At last minute $147-million Capacities deal clears FCC
Showdown starts this week on political-campaign reforms
Doctors summoned for radio alert system that went haywire
Standard term of broadcast billings gets test this month

Timebuyers:
Don’t be green with envy...
Buy the Land of Milk & Money!

Green Power
in the Green Bay Television Market
ALREADY SOLD...

New York
Cleveland
Washington
Indianapolis
Buffalo
Saginaw
Omaha
Kansas City
Boston
St. Louis
Syracuse
Harrisburg, Pa.
Birmingham
Spartanburg
Milwaukee
Mobile
Atlanta

Los Angeles
Seattle
Portland, Ore.
Spokane
Las Vegas
Denver
San Diego
Salt Lake City
Sacramento
Colorado Springs
Monroe
Honolulu
Oklahoma City
El Paso
Phoenix
Little Rock
Houston

Warner Bros. Television
A Kinney National Company
Burbank • New York • Chicago

VOLUME 16
Consider the people.

The film image can startle. Entertain. Innovate. Persuade. But the real power of film is people. People who are drawn to the personal freedom of the film medium. People who are expanding the possibilities of film through new techniques. And people who are constantly refining the art with new films, new equipment, and new laboratory technology.

This rich source of talent makes film the most exciting art form of our time. And the most profitable investment for commercial production as well.

People are in film because it's the right medium to build a product, and a reputation. In 60 seconds or less.

EASTMAN KODAK COMPANY
Reflections on a black George Washington

George Washington Carver was born in slavery... kidnapped by night raiders... separated from his mother who was then sold further South.

When he died, he left the South a legacy of 300 profitable uses for the peanut. He held a patent on none. "God gave them to me," he once said. "How can I sell them to someone else?"

WIIC-TV produced "The Peanut Wizard" as a tribute to him. It was aired for the first time during the Silver Anniversary year of George Washington Carver Day.

The Freedoms Foundation at Valley Forge found this documentary in keeping with the principles behind the works of the first George Washington, and awarded WIIC-TV its highest honor.

It's the kind of recognition that comes from making an effort to reflect the real Pittsburgh: not all-white, not all-black—not all-anything-else. Just people who make up the predominant market in Western Pennsylvania.

A reflection of Pittsburgh

WIIC-TV

A Communications Service of Cox Broadcasting Corporation
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Broadcasting

March 1, 1971: Vol. 80, No. 9

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Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
use **WGAL-TV** to keep your sales running ahead

WGAL-TV reach and in-depth coverage are unapproached because it delivers most viewers in its multi-city market*. Two other great selling factors: a big 50% color penetration; above-average stability and prosperity in its Channel 8 area.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

**WGAL-TV**
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Dinner flight
First public appearance of Astronauts Shepard, Mitchell and Roosa since last month's lunar odyssey will be before annual dinner of Radio and Television Correspondents Association at Shoreham hotel, in Washington, Wednesday (March 3). Neither President Nixon nor Vice President Agnew is expected this year (President has turned down invitations to all news media dinners). Correspondents can tip their hats to Herbert Klein, communications chief of executive branch, and Julian Scheer, outgoing assistant administrator for public affairs of National Aeronautics and Space Administration, for delivering astronauts.

Old-timers recalled that Alan Shepard, who headed latest moon mission, completed first sub-orbital flight only 10 years ago and made his initial appearance afterward at annual convention of National Association of Broadcasters in Washington. President John F. Kennedy, who had been in office only four months, personally escorted then commander Shepard to opening NAB session.

Austerity move
NBC-TV has decided to go ahead with its affiliates convention in May, but relocated and much abbreviated. Instead of Hollywood May 9-12, it'll be New York May 12 only. Among other casualties of current economy will be lavish banquet with big-name talent that has been traditional. This year's session will offer breakfast, closed meeting of affiliates, presentation by Don Durgin, luncheon with guest speaker, or some discussion format and hospitality suite in hotel (New York Hilton). CBS-TV is going even further, eliminating its convention altogether but offering closed-circuit presentations ("Closed Circuit," Feb. 22). ABC-TV sources said late last week they were "still going ahead with convention plans for May 2-5," in Los Angeles.

Couric stays on
First official act of Paul Haney, who reported for work last Monday as executive vice president—public relations of restructured National Association of Broadcasters, was to name his chief deputy. John Couric, incumbent vice president, will continue in office as operations head in expanded PR division. Mr. Couric, 50, has been with NAB since 1957, was made vice presi-
You ought to see our Beautiful new rep.

mcgavren-guild
pgw radio, inc.

Now National Sales Representative for

WDVR
The Station for Beautiful People.
In Philadelphia.
Wells, Houser confirmed

President Nixon's nominations of FCC Commissioner Robert Wells and Commissioner Jack Houser to new terms on commission were confirmed shortly after Senate convened Friday (Feb. 26).

Commissioner Wells will serve seven-year term that runs from July 1, 1970; Commissioner Houser will fill remainder of unexpired term of Commissioner Wells that ends June 30 (see page 28).

Net TV for soft drinks

In what was termed "unique" buy in soft drink field, Canada Dry Corp., New York reported Friday (Feb. 26), that it has purchased, in co-operation with its 180 franchised bottlers, $3-million, 39-week schedule in prime time on three TV networks beginning April 5 for its ginger ale, mixers and Wink.

In past, bottlers bought spot-TV announcements and Canada Dry was responsible for network-TV buys. Canada Dry spokesman said, however, that bottlers' spot-TV investments would continue. Agency is Grey Advertising, New York.

Comsat poised to file

Communications Satellite Corp. was scheduled to file with FCC today (March 1) application for $250 million, multi-purpose domestic satellite communications system that is pegged on use of half facilities by TV networks.

Comsat filing follows by week announcement by AT&T that it was revising earlier application in conjunction with Comsat to add third satellite to prospective system (see page 49).

New Comsat proposal would place three satellites (two operating, one spare) in stationary orbit to cover 48 contiguous states plus Alaska, Hawaii and Puerto Rico. Each satellite, with seven-year life, would be capable of handling 24 TV channels or 14,000 voice circuits operating on 4 and 6 ghz and using cross-polarization techniques.

Application also will seek FCC approval for 132 earth stations, including two major send-receive facilities—in Southbury, Conn., for New York area, and in Santa Paula, Calif., for Los Angeles region.

Offer of eight, full-time channels to all TV networks is aimed at half-cost and greater capacity than now available from AT&T, Dr. Joseph V. Charyk, Comsat president, said at news conference Friday (Feb. 26). Price would be about $40 million, Dr. Charyk said, for TV package deal, including also two channels for Corp. for Public Broadcasting, and two for CATV industry.

He admitted, however, talks with CATV groups had been fragmentary.

Specifications for TV, Dr. Charyk said, are subject to renegotiation which could reduce charges.

System is designed to handle other types of service also, including data, teletype, and telephone transmissions. But it is obvious, and Dr. Charyk admitted this, prospective system at moment requires acquisition of customers—with TV networks primary target.

Sale poses problems

Robert S. Strauss, president of Dallas-based Strauss Broadcasting Co. and treasurer of Democratic National Committee, wants to give up battle to operate WGKA-AM-FM Atlanta.

Strauss Broadcasting has sold stations to GCC Communications of Atlanta Inc. for $432,500, subject to FCC approval. And getting that approval may be complicated.

Commission in September 1968 approved Strauss's acquisition of stations without hearing and in face of protests from Atlanta residents objecting to Strauss's intention of abandoning stations' classical-music format in favor of middle-of-road music.

Atlantans, however, appealed decision, and U.S. Court of Appeals last October reversed commission, remanding case for evidentiary hearing (BROADCASTING, Nov. 2, 1970). Commission

Panel 5, meeting morning of March 15, on questions of whether CATV systems should be owned by public or educational entities:

Donald T. Tavenner, National Cable Television Association; Stuart Sucherman, Ford Foundation; Dr. Robert H. Hober, Department of Health, Education and Welfare; Joan Cooney, Children's Television Workshop; William D. Vogel, Black Efforts for Soul In Television; Frederic Rehman, Community Television Inc.; Edward P. Curtis, Rochester Area Education Television Association.

Panel 6, meeting March 15 in afternoon, will deal with question of appropriate regulations between federal, state and local regulatory agencies in dealing with CATV:


Panel 7, morning meeting of March 16 to discuss same issues as Panel 1:

Richard Block, Kaiser Broadcasting Corp.; Paul L. Klein, Computer Television Inc.; Irwin Karp, American Civil Liberties Union; Charlton Heston, Screen Actors Guild; John Sumpers, NAB; Waldon W. Case, Mid-Continent Telephone Corp.; J. Leonard Raisbach, Cox Broadcasting Corp., and Cox Cable Communications Inc.; Orville Davis, Academy of Radio and Television Arts.

Panel 8, meeting morning of March 18 to discuss appropriate form of copyright settlement and its relation to commission's regulation of CATV:

has not yet acted on remand order.

In view of present status of case it was not clear how commission would react to assignment applications, which have not yet been filed. Some commission officials on Friday (Feb. 26) indicated agency would take dim view of proposed sale until issues raised in court's opinions were resolved.

However, others felt that if GCC Communications could satisfy complain-ants in Atlanta, it could probably satisfy commission, even to point of persuading it to grant waiver of three-year rule. Presumably, GCC Communications, in making survey of community to determine "problems, needs and interests" (see page 33), will keep classical-music interests of vocal minority (according to Strauss survey, 16% of community favor classical music) in mind.

Sales price is about same as Strauss Broadcasting paid for stations. Broker is Blackburn & Co.


Scott, Mathias to testify

Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.) are scheduled to be lead-off witnesses on second day of election-reform hearings being held this week by Senator John O. Pastore's (D-R.I.) Communications Subcommittee. Also scheduled to testify that day (March 3) are Senator John V. Tunney (D-Calif.); CBS President Frank Stanton; Vincent T. Wasilewski, president of National Association of Broadcasters; Joseph Califano, general counsel of Democratic National Committee, and former FCC Chairman Newton Minow.

Senators Scott and Mathias last week introduced comprehensive campaign spending legislation (see page 38).

Witnesses on first day of hearings (March 2) will include Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of National Committee for an Effective Congress.

Full FCC controls: Kahn

FCC powers to govern cable television should be enlarged to include local and state regulation, Irving Kahn, chairman, president, Teleprompter Corp., New York, said in talk prepared for delivery at University of Chicago student communications seminar Saturday (Feb. 27). He also said Teleprompter will file its own application with FCC to build and operate earth stations to receive programs from satellites for distribution over cable TV systems.

Alluding to indictment by special federal grand jury in New York charging $15,000 bribe in 1966 to obtain cable franchise in Johnstown, Pa., Mr. Kahn indicated broader FCC power to regulate CATV would prevent some local officials from demanding payoffs for franchises (Broadcasting, Feb. 1). There would be little reason for national cable system, satellite-fed, "if it merely added a fourth or a fifth network to join the endless game of follow-the-leader already being played by NBC, CBS, and ABC," Mr. Kahn said. "The prospect of satellite interconnection has relevance only in the diversity it can promote," he explained.

Five-year celebration

CBS News has developed special project titled The American Revolution: 1770-1783, under which at least two programs will be telecast on CBS-TV annually from 1971 to 1976 in celebration of U.S. bicentennial.

First episode, set for broadcast on April 6 (7:30-8:30 p.m.), centers around "interview" between CBS News correspondent Eric Severeid in role of American journalist of 1770 with Frederick Lord North (portrayed by actor Peter Ustinov), who was King George III's prime minister and pivotal figure in decision to resist colonial efforts at independence.

