooled in D.J. Console operations, announcing, programing, newscasting, sportscasting, sales and management.

With this intensive training and an instructional staff second to none, our students become "Good Broadcasters." With six radio studios and complete television facilities we provide our students with practical "on the job" training. All courses are approved for veterans training. For complete details call or write Don Martin School, 1533 N. Cherokee, Hollywood, Calif. 90028 HD 2-3281.

Radio Help Wanted

An equal opportunity employer

Television Help Wanted

Pro Newsmen

Major group needs experienced newsmen who can dig, write and deliver with excitement and enthusiasm. Must be excellent legman and strong airman. Southeast. Tape, resume, writing samples to:

BOX A-57, BROADCASTING.

General Sales Manager

Great opportunity for the right man with a K.E. affiliate. Solid fundamental sales background, proven record, ability to train sales staff required. Send us. Send sales presentation on yourself including resume and picture.

BOX A-87, BROADCASTING.

News Reporter

(Also Some Anchor Work)

We are NBC affiliated TV station with number one rated local news program in medium size California market which we dominate on overall basis. We are searching for a young, personable newsmen capable of handling all facets of television news reporting; completely familiar with all photographic equipment, and able to edit his own stories. Obviously, must also be newswoman in true sense of the word; a self-starter who can also take direction and work on special assignments. He should be able to do some anchor work when called upon. This is a great opening for young man looking for an opportunity to become something more than just a news reporter. Starting salary will be minimum and increases will be based strictly on eventual value to our company. This position is open now. If interested, reply at once with complete resume including salary history and tape or film of air work—all of which will be returned. Reply To:

BOX A-61, BROADCASTING.

BROADCASTING, Jan. 11, 1971
is for business people
... too busy to plow through a stack of business papers each week.

BROADCASTING is the one journal that reports the complete business week of broadcasting ... edited and departmentalized for readers who need to know ... but fast.

FOR SALE STATIONS

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

STATIONS FOR SALE

1. CALIFORNIA. Major market. Owner must sell. Deal possible here at price well below average for facilities serving this size market. Reasonable down, easy payoff.

2. ROCKY MOUNTAIN REGIONAL. High power and profitable. $210,000. 29% down.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 356
Los Angeles, California 90036
Area Code 213-464-7279

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1723 Eye St., N.W.
Wash., D.C. 20006

FOR SALE

FM Stereo, 3kw. Rich northern California market. Only financially qualified buyers will be considered. No brokers please. Write

BOX A-89, BROADCASTING.
receiver and tuner manufacturers and other interests in the "comparable ruling," "rules of service," and "comparable rule" proceedings for approval of San Francisco, Calif., and other cable television systems.

- **FCC** Acting Chief Engineer Raymond E. Spence informed Motorola, Inc. that a commission requirement of 100% of the cable television systems must continue providing capability of tuning to 15.83 units in a television broadcast service out of some of these channels. Action Dec. 22, 1970.

**Translator actions**

- **Amherst, Mass.-** FCC granted application by WGBH Educational Foundation for 100 w UHF television license for Amherst. Action Dec. 6, 1970.

- **Boston, Mass.-** FCC granted application by WGBH Educational Foundation for 100 w UHF television license for Boston. Action Dec. 6, 1970.

- **K90GT Chadron, Neb.-** Broadcast Bureau granted CP to change primary TV to KJTN-TV. Action Dec. 13, 1970.


- **K77BN Primevil, Ore.-** Broadcast Bureau granted request for same facilities as KXOA(AM) (Prineville). Action Dec. 21, 1970.


- **Leavenworth, Wash.-** Leavenworth Non-Profit TV Association-Broadcast Bureau granted CP for rebroadcasting WVEA(AM) (Seattle) and KRMN(AM) (Omaha), Neb. Action Dec. 21, 1970.

- **Ownership changes**

  **Applications**

- **KB1(FM) Los Angeles and KBB2(FM) San Diego.-** Western States Schools and Colleges Inc. to PSA Broadcasting Inc. for applications for 50-w FM stations in Los Angeles and San Diego, Calif. Action Dec. 6, 1970.

- **KWL1(MA) Many, La.-** Seeks assignment of license from Donald T. Lyons and Ivan D. Murphy to Sabine Broadcasting Co. to Toledo Investments Inc. Consideration: 50% of Sabine stock exchanged for 50% of Toledo stock (49% of stock in partnership owned by Mr. Murphy and owned by Mr. Lyons). Principals of Toledo Investments Inc. (each 25%) have interest in principal community; Primevil and vicinity, Ore. Action Dec. 13, 1970.


- **KXO(A) Sacramento, Calif.-** Seeks assignment of license from Cal-Vid Radio Inc. to Medial, Inc. of 50-w for eligibility of audience having option to purchase station in eight years for $25,500, or $30,000 after 13 years. Assignor (lessor): A. Stellwarth Jr., president, etc. Assignee (lessee): S. M. E. Rod, president (50%). Donald M. Bekins, secretary-treasurer (20%) after 13 years to Elizabeth M. Schirmer, president (100%) after Consideration: $250,000. Principals: Elizabeth Schirmer is former owner of KFMB-TV San Diego. Action Dec. 29, 1970.