Set sales slump in '70

Total radio and TV consumer sales (foreign and domestic) for 1970 slipped below 1969 figures despite increased last quarter activity, according to Electronic Industries Association.

EIA figures show 1970 and 1969 TV sales: color 5,320,688 vs. 6,191,806; monochrome 6,900,056 vs. 7,116,083; and total sales of 12,220,744 vs. 7,116,083.


MCA renews credit line

MCA Inc. has renewed its revolving credit of $134 million with its present lenders, Bank of America, First National Bank of Chicago and Marine Midland Bank, New York.

Lew R. Wasserman, MCA president, said renewed credit is for term of six years with prepayment privileges. It also provides for periodic reductions of portion of credit. He reported that interest rate in loans under credit is ¾ of 1% above prime commercial rate in effect from time to time.

Propose CATV regulation

Bills to regulate CATV in Illinois were introduced into state senate and house by Republican leaders, but Democratic leaders declined to join in proposals.

Bills would prevent radio-TV and newspapers from owning cable systems in state. Bills also provide for 10% state tax on gross revenues plus added 5% tax for local governments. Move follows Maryland activity along same lines (see page 28).

Frazier-All preview?

Five CBS-owned television stations will carry Profile of a Champion: Frazier/ Ali within five days of heavyweight title bout on March 8.

Half-hour special was produced by CBS-owned WCAU-TV Philadelphia, which will present program on Wednesday (March 3) from 8:30 to 9 p.m., while other outlets have air dates on Saturday (March 6).

Week's Headliners

Mr. Schneider

Cy Schneider, president, Carson/Roberts, division of Ogilvy & Mather Inc., Los Angeles, named chief executive officer. He succeeds Ralph Carson who remains board chairman. Mr. Schneider, who joined agency in 1953, was named senior VP and director of client services in 1966 and elected president in 1967.

For other personnel changes of the week see "Fates & Fortunes"
We made a color TV with a better picture.

You made it number one in America.

A little over a year ago, we introduced Zenith Chromacolor. A totally advanced color TV system with a color picture that out-colored, outbrightened, outcontrasted, and outdetailed every giant-screen color TV before Chromacolor.

We said that unless you actually saw Chromacolor in person, you couldn’t possibly judge how good it really was. Millions of you came in to see it. And you made Chromacolor the number one giant-screen color TV in America. Chromacolor, with Zenith’s powerful Handcrafted chassis and patented Chromacolor picture tube... that fully illuminates every color dot on a jet-black background to form the brilliant Chromacolor picture. If you haven’t seen Chromacolor, visit your Zenith dealer and see what you’re missing.

Chromacolor, in a complete selection of screen sizes.

Remember, there’s only one Chromacolor and only Zenith has it. At Zenith, the quality goes in before the name goes on.

ZENITH

CHROMACOLOR

ONLY ZENITH HAS IT
Dual-purpose commercials can hit two targets with one shot

Can one television commercial do the job of two commercials when the audiences are different—that is, when the actual user of the product is not the same person as the purchaser?

Many products are used by one set of individuals, but usually purchased by another. This is especially true of children's products.

In our current economic climate, it would be highly desirable if advertising for these different audiences could be accomplished with one commercial, without sacrificing commercial effectiveness.

One of our clients, Binney & Smith, which manufactures Crayola crayons, uses television extensively to communicate with two audiences: the user—the child between the ages of 2 and 11—and the purchaser—the mother between the ages of 18 and 34. We use both children's shows and daytime women's shows, all network, to reach these two important target areas.

A close study of the various shows indicated that we were frequently picking up both the user and the purchaser in the same programs. For example, some of the daytime women's shows deliver almost as many children in the 6-to-11 age bracket as they deliver mothers; and conversely, on some of the children's shows, delivery of women is also fairly high, although not in the same proportions.

Though we determined that two different audiences can, indeed, be reached via a single broadcast vehicle, the challenge had just begun. The creative concept and execution of the actual commercial had to be so handled that, if shown on a daytime women's show to reach mothers, the commercial would not alienate or "lose" the child viewer—or vice versa.

We were able to work it quite well for Crayola. The agency developed a bank of eight different commercials which have been successfully aired on both children's and women's shows and with apparently equal effectiveness.

This was accomplished essentially with a strong product identification. In almost every commercial the product is a natural and integral part of the story line. In most of the messages, the product is being used by children—in totally believable, unexaggerated situations—so that the child viewer can identify with the story.

Similarly, the viewing mother can see the whole thing from an adult viewpoint. For instance, the story line emphasizes that crayons are "quiet toys," engaging the rapt attention of kids sometimes for hours while they create their own imaginary worlds on paper.

In these days of high-powered noise makers, like chorlting dolls, sputtering tanks, screeching spaceships and vanishing racing cars barreling forth from the video screen, what parent can resist the idea of a quiet toy—and also, incidentally, a quiet commercial?

We managed to achieve that happy crossroads of concept and execution that can catch the interest of two diverse audiences.

One of our basic appeals to the adult female audience is the fact that using crayons keeps a child quietly occupied, so that poor, harassed Mom has a few serene moments, if not hours, to do household chores or just relax, while Junior cranks out drawing after drawing.

At first, it appeared that we couldn't do a commercial along these lines with a dual appeal. But a touch of humor, audio techniques inexpensively done, and strong product involvement did the trick.

All of these commercials have been developed as 30's, although the time segments we've been purchasing have been 60-second slots. We discovered that piggybacks were particularly adaptable, enabling us to get specific messages about the product across within a minute's time, by doing them as separate 30's. Our decision to go with 30's was also against the day when the networks would have more and more 30's time segments available.

And we do not mean to negate the virtues of print media, because we do use a lot of print for all of our other clients, as well as for other Binney & Smith products.

But in the case of this particular children's product—crayons—we have moved out of print and put all of the consumer advertising into network television. The reason is that there is really no way in print media to reach both the adult and children's audience with a single insertion—and there is with video.

Another example of a "dual-appeal" commercial is what we've accomplished for another client, Miller's Falls, which produces a line of power tools. A strong product feature is the safety of its shockproof line. This product was promoted into the Christmas season as a gift item involving both the husband and the wife, each talking about the product features from their separate viewpoints.

In this way, we achieved a balance in communicating to the purchaser—the wife buying it for hubby's Christmas gift—as well as with the male half of the partnership, by acknowledging his technical know-how and highlighting the product advantages in masculine terms.

These are but two examples we cite in our experience of a creative concept worked out logically for appeal to both audiences. One commercial for two achieves significant savings in the product budget and works toward more efficient use of time purchases.

Charles W. Reinhart joined the management staff of Chirurg and Cairns, New York, 14 years ago as account executive and is now a vice president. His 25-year business experience ranges from copywriting to account management, advertising manager and marketing director, handling both industrial and consumer products. His overall responsibility for the agency is in broadcast administration, where he is involved in everything from creative concepts through final commercial production and timebuying.
MONROE, LOUISIANA, INVITES YOU TO JOIN US FOR A SPARKLING HALF HOUR ON CBS-TV BROUGHT TO YOU BY KNOE-TV AND FORMER LOUISIANA GOVERNOR, JAMES A. NOE.

The story line of this delightful comedy has to do with a beautiful girl, Louellen Aden from Monroe, Louisiana, who went to Hollywood to "take the big step" after winning a beauty contest on that "big TV station" in Monroe, Louisiana.

The "big TV station" is KNOE-TV. There are many impressive figures we would like to have you know. But for openers, let us simply tell you that this "big TV station" delivers more homes* for the 5 p.m. ABC-TV News with Howard K. Smith and Harry Reasoner than the ABC-TV outlet in Houston. We are the 17th station* in the entire ABC-TV network for this newscast. That puts us ahead of such big cities as St. Louis, Minneapolis, New Orleans, and others. May we tell you more or would you contact the HR Television representative nearest you?

KNOE-TV
A JAMES A. NOE STATION
MONROE, LOUISIANA

Source: *Nielsen Station Index, average week audience estimates based on October 29-November 25, 1970. NBD, all-market cycle.

Audience measurement of all media are estimates only—subject to defects and limitations of source, materials, and methods.
Datebook

A calendar of important meetings and events in communications

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**May**

| May 4-6 | Spring meeting, Pennsylvania Community Antenna Television Association, Marriott |
Major convention dates in ’71


hotel on City Line Avenue, Philadelphia.
May 5—Meeting, Missouri Association of Broadcasters. University of Missouri, Columbia.
May 5-6—Meeting of Kentucky Broadcasters Association. Executive Inn, Louisville.
May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference. Sigma Delta Chi, Las Vegas.
May 7-8—Meeting, Greater Kansas City Broadcasters Association. Kansas City Hotel.
May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Doc. 18110 and 18891).
May 18—Public hearing of the Canadian Radio-Television Commission. Bayshore Inn, Vancouver, B.C.
May 20—Spring managers meeting, New Jersey Broadcasters Association. Wood Lawn, Douglass College campus, Rutgers University, New Brunswick, N.J.

June
June 4-5—Meeting of Wyoming Association of Broadcasters. Ramada Inn, Cheyenne.
June 6-9—Annual student radio seminar, sponsored by Kansas Association of Radio Broadcasters. Kansas State University, Manhattan.
June 10-13—Meeting of Mississippi Association of Broadcasters. Sheraton-Biloxi hotel, Biloxi.
June 14-16—International conference on communications, sponsored by Communications Technology Group and Montreal Section, Institute of Electrical and Electronic Engineers. D. M. Arkin, chairman, Queen Elizabeth hotel, Montreal.
June 17-19—Meeting of Missouri Association of Broadcasters. Holiday Inn, Lake of the Ozarks.
June 18—New deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was March 15 (Docs. 18110 and 18891).
June 19-23—Meeting of Georgia Association of Broadcasters, Atlanta.

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Needs extra 'Sourcebook'

**Editor:** Thank you for listing us in the equipment section of the 1971 *Broadcasting CATV Sourcebook.* We are certain that this listing will prove advantageous. Will you kindly send an additional copy? —Joseph S. Shragar, vice president, Herbach & Rademan Inc., Philadelphia.

**Winner in two places**

**Editor:** Your story dealing with the Freedoms Foundation and Ohio State awards (*Broadcasting*, Feb. 15) correctly indicates that the Bell System video documentary, *It Couldn't Be Done,* was accorded the principal award for television by the Freedoms Foundation. But it fails to mention that this salute to American achievement—now being shown in 126 countries in 30 languages under the U.S. Information Agency aegis—also won an Ohio State award for impact on youth.—Jack Perlis, broadcast counsel—Informational media, American Telephone & Telegraph Co., New York.

(Do to the number of awards [102] only the names of the recipients were carried with the number of honors each received. The Bell System award was one of the six Ohio State awards credited to NBC and NBC News in the story.)

**BEST man**

**Editor:** Your article concerning the University of Chicago seminar on media (*Broadcasting*, Feb. 22) lists Gilbert Mendelson as a representative of the Citizens Communications Center. For the record, Mr. Mendelson is associated with Black Efforts for Soul in Television and not CCC.—Albert H. Kramer, executive director, Citizens Communications Center.

(An advance from the University of Chicago was the source of the erroneous information.)

On both sides of the river

**Editor:** Thank you for announcing the formation of my company (*Broadcasting*, Feb. 8). However, I would like to call your attention to the fact that we will represent radio and TV stations in both Kansas City, Mo., and Kansas City, Kan.—Bruce Schneider, Bruce Schneider & Co., St. Louis.

(In the list of cities in which the new rep firm operates, Kansas City, Mo., was omitted.)
It's an all-new, live NBC network started by Wayne Rothgeb, WKJG-TV Farm Director. When Jamie, nanny-goat co-star of the Rothgeb Farm Show, gave birth to triplets, Wayne named them N, B, and C. Each of the triplets was given to a 4-H Club member with the understanding that its first offspring would be returned to Rothgeb to be given to another 4-H Clubber, thus continuing the chain—the first living NBC network.

Idea-packed programming like this has brought Rothgeb and WKJG-TV award after award: ten consecutive annual "Good Neighbor Awards" from the Indiana Farm-City Committee, the Hoosier Farm Degree from the Indiana Future Farmers of America, the National "Oscar in Agriculture" for improving rural-urban relations, and many more.

WKJG-TV leads the way in Indiana.
Last-minute clearance for CapCities

Dispersion of media ownerships, deal with minorities win approval of biggest deal as deadline rushes on

In an action uncommon for its suddenness and unanimity, the FCC last week approved the biggest and most complicated package of broadcast-station transfers in history. It granted the acquisition of nine Triangle Publications Inc. stations by Capital Cities, the simultaneous spinoffs of the six Triangle radio properties involved and the sale of two CapCities television stations and a satellite. CapCities is also buying Triangle's program-syndication business. In all, the transactions add up to $147 million.

The applications had been submitted to the agency last June but were presented to the commissioners, in the form of a voluminous staff report, only last Tuesday (Feb. 23). Within 24 hours the seven commissioners voted their approval without dissent. The basic contract in the transaction, Triangle's sale to CapCities, was to run out today (March 1) and was not to be extended ("Closed Circuit," Feb. 22).

Commissioner Robert T. Bartley, who has a long record of opposing approvals of station sales to group owners without a hearing, concurred in this decision with a statement expressing some misgivings but saying the total effect of the transfers would be a "diversification of control of mass media" and "an improvement in the general structure of broadcasting."

Commissioner Nicholas Johnson, who customarily opposes group acquisitions, also concurred but had not completed his separate statement late last Thursday.

In its decision the commission said the transfers would result in a dispersion of broadcast ownerships— an objective to be desired. It also cited as a factor in its approval an unprecedented agreement CapCities reached with citizen groups in the three cities where it will acquire television stations. The agreement calls for the company to commit $1 million over a three-year period to the development of programs reflecting the views of minority groups (Broadcasting, Jan. 11).

CapCities, already a major group as the owner of five television and 11 AM and FM stations, emerges as a greatly strengthened force. It becomes the owner of WFIL-TV Philadelphia, in the fourth-ranked market, and WNHC-TV New Haven, Conn., in the 21st, as well as KFRE-TV Fresno, Calif., in the 69th.

The television stations CapCities is selling—to comply with the commission rule barring ownership of more than five VHF stations—are in smaller markets than Philadelphia and New Haven. The TV combinations and the syndication business. In the transactions approved by the FCC last week CapCities is acting as a conduit for the assignment of Triangle's AM and FM stations. After all the trading is complete, CapCities will wind up acquiring the Philadelphia and New Haven VHF's, the Fresno UHF and the Triangle syndication for about $55.5 million.

CapCities is selling WTEM-TV and its satellite to Poole Broadcasting Inc. for $19 million and WSAZ-TV to Lee Enterprises for $18 million. It will receive a total of $14,455,000 in the sale of the

Trading out is Walter Annenberg (l), principal owner of Triangle Publications and now ambassador to the Court of St. James's. Trading up is Thomas S. Murphy, chairman and president of Capital Cities Broadcasting.
Just under the wire

The U.S. Treasury will receive $269,000 as a result of last week's Capcities transfers. But the sum would have been greater—more than 10 times greater—but for the largely successful efforts of the principals involved to meet a deadline.

The deadline was June 30, 1970, after which applications for transfer and assignment became subject to the FCC's new 2% grant fee. Eight of the 12 applications involved (including all of those for television properties) were filed in time—seven, on June 30.

Considering the total paid for the nine Triangle Publications Inc. and three Capital Cities Broadcasting Corp. outlets—$144 million ($3 million of the $110 million to be paid Triangle is ascribed to its program-syndication business)—the fee could have been $2,880,000.

Commission approval of one application that missed the deadline—for the sale of WFIL(AM) Philadelphia—will alone generate $230,000 for the government. Fees will also be paid on the sales of WFIL-FM, $20,000; KFRE(AM) Fresno, $17,500, and KFRE-FM, $2,100.

cities had made the required showing. In part, this involved Capcities argument that the transactions will reduce combinations of control of media. The commission said the sales will reduce concentration of broadcast media in Philadelphia, New Haven, Fresno and Albany (where Capcities is splitting off a television station from its AM-FM affiliates) and will "clearly reduce" Triangle's concentration of control of television stations serving Pennsylvania. The commission also said that, on the national level, the audience increases Capcities will gain as a result of the transactions would be "offset by an equally substantial increase in the competition" to which its new stations are subjected.

Many of the questions about the sale addressed by the commission had been raised by Citizens Communications Center, in its own behalf and on behalf of a group of law-school students, in a petition to deny the assignment applications. The public-interest law firm withdrew the petition after Capcities, following a series of conferences with it and citizen groups in Philadelphia, New Haven and Fresno, adopted its $1-million Minority Program Project.

Capcities will apportion the funds among its television stations in the three cities over the next three years for programming designed to reflect the views, aspirations, problems and cultures of black and Spanish-surnamed minority groups. Capcities stations, a Capcities corporate production unit, or outside sources will produce the programming; the project is expected to generate about six hours of material per year for each station.

And, while Capcities says it will maintain full control over the programs, it has promised to engage in extensive consultations with the affected groups on the manner in which funds are spent and on the programs that are produced. It says it will give "great weight and careful consideration" to any objection raised by an advisory committee representing any of the groups.

The commission, describing the project as a "major programing commitment to convey the views of racial and ethnic minority groups to the public at large," included the Minority Program Project in its judgment that Capcities had made the required "compelling public-interest showing."

WFIL-TV Philadelphia is on ch. 6 and an ABC-TV affiliate; WNHC-TV New Haven, ch. 8, ABC-TV; KFRE-TV Fresno, ch. 30, CBS-TV; WTVN-TV Albany, ch. 10, CBS-TV; WCDC(TV) Adams, ch. 19, satellite of WTVN-TV; WSAZ-TV Huntington, ch. 3, NBC-TV.

WFIL(AM) Philadelphia is on 560 kHz with 5 kw; WFIL-FM, 102.1 mhz, 27 kw, antenna height 650 feet; KFRE(AM), 940 kHz, 50 kw; KFRE-FM, 93.7 mhz, 68 kw, antenna 1,950 feet; WNHC(AM), 1340 kHz, 1 kw daytime, 250 w night; WNHC-FM, 99.1 mhz, 10 kw, antenna 950 feet.


Straus group sells its Middletown, N.Y. AM-FM

The sale of WALL-AM-FM Middletown, N.Y., by the Straus Broadcasting Group, New York, to a newly formed corporation, Oroco Communications Inc., was announced last week by R. Peter Straus, president of Straus. The sales price is reported to be in the neighborhood of $1 million ("Closed Circuit," Feb. 22).

The sale is subject to FCC approval. Oroco Communications is headed by James F. O'Grady Jr., who is president of RKO Radio Representatives Inc. Mr. O'Grady has submitted his resignation to RKO but will remain at his
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Light and sparkling music... helicopter reports... information... entertainment... sports... timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together weekdays to make WHIO number one among Dayton adults.*

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*Source: ARB, Oct/Nov 1970, Metro Survey Area, Dayton Metro Share estimates, Monday through Friday, 9 AM-7 PM. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

A reflection of Dayton

**WHIO Radio**

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post until the FCC approves the transaction.

Straus also owns WMCA(AM) New York and WTLB(AM) Utica-Rome, N.Y., but is selling WTLB, also subject to FCC approval, to a local group headed by general manager Paul A. Dunn. It plans to concentrate its attention on WMCA.

Short-term renewals for Mass. stations

TV and satellite involved in personal-attack accusations by CATVs

The FCC has granted short-term license renewals to two Massachusetts television stations as a result of alleged violations of the personal-attack provisions of the Fairness Doctrine in the commonly owned stations' editorial policy. The commission also warned the licensees of WWLP(TV) Springfield and its satellite, WRLP(TV) Greenfield, that future violations could result in more drastic action.

Short-term renewal to April 1, 1972, was given to Springfield Television Broadcasting Corp., licensee of the two stations. The commission's action has stemmed from complaints by an association of New England CATV systems and Springfield Police Chief John F. Lyons.

Community TV Association of New England claimed that Springfield Television violated personal-attack rules in a series of anti-CATV editorials broadcast on WWLP(TV) and WRLP(TV) between February 1966 and February 1968. The association alleged in its complaint to the commission that the editorials included personal attacks against CATV systems within the reception area of the two stations. It stated that Springfield was therefore personally involved with the entities it had condemned in its broadcasts. The group also stated that Springfield Television had not regularly informed CATV systems of the broadcasts and had not regularly offered its TV facilities to CATV owners for time to respond. The group also charged that Springfield Television had never offered a pro-CATV viewpoint.

The licensee admitted the existence of the editorials but denied that the stations were not regularly in touch with CATV owners. It further stated that offers of time to respond had been made to all CATV systems in the coverage area.

The commission said that Springfield Television had acted reasonably and in good faith in making time available for pro-CATV responses. The commission noted, however, that licensees that editorialize on matters concerning them personally "should exercise extraordinary diligence to achieve fairness." The commission required Springfield Television to submit a complete report at the time of its next renewal date on procedures instituted to achieve fairness in such editorialization.

The complaint from the Springfield police chief came in the wake of a 1969 editorial broadcast over WWLP(TV) and WRLP(TV) which accused the Springfield police department of "framing" a man convicted of a narcotics violation. Springfield Television contended that Chief Lyons was offered time to respond to the accusation and refused it. The police chief denied this.

The commission said in its action relating to this complaint that the Springfield editorials could be considered a personal attack within the meaning of its rules. The commission imposed no sanction, however, since the editorials took place during an FCC moratorium on personal-attack rules. At the time, the commission said, it was awaiting judicial review of the Red Lion case. Subsequently, no action was taken on personal-attack complaints voiced during this period. The commission did, however, instruct Springfield Television to submit a statement at license-renewal time describing its procedures in notifying individuals of their right to respond.

Springfield Television has been found guilty of fairness doctrine and personal-attack violations twice before—one in 1965 and again in 1967.

NAB finds two men to fill radio-board slots

The National Association of Broadcasters last week announced the designation of Robert R. Hilker, Suburban Radio Group, Belmont, N.C., and Harold R. Krelstein, Plough Broadcasting stations, as members of the association's radio board.

The two appointments were made under a change in by-laws that requires the designation of the runner-up candidate to a vacancy on the board when the incumbent resigns or changes his status in broadcasting. The change was voted recently by the membership in a mail ballot.

Mr. Hilker succeeds the late J. R. Marlowe, Wogr-AM-FM Asheboro, N.C.; Mr. Krelstein succeeds Perry Samuels, Avco Broadcasting Co., Cincinnati, who resigned from that position. Both terms end in 1972.

Court recognizes a UHF's dilemma

Tells FCC to reconsider Providence CP extension in view of CATV question

A now-dark UHF in Providence, R.I., has obtained a new, if only temporary, lease on life from the U.S. Court of Appeals for the District of Columbia.