- **KXOA(AM) Sacramento, Calif.-** Seeks assignment of license from Cal-Vid Radio Inc. to Media, Inc. of 50-w for eligibility of audience having option to purchase station in eight years for $25,500, or $30,000 after 13 years. Assignor (lessor): A. Stellwarth Jr., president, etc. Assignee (lessee): S. M. E. Rod, president (50%). Donald M. Bekins, secretary-treasurer (20%) after 13 years to Elizabeth M. Schirmer, president (100%) after Consideration: $250,000. Principals: Elizabeth Schirmer is former owner of KFMB-TV San Diego. Action Dec. 29, 1970.

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Martin F. Connelly, a former Golden Gloves champion, is the man in the ring for Edward Petry & Co. in 1971 as TV national representatives square off for a ruggedly competitive year in the spot-television arena.

Mr. Connelly, tall and athletically built at 38, was elected president of Petry in early December of last year as part of a restructuring of the pioneer representative firm. It is no secret that Mr. Connelly was drafted from Metromedia TV Inc., where he was a vice president—as well as vice president and director in charge of Metro TV Sales—to bolster the sagging sales and client list of Petry.

He is mild-mannered in appearance and cautious in speech, measuring his words carefully. Associates say he is reticent and self-effacing in discussing himself. But he radiates confidence and determination in talking about his plans for Petry. He indicates he has no panacea, but says he would place strong emphasis on “basic sales fundamentals.” He elaborates in this way:

“We will have strong incentives for our salesmen, in terms of pay and recognition. We will demand a high standard of performance. We will strive for ‘station-oriented’ management maintaining smooth lines of communications for each of our stations.”

As an outsider new to the Petry organization, Mr. Connelly is expected to infuse the company with “new blood.” He is reluctant to discuss this point, saying he hopes to “re-direct” the efforts of his staff and to make some changes. He mentions that a new key executive is a former business associate, Arthur E. (Bob) Muth, who resigned from KTUL-TV Tulsa, Okla., where he was general manager, to join Edward Petry & Co. as a vice president, effective Jan. 4.

Mr. Connelly, as a professional in TV station management and in the representative area, is well aware of the formidable task he faces in 1971. He catalogues these main problems of TV sales organizations: the change from a seller’s to a buyer’s market; the growth of the 30-second spot, contributing to an abundant inventory; the trend toward shorter schedules, placing more demands on salesmanship; the loss of cigarette advertising, and the depressed general economy.

Despite these bleak economic indicators, Mr. Connelly is optimistic about the restructured Petry organization’s prospects for this year. He says he projected “only a slight increase in general business for the first half of the year,” but adds:

“How a company does depends largely on its ability to compete strongly for its share of the market. I have every confidence that the newly re-directed Petry organization will show solid gains in 1971 for its stations.”

He stresses that the highest priority in 1971 will be improved communications with, and strengthened sales effort on behalf of, its present station clients, and, with this objective achieved, “we will go out and try to get new stations, though we have some prospects now.”

Mr. Connelly is no stranger to stern competition, both in the marketplace and in the field of sports. In fact, it was his dedication to athletics that led him to a career in broadcasting.

At 16, he won the featherweight title in the Wyoming-Montana Golden Gloves and later was a member of the San Jose State College boxing and track squads. While serving as a golfing instructor at a resort in California, he met several broadcast executives and acquired an interest in the field.

His first job was with KVSM(AM) San Mateo, Calif., as a salesman in 1954. He subsequently worked with Peters, Griffin, Woodward in San Francisco and Los Angeles, remaining with PGW until 1961.

He gained managerial experience with KTLA(TV) Los Angeles as national and local sales manager and moved to New York in 1963 to become sales manager for Metro TV Sales. He was with Metromedia for seven years in executive posts until he joined Petry.

Mr. Connelly was close to the top rung at Metromedia Television, having been designated in 1970 as assistant to the president, in addition to other duties. But he says he relished the challenge offered by the Petry assignment.

“I also believe that the representative business needs what we intend to make out of Petry. We are going to serve first of all the needs of the stations in this competitive era. And those rep firms who can adapt to the changes will be superior in performance and will flourish.”

Mr. Connelly, who is single, lives in Manhattan in a West Side duplex apartment. He works long hours, arriving at his office by 8 a.m. and often does not leave until 9 p.m. or later. He says he maintained this regimen even when he was a station sales manager.

He relaxes from his demanding schedule by working out regularly (on weekends) at the New York Athletic Club and in the summer enjoys boating at the club’s water facilities north of the city. He also enjoys fishing and skin-diving.