The UHF station, granted to Channel 16 of Providence, R.I. by the FCC in 1953, went on the air in 1954 as WNBT-TV and operated for 17 months before stiff competition from nearby VHF stations forced it to pull the plug. It had gone on the air under a special authorization and had not received a license to cover its construction permit.

(The WNBT-TV call letters last year were assigned to a New York noncommercial outlet.)

The appellate court's action came last week when it reversed an FCC order denying Channel 16's application for an extension of time in which to complete construction. The court, in a unanimous decision, said the commission had acted "arbitrarily, capriciously and without rational basis."

Principally at issue is the permittee's reluctance to put the station back on the air until the commission decides what action it will take on the proposal of a CATV system, Vision Cable, to provide service in Providence. And a hearing the commission had ordered on that proposal in 1968, on the question of whether it would have an adverse impact on Channel 16, has been suspended pending the outcome of the major CATV rulemaking proceeding that is not yet completed.

The commission denied Channel 16's request for an extension of time to construct on the ground that the decision to postpone construction did not result from circumstances beyond the permittee's control. The commission rules permit extensions only for causes beyond a permittee's control "or upon a specific and detailed showing of other matters sufficient to justify extension."

The commission, which reached its decision after an oral argument, had denied Channel 16's request for full-scale evidentiary hearing on its application.

Whether the decision to postpone construction was beyond Channel 16's control or not, the court said the permittee has shown "other matters sufficient to warrant further extension"—namely, the circumstances of the case and the continued uncertainty of the CATV situation in Providence.

The court noted that only the commission can resolve the uncertainty regarding CATV and said it is "under-
standable that Channel 16 and those similarly situated are reluctant to commit large sums of money until they have a clear indication of what the commission's cable policy is going to be."

The court added that it is "unrealistic" to say that Channel 16's delay in completing the station results only from economic considerations or the exercise of its business judgment. It said that even though "Channel 16 has been the victim of VHF," it "has amply proved its intention of getting back on the air by making further investments and commitments in the improvement of the station." This was a reference to funds spent in keeping the transmitter and studio available, on maintenance, repair and taxes, tower painting and lighting through the 13 years the channel has been dark, and on the purchase of 20 acres for a new tower and the purchase of new equipment.

"It would not be fair to wipe out this investment before the commission decides what to do," the court said. It also said that it did not see how cancellation of the Channel 16 permit would further the commission's aims of promoting UHF television; not only is no one waiting to pick up the permit, the court said, no one has ever applied for the second UHF channel that has been available in Providence for the past 15 years.

In remanding the case, the court gave the commission no specific instructions. It simply directed the commission to reconsider the matter in light of the opinion. The opinion was written by Judge Burnita Matthews, senior judge of the U.S. District Court who was sitting with Chief Judge David Bazelon of the D.C. Circuit Court of Appeals, and Judge Harold Leventhal.

Group owner of FM's acquires TV permit

The FCC last week granted the sale of a construction permit for WGMT(TV) Gary, Ind., from General Media Television Inc. to Family Stations Inc. Consideration in the transaction was $200,000.

Family Radio is a religious-oriented organization which operates KEAR(FM) San Francisco; KEKR(FM) Sacramento and KEKR(FM) El Cajon, all California; and WFME(FM) Newark and WKDN(FM) Camden, both New Jersey. Family Radio plans to operate WGMT(TV) as a noncommercial, religious outlet, supported by the public.

General Media received a construction permit for the channel-56 facility Oct. 6, 1966. It subsequently applied to the commission for extension of time to build the station and a modification of its authorized facilities. The commission denied the request, saying that such an authorization could not be made without a hearing.

In its action last week, the commission simultaneously granted General Media's request to complete construction and to change the proposed station's technical facilities, before ownership is assumed by Family Stations.

General Media is controlled by Earl B. Glickman and others. Harold Champign is the president of Family Stations. Other principals of the group are Scott L. Smith, vice president, and Peter Sluis, secretary.

WGMT(TV)'s construction permit authorizes power of 263 kw visual and 52 kw aural. Antenna height above average terrain will be 310 feet.

Former president files suit against Reeves

Reeves Telecom Corp., New York, has been sued for more than $9 million by Richard Geismar, its former president and chief operating officer, who charged that he was dismissed from his post "without cause" and without remuneration and that defamatory statements were made about him following his ouster.

Named in the suit filed by Mr. Geismar in the U.S. Southern District Court of New York were the corporation and four of its directors, Chairman Hazard E. Reeves, Edward L. Glockner, Eugene Fryman and J. Drayton Hastie.

Mr. Reeves said last Thursday (Feb. 25) that he had not "been served with the papers."

The complaint states that Mr. Geismar signed a five-year contract with Reeves Telecom, effective March 17, 1969, at an annual salary of $85,000, and was dismissed on July 1, 1970, without reimbursement.

Mr. Geismar claimed that upon joining Reeves Telecom, he was given a "false and misleading" picture of the company as one that was "basically sound." Mr. Geismar also said that Mr. Reeves "had knowingly overstated the value of the current assets of Telecom by more than $700,000 and understated its current liabilities by more than $500,000."

After his dismissal, Mr. Geismar said, Reeves published a resolution in which it was stated that Mr. Geismar had been ousted from his position by "reason of his failure to furnish to the board of directors proper and adequate information as to the corporation and otherwise properly to discharge his duties."

Mr. Geismar said the resolution was "defamatory of plaintiff, held him up to obloquy and shame and constituted libel and slander." Mr. Reeves said last week that "all I know about this is what I read in the newspapers." He added that "the company did poorly while Mr. Geismar was here and facts speak louder than words."

Reeves Telecom is active in videotape production and sound services and owns radio-TV stations and cable-TV systems. Reeves in the first half of 1970 had a net loss of more than $4.8 million, as compared with a net loss of almost $1.1 million for the corresponding period of 1969.

With the arrival last week of Paul Haney, the new executive vice president for public relations, the senior executive staff of the National Association of Broadcasters is complete. Shown here with Vincent T. Wasilewski, president of NAB (seated) are the three men who head NAB's new departments (l. to r.) Paul B. Comstock, executive vice president for government relations; Grover C. Cobb, executive vice president for industry relations, and Mr. Haney.
New platform, old antagonists

Hill panel hears broadcasters and cablenmen re-enact same disputes they've had for years

A small group of members of the House of Representatives got a two-hour cram course on CATV and broadcasting last week—but they heard nothing that hasn't been said before.

The Capitol Hill meeting was sponsored by the Democratic Study Group's task force on communications, under the chairmanship of Representative Robert O. Tiernan (D.-R.I.). The group heard from representatives of CATV and broadcasting, as well as a lone representative of the copyright owners.

Broadcasters were defended by a group consisting of Kenneth Cox, former FCC commissioner now in private law practice and widely regarded as a cable-TV expert ever since his days as special counsel to the Senate Commerce Committee during its CATV investigation in the late nineteen-fifties; Dale Moore, kovo-tv Missoula, Mont., who is chairman of the cable-TV committee of the National Association of Broadcasters; David M. Baltimore, WBRE-TV Wilkes-Barre/Scranton, Pa., and John Dimling, NAB's research vice president.

Cable advocates were J. Leonard Reinsch, chairman-president, Cox Cable Communications Corp. which is principally owned by group broadcaster Cox Broadcasting Corp., of which Mr. Reinsch is also president; Alfred R. Stern, president of Television Communications Corp., and a former chairman of the National Cable Television Association; Alan Novak, staff director of President Johnson's Task Force on Telecommunications Policy, which recommended the promotion of CATV because of its possibility for diversity in TV programming, and Gary L. Christiansen, general counsel of NCTA.

Mr. Cox said CATV regulation ought to be left in the hands of the FCC. He also said: 'Don't tinker with broadcasting—it may not be perfect but it is the best available. And, he added, if diversity of programming is the goal, let CATV originate its own programs and pay for them. The importation of distant signals by cable systems, he said, is a form of unfair competition since cable operators do not pay for the programs they provide their customers.

Mr. Moore, in a vigorous attack on CATV, said that the impact of cable falls most heavily on small-market TV stations. He added that "a wave of FCC rulings has had a drastic effect on small-market broadcasters . . . who lack the funds to underwrite [extensive legal] activities." He warned: "Unless Congress and the FCC freeze further CATV development, broadcasting in rural areas will fall."

Mr. Baltimore, long a critic of the cable industry, said that in the past two years, his market has slipped from 44th to 58th and that the audience of his station has been diluted by half. He charged also that cable operators degraded the quality of WBRE-TV's signal in order to give the impression that imported distant signals were better.

Mr. Reinsch called for the decision on CATV and broadcasting to be made in the market place, and added that "governmental action has always tended to lag behind technical progress." He said that the present FCC "freeze" on CATV is causing an even greater lag, since "cable communications is capable of performing many meaningful services for the public good." Broadcasting, he concluded, will endure because it possesses the "inherent strengths" of free enterprise.

Mr. Novak stressed the potential that CATV offers and said that this can best be realized by permitting the importation of distant signals. But, he added, the questions of copyright and fair compensation must first be decided.

Mr. Nizer reminded the Democratic panel that the question of copyright violations for the importation of distant signals will be answered soon—probably this spring—when a suit by CBS, charging Teleprompter Corp. with copyright violations, is argued in court.

An earlier battle, decided by the Supreme Court in 1968, held that cable TV does not require copyright payments.

Mr. Tiernan at one point suggested a cable-broadcast compromise, but later admitted that the discussion had shown such hopes to be futile.

Other members of the task force are: Brock Adams (Wash.), William Hathaway (Me.), Edward Koch (N.Y.), John Moss (Calif.), James Symington (Mo.), and Lionel Van Deerlin (Calif.).

Key figures representing broadcast and CATV interests engage in debate during the House Democratic Study Group's CATV panel discussion held Tuesday in Washington. Left to right in photos above are David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Dale Moore, Kovo-tv Missoula, Mont.; Representative Robert O. Tiernan (D.-R.I.), panel moderator; J. Leonard Reinsch, chairman and president, Cox Cable Communications, and president, Cox Broadcasting Corp., both Atlanta, and Alfred R. Stern, president, Television Communications Corp.
Viacom spin-off plans belittled
Opponents claim CBS's steps won't assure autonomous operation; ask full FCC hearing

Two groups of petitioners seeking to block CBS's plan to spin off the company's CATV and program syndication interests to CBS stockholders are urging the FCC to hold a full-scale evidentiary hearing on that plan. They say the steps CBS has taken to assure compliance with commission rules are meaningless.

What's more, one of the groups—comprising of three minority stockholders in a San Francisco CATV system principally owned by CBS—even raises a question as to CBS's qualification to remain a licensee. It says that CBS's conduct in connection with Viacom demonstrates "the improvidence of either allowing the granting of new licenses or of continuing existing license status."

The plan under attack calls for CBS to distribute its stock in Viacom International Inc., the inheritor of CBS's domestic syndication and CATV operations. CBS announced the plan in June, saying this action would permit it to comply with commission rules barring networks from those activities, and could be done with the least cost to its stockholders.

But petitions filed in December by the minority stockholders in Television Signal Corp., of San Francisco, and by 11 program producers and syndicators persuaded the commission to block implementation of the plan at the 11th hour—the stock was to have been distributed on Dec. 31, 1970—and to ask CBS for a more detailed explanation of its plan (Broadcasting, Jan. 11).

Last month, CBS disclosed several steps it had taken beyond those originally contemplated as a means of assuring Viacom's independence (Broadcasting, Jan. 25). These include the establishment of voting trust agreements affecting Viacom stock to be distributed to CBS officials who would own more than 1% of the stock as well as to all other CBS officials who would own more than 100 shares of Viacom: and the expansion of the Viacom board to nine members, six of whom never had been officers, directors or employees of CBS. CBS also noted that, in time, the normal working of the stock market would result in the redistribution of Viacom stock to non-CBS stockholders.

Last week, the program producers and syndicators said the change is merely "cosmetic" and without "any real significance" in that the "minuteness of economic interests" provide ample reason for expecting that, in practice, the operations of the two companies will be complementary.

They said the commission should hold a hearing to determine whether Viacom and CBS would continue under common control, in violation of the rules designed to promote competition in the program-syndication and CATV fields. The program producers and syndicators are among a group that has filed an antitrust suit against CBS and ABC in connection with the production of motion-picture films and programming produced by independents.

The minority stockholders took a similar position; they argued that the commission's rules don't provide for the kind of "blind trust" CBS has proposed as a means of assuring Viacom's independence and that CBS could maintain control over Viacom through CBS directors, officers or employees on the boards of Viacom subsidiaries. In addition, they argued that the transfer of microwave licenses involved in the proposed spin-off requires a hearing.

But the thrust of their complaint is deeper than the rules involved—neither of which is yet in effect: the CATV-network cross-ownership ban does not become effective until August 1973; the rule barring networks from syndication activities has been stayed pending the outcome of litigation.

The complaint by Marino Iacopi, Louis Benedetti and Frank Verouerci Jr., who together own 19% of Television Signal Corp., grows out of their effort to block CBS from absorbing the company into Viacom without paying them what they consider reasonable compensation. CBS's top offer is $500,000: they say their interest is worth $5.7 million.

Mr. Iacopi, who founded Television Signal Corp., and his two colleagues, have taken their dispute with CBS to the federal district court in San Francisco, where they have filed an antitrust suit against the company seeking treble damages totaling $17.1 million and punitive damages of $50 million.

The three have alleged that CBS acquired control of the system through fraud and coercion and that it has used fraudulent practices to "milk" the company's assets, all for the economic betterment of CBS.

In one of a number of affidavits accompanying their filing last week, William A. Hargan, described as a CATV consultant, said his study of TVS's finances indicates that the expenses allocated to TVS either are the result of "gross negligence" or reflect the use of TVS funds for activities "other than the operation of Television Signal Corporation's CATV franchise in the city and county of San Francisco."

A letter from a former official of a CBS CATV subsidiary, Nur-Cal Cablevision, in Orovile, Calif., was included to buttress a charge that TVS was required to purchase materials from CBS's 100%-owned subsidiary, CATV Equipment Co., at prices higher than those available elsewhere. The former official, John Ray, said he was directed to buy from the CBS subsidiary, regardless of price.

The three stockholders last week also alleged that CBS has not been candid in its connection with the TVS complaint—including its expressions of surprise at their December petition aimed at blocking the spin-off. They incorporated an affidavit from their attorney indicating that CBS had been aware since August 1970 that they would seek relief in the courts and at the FCC if CBS pressed its plans to absorb TVS while leaving them "in a locked-in position."

They even disputed CBS's contention that the charges contained in the two antitrust suits—theirs and the program producers' and syndicators'—have been denied. They said that CBS has filed "no responsive pleadings" in their suit and has not even acknowledged that the suit has been made a part of their complaint before the commission.

The commission also received comments in the proceeding from the Urban Law Institute, an organization funded by the Office of Economic Opportunity that represents organizations of the poor throughout the nation. Basically, it supported the positions taken by the San Franciscans and by the program producers and syndicators and said "more complete divestiture entailing the sale of CATV franchises or other appropriate action" is required.

ULI said its concern is with the right of public access to the media, and asserted that right has been limited "under existing network practices." It added that access and participation "are assured, the poor and all American minorities' constitutional rights will continue to be in grave peril."

Viacom buying Ponce CATV
Viacom International Inc., New York, has agreed to buy 80% of Telemundo CATV Inc., subject to the approval of Puerto Rico Public Service Commission. The Puerto Rican firm holds a franchise for construction of CATV system in Ponce. Other details of the transaction were not available.

Broadcasting, March 1, 1971

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The list of eligibles for TV-board roll

All TV members of the National Association of Broadcasters were to have received last week a list of 150 television broadcasters who have declared themselves as candidates for nomination to the TV board. There are six vacancies to be filled, and two of the incumbents already have announced for re-election: William Grant, KOAA-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co., Miami Beach.


The NAB certification list is due to be issued once again, on March 8, at which time additional television broadcasters who have indicated that they are candidates for nomination will be added; at the same time those who were on the current list who have notified the NAB that they are no longer candidates will be deleted.

The election itself takes place at a TV meeting during the NAB conven-

tion in Chicago March 28-31. There candidates from the final list are nominated. After this members vote. NAM by-laws require that there shall be at least two nominees for each vacancy, which means that at least 12 nominations must be made at Chicago.

Members of the present TV board whose terms expire and who are not eligible for re-election are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WJSV-TV Winston-Salem, N.C., and Hamilton Shealy, Gilmore Broadcasting Co., Harrisonburg, Va.

Pittsburgh drops press fee following McCulla protest

A report that the city of Pittsburgh planned to charge broadcast-newsmen and cameramen a $12 fee for press cards, prompted Jim McCulla, president of the Radio Television News Directors Association and director of news for ABC West Coast, to fire off a protest telegram that has apparently succeeded in getting the fee dropped.

The wire to Pittsburgh Mayor Peter Flaherty said the unprecedented action "served to put a dollar size on freedom of the press." It was announced last Wednesday (Feb. 24) that the fees would be dropped.

Changing Hands

Announced:
The following sales of broadcast stations were reported last week subject to FCC approval:
- WERT-AM-FM Van Wert, Ohio, and WKLC-AM-FM St. Albans, W. Va.: Sold by Raymond I. Kandel and others to J. Ray Livesay, for WERT-AM-FM, and William A. Harrison for WKLC-AM-FM, for $250,000 and $367,500, respectively. Mr. Kandel is president of 2588 Newport Corp., which owns KYVA(AM) Gallup, N.M., and KFMM(FM) Tucson, Ariz. Mr. Livesay owns WLBH-AM-FM Mattoon and WHOW(AM) Clinton, both Illinois. Mr. Harrison is involved in manufacturing businesses in Chicago area. WERT(AM) is a daytimer on 1220 kHz with 250 w, and WERT-FM is on 98.9 mhz with 6.3 kw and an antenna 130 feet above average terrain. WKLC(AM) is a daytimer on 1300 kHz, 1 kw, and WKLC-FM is on 105.1 mhz with 50 kw and an antenna height of 500 feet. Broker for both sales is Hamilton-Lands Associates.
- WFSH(AM) Valparaiso-Niceville, Fla.: Sold by Mrs. Audrey DeBruhl to Charles F. Wister for $160,000. Mrs. DeBruhl has no other broadcast interests. Mr. Wister is former owner of WPEO(AM) Valparaiso-Niceville. WFSH operates on 1340 kHz with 1 kw day and 250 w night. Broker: Hamilton-Lands Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).
- WTN-AM Albany, N.Y., WCDC(TV) Adams, Mass., and WSAS-TV Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. WTN(TV) and WCDC(TV) to Poole Broadcasting Co. for $19 million, and WSAS-TV to Lee Enterprises for $8 million (see page 19).
- WGM(TV) Gary, Ind.: Sold by General Media Television Inc. to Family.
Scores on Evanston, Ill., and Mrs. Cummings, their husbands', majority stockholder of KJRJ Broadcasting is 86%-owned by Pacific Northwest Broadcasting Corp., licensee of KPNW-AM-FM Eugene, Ore. Frank Mertz owns 10% of Richardson Broadcasting, and rest is distributed through minority stockholders. Family of J. Hobart Wilson has controlling interest in Pacific Northwest. Mr. Wilson and son, Charles H., have minority interest in KEZI-TV Eugene. KPAY-AM operates on 1060 kHz with 10 kw unlimited-directional at night. KPAY-FM is on 95.1 mhz with 8.6 kw and has an antenna 18 feet above average terrain.

KFWT-AM Fort Worth: Sold by W. C. Windsor Jr. to Marsh Media Ltd. for $315,000. Mr. Windsor also owns KFWT-TV there, which has been dark for some time. Marsh Media (principals of which are Stanley Marsh III, Tom F. Marsh, Michael Marsh, John S. Tyler and Estelle Marsh Watlington) has 25% interest in KKVY-Amarillo, Tex. KFWT-AM operates on 102.1 mhz with 100 kw and an antenna 960 feet above average terrain.

WRRR-AM Rockford, Ill.: Sold by Burnett L. Small, Len H. Small, Grace Small and Reva Small to Alan H. Cummings and Buddy Black for $375,000. Burnett Small has majority interest in WRKU-AM Kankakee, WQUA-AM Moline and WRL-AM-FM Peoria, all Illinois; KIOA-AM Des Moines, Iowa, and WIRE-AM Indianapolis. Len Small is majority stockholder of Kankakee Daily Journal Co., Kankakee, and Ottawa Publishing Co., Ottawa, Ill. Mrs. Grace and Reva Small have small holdings in their husbands' respective interests. Mr. Cummings is 75% owner of WLDU-AM Evanston, Ill., and Mr. Black has small interest in that station. WRRR operates on 1330 kHz with 1 kw directional day.

Regional press meeting scores divestiture plan

FCC proposals prohibiting newspaper ownership of cable-television systems or broadcasting stations within the same market were attacked by the Inland Daily Press Association last week at its winter meeting in Chicago.

Association members adopted a resolution expressing "dismay and serious concern" that the FCC would consider restricting newspaper ownership of the electronic media. The members felt the FCC, as an independent agency, has no business acting on a policy question that more properly belongs to Congress and the executive branch of the government.

Sanford Smith, general manager of the American Newspaper Publishers Association, told the meeting that the FCC thinking has changed from a case-to-case basis to "over-all regulation where newspapers are adjudged guilty as broadcast owners just because they are newspapers." He noted only two other groups now are prohibited from being licensees—aliens and felons, "and we do not want to join that peer group."

Noting the FCC also proposes that within five years a newspaper would have to give up any station it now owns in the same market, Mr. Smith said this will result in $1.9-billion worth of forced station divestiture. ANPA plans to file with the FCC in April to oppose such proposals, he said.

CBS staff reductions hitting upper echelons

The water was beginning to recede last week from the main wave of personnel cutbacks in CBS's retrenchment program (Broadcasting, Feb. 15, 22), and it became clear that some well-known, long-time broadcasting figures would be among the missing.

Ed Hall and Ed Scovill, veteran affiliate-relations executives, who were the managers of the department's Western and Midwest operations, respectively, were scheduled to take early retirement. Mr. Hall's Hollywood office reportedly is to be closed. Mr. Scovill operated out of New York headquarters.

Howard Kany, who had been director of international business relations for CBS Enterprises but had recently moved into the CBS/Broadcast Group in anticipation of the planned spin-off of Enterprises with Viacom International, also was reportedly set for early retirement.

In Washington, Robert Early, executive assistant to Theodore F. Koop, CBS Washington vice president, was let go.

In CBS News, William Cole, correspondent in Beirut, Lebanon. Larry Nathan, producer of CBS Radio's World of Religion, and Frank Kearns, a longtime correspondent, were among those released.