His friends say he has a keen sense of humor and likes to play practical (but innocent) jokes on them. One intimate confided that he is fond of household pets and kept a lion cub in his apartment in Washington when he was general sales manager of WTTG(TV). He has had a parrot and a Siamese cat in New York.

Mr. Connelly says he is an avid reader of history books and recently completed Albert Speer’s Inside the Third Reich.

“He says he has “no immediate ambition beyond being as good as I can be at what I am doing and motivating others to be as good as they can be.”
Shakedown

The extent to which "citizen participation" in license renewals or transfers has influenced proceedings at the FCC may now be measured precisely. The influence was worth an even $1 million to Capital Cities to get rid of protests against its acquisition of the Triangle stations.

For Capital Cities this is probably a prudent investment. It removes a major obstruction to its $110-million deal. For broadcasting in general, however, the Capital Cities arrangement with the protesting Citizens Communications Center and its coordinated groups adds burdensome precedents to a body of earlier arrangements. The acts of challenge, response, and ultimate settlement are becoming institutionalized. They vary only in degree of the concessions made to clear away the challenges.

There is no doubt that some broadcasters were originally vulnerable when well-advised minorities began to intercede at license-renewal time. It may have been of ultimate benefit to their communities that such broadcasters were forced to take larger views.

But the process of challenge and concession is getting out of hand when Washington-based and Washington-wide lawyers start making careers of representing the challengers. The more broadcasters yield to the urgings of advisory councils, the less responsibility they themselves assume to program for the whole spectrum of their audiences. If the trend persists in that direction, programing authority will become so diffuse the system will be degraded.

The courts and the FCC are to blame for giving the challengers a role disproportionate to their number or their claim to broadcast attention. It is up to the same courts and the FCC to prevent excesses.

Recess to the rescue?

Another crisis ended for the FCC last week. It got its seventh member and the ostensible tie-breaking vote with a recess appointment of Republican Thomas J. Houser of Illinois for a term that may not run beyond next June 30.

Although one never knows, the assumption must be that Mr. Houser's qualification, even on the tenuous basis of the rarely used recess-appointment technique, will give the Republicans the majority sought so avidly since the change in administration two years ago.

The record shows that although FCC members are nominated by party label because the law requires it, they do not always vote along party lines, once confirmed.

The difference in the case of Mr. Houser is that he was sworn in without benefit of Senate confirmation. Usually Senate confirmation is a relatively routine matter. But this hasn't been so with this particular vacancy. Actually, Mr. Houser is the third loyal Republican to reach the nomination plateau for the vacancy indirectly created by the departure of Democratic Commissioner Kenneth Cox last fall. John Snyder, Indiana state treasurer, saw his name withdrawn after a bitter political fight. Just last month Sherman Unger, Cincinnati attorney and a friend of President Nixon's, asked that his name be withdrawn because of possible partisan repercussions growing out of what he had described as routine questions regarding his 1968 income-tax return.

The biggest benefit accruing from use of the technique is the designation by President Nixon of Commissioner Robert Wells, for the term that has six and a half years to run. Mr. Wells is given high marks for demonstrated leadership qualities and practical application of free-enterprise concepts in regulation since he joined the FCC from Kansas radio-station ownership and management 14 months ago.

Being a 41-year-old lawyer, with acceptable credentials, a Washington background of the last 18 months as deputy director of the Peace Corps, and a close friend and ex-campaign manager of Donald Rumsfeld, former Illinois congressman and now a White House counselor, Mr. Houser may logically be expected to learn swiftly and follow the GOP party line at the FCC. Certainly Chairman Burch will rely on him to break the log-jam on procedural matters as well as in other vexing decisions.

The spoiler

Once again the FCC has acted at the last moment to disrupt a business deal it had known about for months. Once again it has been willingly used as a mechanism for injunction unobtainable in court. The latest innocent victim is Viacom, the proposed CBS spin-off.

Early last July CBS notified the commission of its plan to divest itself of television-program syndication and cable-television ownership and turn both assets over to a new and separately owned company. The notification was given as a courtesy. No FCC-licensed properties were changing hands, and no FCC approval was thought necessary.

Late on the morning of last Dec. 31, the day CBS was to execute the papers creating Viacom, the FCC issued an order prohibiting CBS from concluding the transaction. If a messenger had stumbled on his way out of the FCC's Mosaic-graph room, Viacom would have come into being.

It is not as though CBS had been trying to sneak Viacom into the world. At no objection from the Securities and Exchange Commission, the new stock had been listed on the New York Stock Exchange and had been traded on a "when issued" basis. In the process the ownership separation between CBS and Viacom had already begun.

It may be that CBS will be given the chance to proceed by the appellate court which it has asked to put the FCC back in its place. Certainly there is a question of equity to be raised in the timing of the FCC order. We would hope there would also be a legal question raised by the FCC's assumption of authority to rule on a matter involving no license under its jurisdiction. At some point the courts must steer the agency back toward the role it was originally created to perform, if the FCC is not to expand into an uncontrollable monster.

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