One of the highest ranking officers, if not the highest ranking officer, to leave was Norman Adler, a corporate vice president and general executive who in past years had been prominently identified with top management of CBS's subsidiary, Columbia Records. Werner...
Wells, Houser await approval of Senate

Pastore notes FCC must face application backlog, satellite and CATV issues

The nominations of FCC Commissioners Robert Wells and Thomas Houser to new terms on the commission were favorably reported out of the Senate Commerce Committee last Wednesday (Feb. 24). The nominations went to the Senate floor, where a vote was expected any time.

The action follows the committee's confirmation hearings held last Tuesday (Feb. 23) under Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

Both Commissioners Wells and Houser are serving on the FCC under recess appointments made by President Nixon last January. Commissioner Wells was appointed in 1969 to fill an unexpired term that ends June 30. He resigned that appointment to be eligible for the present full term that runs for seven years from July 1, 1970. Commissioner Houser has been nominated to fill the remainder of the unexpired term of Commissioner Wells that runs until June 30.

At the outset of the confirmation hearings last week, Senator Pastore cited three major problems confronting the FCC—its large backlog of applications, the still-unresolved domestic-satellite issue and the CATV proceeding that is "still in a state of flux." De-

lays in dealing with these issues work "unjustifiable hardships on the public interest," the senator said.

After that reminder, the hearing focused on the two commissioners. Senator Robert Dole (R-Kan.) who is also Republican National Committee Chairman, described Commissioner Wells as "one of the most diligent, conscientious and objective members" of the FCC. Senator Charles Percy (R-III.) read a letter from Senator Adlai Stevenson III (D-III.) endorsing Commissioner Houser, then himself endorsed Mr. Houser, referring at one point to Mr. Houser's concern for minority interests.

Senator Pastore stated that he hoped Senator Percy would join him and black representatives in arranging a meeting with the White House "to see if we can not persuade the President in the immediate future to make an appointment of a responsible black man on this commission." However, he added, "I can no more reject a qualified man because he is white than I could reject a qualified man because he is black." Senator Percy expressed his approval of that suggestion.

Senator James B. Pearson (R-Kan.) then cited Commissioner Wells's "personal, professional integrity" for the job.

FCC Commissioner Nicholas Johnson was present at the hearing, but did not testify. Instead he sent a letter to Senator Pastore in which he cited Commissioner Houser's "intelligence, independence, and lack of knee-jerk ideology."

He said the administration's nomination of Mr. Houser was a commendable action.

"The real test will come, of course, a few months from now when he [Mr. Houser] will be up for reappointment to a term for a full seven years rather than for a few months," Commissioner Johnson said. "Having demonstrated the imagination to experiment with the novelty of quality appointments, will the administration now have the courage to stick with one once made?" he asked.

Senator Pastore broached the CATV issue, stating he hoped the FCC would not do anything to injure broadcast television. He said: "I would hope that this committee would not find itself confronted with a fait accompli. I would not want this thing to be decided irrevocably and then, of course, have this committee entrusted with the responsibility of unraveling it. I would

Mr. Wright

pleus, corporate director of acquisitions, was also let go.

Just what the company-wide total for personnel departures would be could not be ascertained. CBS sources said it probably would be impossible to put even an estimate on it for weeks and probably months.

The generally reported goal of the cutback is a 15% reduction in CBS expenditures.

Md. assembly to tackle liquor ads, cable stations

Maryland Governor Marvin Mandel asked his General Assembly Thursday (Feb. 25) to place the growing cable-TV industry in that state under regulation of the state public service commission as a public utility.

If the bill, introduced in both houses, succeeds, the commission would acquire the power to control rates and set standards of quality for CATV services. Maryland presently imposes no state controls over its 18 cable-TV systems, which serve mainly rural areas.

Under the new proposal all existing CATV systems would continue operations provided they meet the legislation requirements and file rate reports and other required information within 90 days of July 1.

A similar bill was introduced two years ago and met strong opposition from CATV spokesmen.

Also in Maryland, a resolution has been introduced by state senator James F. Clark Jnr., asking the assembly to urge the state's national congressional delegation "to work for prohibition of advertising of all alcoholic beverages on television and radio." Senator Clark contended that a ban on liquor advertising would be a justifiable follow-up to last year's ban on broadcast cigarette advertising.

Macdonald stays with House Communications

Representative Torbert H. Macdonald (D-Mass.) will continue to serve as chairman of the House Communications Subcommittee during the 92d Congress.

Mr. Macdonald's decision, affirmed by unanimous vote of the parent Commerce Committee and announced last week, ends speculation that he might move to the chairmanship of the Transportation and Aeronautics Subcommittee. That post fell vacant after the defeat last fall of Samuel E. Friedel (D-Md.).

Among the matters Mr. Macdonald says he wants the subcommittee to con-

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hope that at some juncture you would allow this committee an opportunity to call the whole commission before it so that you can review with us in public session some of the thoughts that you have in mind before the big question is resolved.

Commissioner Wells said: "We need all the advice, ideas and information we can get, and expertise from here would be welcome."

"My position is that the commission is an agent of the Congress and I would hope we could have these guidelines in this subject," replied Commissioner Houser.

Inserted into the hearing record were letters to Senator Pastore from Senators Joseph M. Montoya (D-N.M.), George S. McGovern (D-S.D.), Hubert H. Humphrey (D-Minn.), Karl E. Mundt (R-S.D.), Thomas F. Eagleton (D-Mo.), Allen J. Ellender (D-La.), Quentin Burdick (D-N.D.), Mike Mansfield (D-Mont.), Milton R. Young (R-N.D.), Wallace F. Bennett (R-Utah), and John C. Stennis (D-Miss.). Each expressed personal views, or those of constituents, that CATV policy should be left to Congress to formulate and to the FCC to carry out.

At another point Senator Norris Cotton (R-N.H.) asked Commissioner Wells if he intended to serve a full seven-year term. "Yes, sir," the commissioner replied, "I have no other definite plans in mind." Mr. Wells is known to have thought about running for governor of Kansas if conditions turn favorable.

Later in the hearing William D. Wright, national coordinator for Black Efforts for Soul in Television, told Senator Pastore that a black commissioner would be more sensitive to, and representative of, black needs. For insertion in the record (and comment by the commissioners later) Mr. Wright asked what steps the nominees have taken to end discrimination in broadcasting or any other area of society.

Another witness appearing was attorney Anthony R. Martin-Trigona, who called on the nominees to reveal in advance their views on FCC matters, and maintained there should be a public interest lobby on the FCC.

Senators Philip A. Hart (D-Mich.) and Frank E. Moss (D-Utah) also submitted questions directed at Commissioner Houser.

Senator Hart asked for Mr. Houser's feelings on possible FCC standards for telephone service; financing for the Corp. for Public Broadcasting; reduced rates (based on ability to pay) for interconnecting educational TV stations to public television networks; means by which the FCC could increase diversity of news sources and increase the level of competition; improving the FCC's responses to citizens' complaints; FCC involvement in preventing false advertising, and how Mr. Houser thought he could improve broadcasting.

Senator Moss asked Mr. Houser if he was familiar with the operations of the hundreds of small business firms that compete with the wireline companies in providing mobile-radio services. He also asked how Mr. Houser felt about the FCC's plan to give "a new bloc of frequencies to wireline companies and not to radio common carriers, which claim to have greater need."

The intent was made known following settlement of substantially higher new wage scales for black air personalities at wvon (AM) Chicago. Mr. Jackson acted as a mediator in the talks at the request of the wvon employees. Their present scale of $11,700 per year will escalate to $20,800 over a three-year period. Each man gets a $6,500 raise this year, a boost of $125 weekly immediately.

Wvon's new ownership, Globetrotters Communications, pointed out, however, that the men had accepted what was wvon's offer. The increase was considered fair based upon a salary-adjustment study that was initiated long before the talks began.

The study included such factors as other comparable major-market operations, station sales volumes and prevailing wage scales.

A total of 11 men at wvon will receive the new pay, including four newsmen. Lucky Cordell, wvon general manager, who also acted as a mediator, explained the inclusion of the newsmen under the new agreement was one of his key points in presenting the employee case to ownership.

He said he feels that newsmen for too long have been treated as second-class citizens and he thinks their on-air contribution is equal to that of the disk jockeys.

On the other hand, he indicated, he was able to dissuade the employees from pressing their demands for extreme wage increases. These appeared to be based in part on their belief they had been so long underpaid and yet had contributed so much to building up the station to the point where it could command a sales price of $9 million last fall. Globetrotters Communications acquired wvon at that record price for

**SCLC will push for black wage hikes**

The Rev. Jesse Jackson and the "Operation Breadbasket" arm of the Southern Christian Leadership Conference disclosed last week that a national drive is to be undertaken to win higher pay for Negro disk jockeys at radio stations that program to the black market. Chief target: white owners who allegedly pay blacks less than whites for comparable work.

BROADCASTING, March 1, 1971
"HOW SMALL CAN YOU GET?"

It may be of interest to know that though we have had clients in 18 of the top 25 markets (currently we are working in 11 of them) we now have two clients below the top 125 markets.

Why? . . . Although it's important to know how you are doing competitively if you own a station in the top 25, it's even more important to know how you are doing in smaller markets. Fewer dollars go into smaller markets and with increased costs of operation, that coveted No. 1 position is more important in a small market than a big one. The truth is you can't get too small to need to know how you are doing attitudinally in any market.

It might also be interesting to know that at any given time, about half our client list is No. 1 in their respective market, and they use the information we gather and recommendations we make to keep them that way.

The balance of our client list is composed of aggressive stations that are working toward that No. 1 position.

Our methods are both simple and complex. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

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a class-IV local outlet from Phil Chess and the late Leonard Chess, founder of Chess Records (Broadcasting, Sept. 28, 1970).

Mr. Jackson, following the agreement, explained: "We plan to confront other local black stations in Chicago and others across the country to let the white owners know that black radio can't mean black salaries."

WVON's personalities are members of the American Federation of Television and Radio Artists. The AFTRA contract expires March 1 and is being renegotiated. The new minimums, however, will still be much lower than the amount WVON has agreed to pay its men.

Mr. Cordell is also executive secretary of the National Association of Television and Radio Announcers, a black-oriented group. He said, however, NATRA was not involved in the WVON talks and his office in the organization was incidental to his WVON role.

Gloom and doom from Michael Dann

Former CBS executive foresees bleak future for system he left

The commercial TV networks are in for a very rough, bumpy time in the months ahead, Michael Dann, vice president of the Children's Television Workshop, predicted last Thursday (Feb. 25).

Speaking at a New England Broadcasting Association meeting in Boston, the former senior vice president in charge of programing for CBS-TV detailed reasons for his dark predictions, commenting that the future holds a "state of turmoil for the industry not only on the economic front but on all fronts." He also recalled his Hollywood speech of last Oct. 13, when he said "the commercial network situation for the year 1971 on the economic front alone is so serious that I believe there is no chance for the network structure as we have known it to survive" (Broadcasting, Oct. 19, 1970).

But there was more of the same black picture. He said there would be further network cutbacks in news, documentaries and specials, adding, "they will be substantially more severe than those the network presidents have already announced."

Despite an increase in gross sales for 1970, Mr. Dann said, network profits dropped substantially—even before the loss of cigarette advertising. Network prime time collectively was not profit-

Mr. Dann

able in January, he said, though this is normally a peak profit period. And sales have not risen despite the switch to the 30-second commercial base, Mr. Dann added.

Mr. Dann said there was an acute shortage of new program material for local stations. "At this point, not one major production company is making film series to fill any of the 21 half hours made available to local stations by the cutoff in network evening time ordered by the FCC," he said.

He claimed that hundreds of network affiliates still have no plans on how to utilize the time periods being returned to them by the networks. "And it is quite possible," he said, "that during the next 12 months one or more of the networks will voluntarily cut back their evening time even more" than the FCC prime-time access rule requires.

Hollywood did not escape Mr. Dann's gloomy predictions. As TV's chief program supplier, he said, Hollywood is under extreme economic pressure and faces substantial reductions in existing production.

But Mr. Dann's outlook was not gloomy on all fronts. He thought there might be a bright outlook in some areas, such as independent stations, cable television systems, noncommercial television and specialized independent production centers such as the Children's Television Workshop.

ABC, CBS, and NBC face a challenge today if they want to maintain full network service, he said. That challenge, he concluded, is to attract advertisers and viewers not now involved with the home screen. "Television networks' needs are such that the industry must appeal to all advertisers and to the entire American public," he said. "Not all the time, but at least some of the time.

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BROADCASTING, March 1, 1971
First tremors rattle 'substantial service'

FCC data shows stations far from proposed standards; commissioners indicate unease over inquiry

Some early indications of the complexities and disputes the FCC will face in its efforts to define the "substantial service" element in license-renewal proceedings appeared last week.

Three concurring and one of the two dissenting commissioners to the 5-to-2 vote adopting proposed rulemakings and inquiry into the license-renewal process two weeks ago (BROADCASTING, Feb. 22) issued separate statements. And the FCC released figures indicating percentages of time presently allocated by TV stations to news, public affairs and local programing—key elements in the proposed definition for "substantial service."

In its notice of inquiry, the commission suggested guidelines, in terms of percentages of time devoted to local programing and programing designed to inform the electorate (news and public affairs), for determining "substantial service," as that term is used in the 1970 policy statement on comparative hearings involving renewal applicants. The commission said it would favor the incumbent in such hearings if he could demonstrate "substantial service."

The commission stressed that the guideline would be general and would not be automatically definitive, "either for or against" a renewal applicant. But the analysis of renewal applications released by the commission last week indicates that large numbers of stations would be required to upgrade their programing—particularly major stations in the case of public affairs—if they were to gain whatever security the suggested guidelines would provide (see tables).

Chairman Dean Burch, one of those who concurred, paraphrased Winston Churchill on democracy in expressing his feelings about the inquiry: "This may be the worst way of proceeding except when you consider all other ways of proceeding. Sooner or later—generally or in ad-hoc fashion—the agency must come to grips with the basic questions here raised."

He added that it might be better and more fair to do so "sooner and in a general inquiry than to await the slow accretion of policies formulated in narrow adjudications with limited records and limited participation by interested persons." But if the inquiry method does not prove feasible, he said, the commission will have to rely on the judgment of individual cases.

Commissioner H. Rex Lee expressed concern about the "inclusiveness and generality" of the standards and definitions suggested, adding that "their broad brush-and-sweep tend to neglect economic realities and structural differences within the broadcasting industry." What is realistic and financially reasonable for top-50-market stations, he said, may not be for stations in smaller markets.

He also said that there "seems to be some degree of shortsightedness" in a system that encourages local-live origination, local news and public affairs by broadcasters whose efforts to meet their public-interest obligations are undercut by CATV systems importing distant signals. The same could be said, he added, of small-market broadcasters faced with specialized programing demands imposed by competition and "the growing law of community-group rights."

The third concurring commissioner, Nicholas Johnson, is a long-time advocate of set criteria for judging renewal applicants. And in his statement he seemed more troubled by what the commission left unsaid than by what it was proposing.

The notice, he observed, "is not necessarily a commitment to revise the performance levels upward in such manner as to continue to 'protect' approximately the same percentage of broadcasters as the present levels. Should it be?"

There remain, he said, "a great many open questions to be addressed in this inquiry—even apart from the most fundamental misgivings as to why we painted ourselves into this corner in the first place." Apart from the proposition that the commission must move, he added, "I'm open to suggestions on where we go."

Commissioner Robert Wells, who with Commissioner Robert T. Barkley dissented, said that "although many licensees will welcome the short-range benefits of having numerical requirements to meet," neither broadcasters nor the public will benefit from such a practice. Commissioner Wells, a former broadcast executive, expressed the fear that it would give broadcasters an incentive "to play this numbers game to satisfy the commission."

"If this occurs," he added, "the licensee will not be discharging his responsibility to operate the station in the public interest. If this country is to enjoy truly diverse programing, we must leave some measure of flexibility to the licensee. This policy will leave fewer decisions to management."

If the proposed guidelines are adopted, one decision the management of many large stations will be making is to up their amounts of public-affairs programing. The performance figures released by the commission indicate only 10% of the 67 major TV outlets involved, those with $5 million or more annual revenues, come up to the proposed public-affairs standard—5% (or almost seven hours a week).

About 57 stations that report revenues of less than $1 million annually—36 VHF affiliates, 15 UHF affiliates and six VHF independents—meet the standard for stations at the low end of the proposed 3-5% range for public affairs programing. The stations are all in the 33rd percentile of their respective

BROADCASTING, March 1, 1971
How FCC rates stations now

The FCC's suggested guidelines for determining the kind of "substantial service" that would give an advantage to a renewal applicant in a comparative hearing grew out of an extensive examination of service now provided by all television stations.

The commission is also suggesting a special standard for prime time—3%, or about one hour a week. However, the commission has no information from its current renewal forms as to station's performance in either public affairs or news in prime time.

The other standards and the number of stations that would presently meet them, as revealed in the commission's figures:

News, 8-10% for network affiliates—(about 22) of the 67 stations reporting revenues of more than $5 million devote 10.1% or more of their time to news; 55 VHF affiliates (of 110) and 14 UHF affiliates (of 44) earning less than $1 million schedule as much as 8% news weekly.

News, 5% for independent VHF stations—about six of the 18 stations involved carry that much.

The commission also proposes the same standards for affiliates and independents in prime time. (UHF independents and stations generally that are not profitable would be excluded from all of the guidelines.) Local programing in prime time,

News, 5% for independent VHF stations—about six of the 18 stations involved carry that much.

The commission also proposes the same standards for affiliates and independents in prime time. (UHF independents and stations generally that are not profitable would be excluded from all of the guidelines.)

Local programing in prime time,

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<th>Percentage of total broadcast time devoted to news by class of TV station</th>
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Number of stations in class: 67 78 149 110

1 Time devoted to news does not include time for commercial matter.

Percentiles can be best explained by means of an example. For instance, in column two the figure 70% when the 70th percentile means that 75% of the 70 stations devoted 70% or more of their program hours to news during the composite week. The figure 70% in column two across from the 70th percentile means that 75% of the 70 stations devoted 70% or more of their program hours to news during the composite week. The figure 70% in column two across from the 70th percentile means that 75% of the 70 stations devoted 70% or more of their program hours to news during the composite week.

Source: Data from latest renewal forms.

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<tr>
<th>Percentage of total broadcast time devoted to public affairs by class of TV station</th>
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<th>Percentage of broadcast time between 6 and 11 p.m. devoted to local programing by class of TV station</th>
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1 Time devoted to local programing includes time for commercial matter.

32 (PROGRAMMING) BROADCASTING, March 1, 1971
10-15%—about 33 of the stations subject to the maximum standard (they earn more than $5 million annually) would meet it. The stations at the low end of the range (earning less than $1 million) that devote at least 10% of their time to local programming include between 55 and 82 VHF affiliates, between 13 and 22 UHF affiliates, and more than 14 of the 18 independent VHF's affected.

With the same percentages applying to local programming throughout the week, 33 stations at the high end of the range would meet their guideline while some 60 stations at the low end—36 VHF affiliates, 11 UHF affiliates and almost all independent VHF's affected—would meet theirs.

FCC OK's primer for local 'problems'

Catechism-guide expected to dislodge 90 cases now pending at commission

Broadcast licensees and applicants uncertain as to their obligations in responding to a question in FCC applications referring to ascertainment of community problems now have a 36-questions-and-answers primer to dip into for guidance.

The primer, originally drafted by the commission more than a year ago and then redrafted in light of comments received in an inquiry proceeding begun on Dec. 19, 1969, was adopted by the commission two weeks ago (Broadcasting, Feb. 22).

One immediate effect was to break the logjam blocking progress in some 90 hearing cases in which the ascertainment-of-problems question was at issue. They had been held up since March awaiting commission action on the primer ("Closed Circuit," Feb. 15). The commission last week said that applicants in hearing cases will be given 90 days to amend their applications to bring them into conformity with the primer. Applications not yet designated for hearing may be amended as a matter of right.

The primer will apply to applicants for new facilities, some major changes in license and proposed assignees and transferees. Since the commission is considering dropping the ascertainment question for renewal applicants—and requiring them to respond simply to a question on their area's problems and what they have done to meet them—the primer omits reference to them. However, until other standards are adopted, renewal applicants will be required to comply with the primer.

The primer is essentially similar to the draft the commission submitted for comment. But some of the changes in the primer reflect the presence in the inquiry proceeding of citizens' groups, including Black Efforts for Soul in Television.

For instance, under the proposed primer, an application would be "subject to question" if it did not reflect consultation with representatives of a significant group. The adopted primer says such an application would be "defective."

The primer also makes it clear that, while lower-ranking station officials may consult with members of the general public in the ascertainment process, the job of dealing with community leaders must be handled by management-level officials.

In addition, it requires applicants to submit a showing as to the composition of the community in which they are seeking authorization to operate, and to report on broadcast matters they intend to carry to deal with specific problems in the area.

The primer notes that a broadcaster's obligation to areas outside of his city of license is secondary to that city. But it also asserts that he must ascertain and serve problems of major cities within his station's service contours or submit a showing as to why he does not intend to do so—for instance, the outlying city might have stations in the same services assigned to it.

The primer also attempts to eliminate the confusion it says has developed over what it is the commission expects the applicant to determine from his surveys and consultations. It is not simply program preferences, not whether a community wants western music or rock, the commission said in its order adopting the primer. Rather, it is interested in a larger question as to whether, for instance, a community needs schools or improved roads. Accordingly, the commission will ask not about "needs and interests," as it generally has in the past, but about "problems, needs and interests."

In its draft form, the primer used the word "problems" only, in an effort to eliminate applicants' confusion. But, the commission said, a number of those who commented interpreted that as a major shift in its policy. Some said the government was imposing its judgment on broadcasters.

The commission last week said no change in policy had occurred and that the only judgment "imposed" on broadcasters is that they be "responsive to the problems of their communities"—a judgment which the commission says is required under the Communications Act.

Court defends media in libel decisions

Supreme Court rules on cases involving 'Time' magazine, two newspapers

The U.S. Supreme Court last week expanded the protection it has already afforded news media against libel.

In two cases involving politicians, it held that even stories that were false or that dealt with incidents remote in time were not necessarily grounds for libel.

And in a third case, it held that Time magazine could not be accused of malice because it failed to make clear, in a story dealing with "police brutality," that it was reporting allegations.

Although the cases involved newspapers and a magazine, the court's decisions would appear to give the same protection to radio and television.

In the two newspaper cases, the court held that accusation of criminal conduct against an official or a political candidate is relevant to his fitness for office and, therefore, subject to the test laid down in the New York Times decision.

In that case the court held that officials cannot collect damages for defamatory falsehood unless malice is established.

One of the cases involved a report in the Ocala (Fla.) Star-Banner that the mayor had been charged with perjury in a civil rights case. Actually, the charge had been made against the mayor's brother.

But the court last week held that the case must be governed by the rule holding that public officials seeking to recover damages for libel must prove malice—that is, that the story was published in reckless disregard of the truth or falsity.

The other newspaper case involved $10,000 judgments a jury had returned against the Concord (N.H.) Monitor and the North American Newspaper Alliance because of a Drew Pearson column, published on Sept. 10, 1960. It described a former New Hampshire congressman who was running for the Senate as a "former small-time bootlegger."

The jury, acting on instructions from the trial judge, held that since the alleged activities occurred during the 1920's and involved the candidate's private life, the newspaper and NANA were guilty of libel.

In overturning that judgment, the court held that, "as a matter of constitutional law . . . a charge of criminal conduct, no matter how remote in time or place, can never be irrelevant to an office's or a candidate's fitness for office for purposes of applying the

The court decision in the Time magazine case expressed the view that publishers who maintain standards designed to avoid "knowing falsehoods or reckless disregard of the truth" are entitled to the assurance that errors that do occur will not subject them to indeterminable financial liability.

The court said the magazine's failure to state that it was dealing in allegations may have reflected a "misconception." But, it added, it did not constitute "malice'.

**Chance for TV and film skills offered minorities**

Third World Cinema Corp., New York, has been formed to provide opportunities for minority talent and crews in the motion-picture industry and to train them for jobs in the film and television fields. Ossie Davis, black actor-playwright-director, will serve as president of the organization. He said the company plans to produce motion pictures in New York and will begin work immediately on "The Story of Billie Holliday" and will incorporate a foundation, the Institute of New Cinema Artists, to train minority-group members in more than 40 related film trades.

Third World Cinema intends to obtain its financing mainly from financial institutions and private investors, but the New York Model Cities Administration has requested approval for using $400,000 of supplementary funds to buy an equity in the company, it was stated. In addition, the Manpower Career Development Administration of New York is considering an initial budget of $200,000 to implement the training program of the organization.

**ASCAP revenues attain record levels in 1970**

American Society of Composers, Authors and Publishers revenues reached record highs during 1970, but distribution of nearly $10 million received in settlement of licensing agreements with ABC and CBS have been held up pending conclusion of litigation on the method of disbursement.

The $9,920,000 net proceeds of the network settlements covers payments for license fees for the period 1962 to 1969 and was to be paid to members in accordance with a special distribution plan proposed to members in September 1970, a plan submitted to and approved by the Department of Justice. In December of last year, ASCAP sent letters to its members saying that the special distribution was being abandoned and the monies would be lumped in with those available for the payments to be made later that month. On Dec. 14 a publisher-member filed suit in federal court in Los Angeles to enjoin that distribution. Eight days later a New York judge ruled that the funds should be placed in escrow until the case could be decided. The federal court judge in New York ruled, on Jan. 29, that the monies could be distributed as part of the regular December payments. On Feb. 11 the money was released from escrow and part of it was distributed. Before the distribution could be completed, a restraining order was filed in Los Angeles pending appeal of the publisher-member's suit. A ruling is expected today (March 1) in New York.

Total domestic receipts for ASCAP reached $65,073,000 for 1970. Some $62,739,000 came from licensing fees while the remainder was from interest on investments and dues. A total of $43,469,000 has already been distributed in 1970. The remainder of the $52,986,000 available for distribution last year is still awaiting the outcome of the legal action.

**ACT sets off on different tack**

**Women want stations to recruit citizen views on children's programing**

Action for Children's Television is attempting to recruit television stations in its campaign to have standards established for children's programing. In a letter sent to 120 TV stations, ACT requested that the stations broadcast a 30-second spot containing a message prepared by that organization twice a week on separate days between 7 p.m. and 11 p.m., from March 1 to May 3.

The group's proposal was prompted by the FCC's invitation for comments aimed at the possible establishment of guidelines for children's programing (Broadcasting, Jan. 25).

The Boston-based citizens group's proposed broadcast announcement stated in part: "The Federal Communications Commission would like to know ... what you would like to see on TV for children; what you feel about commercials aimed at children. In January the commission published a notice of inquiry asking questions about kids' TV. Until May 3, they will accept replies from broadcasters, advertisers and the public. Replies on the commission's notice of inquiry are expected to come from broadcasters and advertisers, ACT noted last week, but the group expressed a belief that the public, under the present conditions, might go uninformed in the matter. "The FCC has no mechanism for involving the public of their rights in this area," said ACT President Mrs. Evelyn Sarson. "But it is vital for the public to realize that every letter and formal comment to the FCC will have a definite effect on action by the commission."

Mrs. Sarson, however, expressed limited optimism for the success of ACT's request. The ACT president commented that she did not expect a large response from the stations. She doubted that stations would willfully accept public-service announcements calling on their audience to comment to the commission about their own programing. Thus far, said Mrs. Sarson, the only response from those contacted came from two Boston stations: Wmaw-tv has agreed to air a 30-second spot carrying an abridged version of ACT's proposed message. Wsik-tv has referred the ACT letter to its Washington attorney.

Mrs. Sarson was "not sure" about what steps her organization would take if the event that the group's proposal does receive little response from the television stations. She did not rule out the possibility of a joint action of some sort by ACT and three other groups--with which ACT is affiliated, but she was not sure if any effective legal measures could be taken to insure the success of the proposal.

Two weeks ago, ACT and the three other groups--National Citizens Committee for Broadcasting; Council on Children, Media and Merchandising, and the Office of Communications of the United Church of Christ--asked the commission to require stations to open up their programing records, in order to insure the validity of their forthcoming responses to the commission's invitation for comments (Broadcasting, Feb. 22).

ACT was the first organization to bring up the current question of children's programing. Last year the group asked the commission to impose tighter control of children's programing on broadcasters, asking for more variety in shows designed for young people and for a total ban on commercials during these shows (Broadcasting, Feb. 9, 1970).

**Is the American dream dirty?**

Noncommercial wttw(tv) Chicago refused to air eight minutes of National Educational Television's The Great American Dream Machine last Wednesday night (Feb. 24) because it considered a bedroom skit to be of questionable taste. NET officials said WTTW was not the only outlet to refuse to carry the sequence, two others also reported
declining, but their identities were not known.

The disputed portion of the show came just before 9 p.m. in Chicago and WTTW felt too many youngsters were still up at that time. The station substituted live studio volunteers accepting phone calls of subscriptions to support WTTW.

Robert Fuzy, WTTW program director, said the disputed sequence was not in keeping with the rest of the program—"It was obviously an attempt to shock with a dirty joke." The skit showed a man and girl (clothed) on a bed talking about a love affair.

Program notes:

Army football = The TNC Networks have been granted the radio rights to Army football games for the 1971 season. The highlight of the series will be the traditional Army-Navy game which TNC carried last year to more than 400 stations around the world.

Foreign flicks = CCM Films Inc. has begun a television leasing service. The company has an initial catalogue of 150 shorts and documentaries, many of which are award-winning foreign films previously released only to educational groups. Address: 34 MacQuesten Parkway South, Mount Vernon, N.Y.


McGee back = NBC News Correspondent Frank McGee, ill since Nov. 20 with an intestinal disorder, will return as co-anchorman on NBC-TV's early evening news show tomorrow (March 2). Rejoining David Brinkley and John Chancellor, Mr. McGee will anchor the NBC Nightly News report from New York.

High-brow radio = A new stereo music program, Classical Wax, is being produced and syndicated by WPJB (FM) Providence, R.I. The program will feature previews of new classical releases, plus interviews with their conductors or performers. In addition to these "spotlight" albums to be heard in their entirety, shorter selections from other albums will be played, followed by critical commentaries of the complete works. The host of the program is Barry Law-

CBS report enrages Pentagon’s friend

Hebert blasts 'antimilitary' documentary (which he didn't see) on military PR

Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee and one of the military's staunchest friends on Capitol Hill, didn't see last week's CBS News documentary, CBS Reports: The Selling of the Pentagon, which took a critical look at the massive public-relations and promotional activities of the Department of Defense. He said he had read about it in the New York Times. But that secondhand exposure was more than enough for Mr. Hebert, who promptly raged forward to denounce the program as antimilitary, inaccurate, "the most misleading and damaging attack on our people over there that I have ever heard of."

The documentary claimed that the Pentagon tries to counter what it considers to be the antimilitary stance of network-TV reporting by making war heroes available for taped home-TV reports by pro-Pentagon legislators. The program used a sequence from a tape showing Chairman Hebert who at one point in that segment asserted: "I'm one of those who believe that the most vicious instrument in America today is network television."

His office had co-operated with CBS in providing a film of Mr. Hebert interviewing a former U.S. prisoner of war. He said it was given with the understanding that it would be used in a special on POWs.

The Times review called the Hebert segment of Selling a "propaganda film" for the DOD where Mr. Hebert was seen "interviewing a Green Beret in a program for 'the taped home-district TV reports from pro-Pentagon politicians.'"

"All I ask for is accuracy," said Mr. Hebert, who stated that the film was for a New Orleans TV program he had been doing for 18 years. He also denied that the POW was a Green Beret.

During a committee session later last week Chairman Hebert was questioning witness Roger T. Kelley, assistant secretary of Defense for manpower and reserve affairs, on the Army's paid recruitment ad campaign (Broadcasting, Feb. 22). He asked whether any contracts for advertising had been agreed to by the networks, including CBS.

An affirmative reply from Mr. Kelley brought this response from the chairman: "Well, I'll explore the area of any funds being spent in that area in view of the latitude being given to the Pentagon by the chains [networks]." He added: "I'm sick and tired of our putting out money to people who are trying to degrade the uniform and stir up the people of this country."

The CBS News production, narrated by Roger Mudd and aired on CBS-TV last Tuesday (Feb. 23) at 10-11 p.m. EST, detailed the Pentagon's wide-ranging operations in the areas of radio, television, motion pictures, newspapers and exhibits. In summary, Mr. Mudd said: "On this broadcast we have seen violence made glamorous, expensive weapons advertised as if they were automobiles, biased opinions presented as straight facts. Defending the country not just with arms but also with ideology. Pentagon propaganda insists on America's role as the cop on every beat in the world."

"Not only the public but the press as well have been beguiled—including at times, ourselves at CBS News. This propaganda barrage is the creation of a runaway bureaucracy that frustrates attempts to control it."

Minority cinema = Formation of Third World Cinema, New York, as a motion picture-TV production company to be controlled by blacks, Puerto Ricans and other minority group members, was announced last week. Support for its creation is said to come from New York City officials and various federal and city agencies.

Vision week = The American Optometric Association has created a package of radio and television public service announcements in conjunction with Save Your Vision Week, March 7-13. The radio spots, entitled A World Out of Focus will expose the listener to the problems of youngsters with undetected vision problems. The television announcement will emphasize the role of good vision in healthy childhood development. The messages are available without charge from the American Optometric Association, 7000 Chippewa St., St. Louis 63119.

The keeper's brother = MGM-TV's documentary division has begun preproduction on The Ape People, a one-hour special for airing this fall on NBC. The program is based on a book of the same title by Geoffrey H. Bourne, director of the Yerkes Primate Center, Emory University, Atlanta. Dr. Bourne describes the book's content as how man's secrets and similarities are revealed by his nearest relative.
Ford's better ideas include ETV news

Foundation allocates major part of broadcast funds for such programing; EBS gets $9.2-million slice

The Ford Foundation last week announced over $11.8 million in grants to noncommercial TV, allocating the bulk of the money for continued funding of national program production and for additional news and public-affairs programming.

Biggest grant went to Educational Broadcasting Corp., New York, which received $9.2 million for national and local programing through mid-1972.

Included in the announcement was a $1-million grant to the Corp. for Public Broadcasting for "partial support of a national advertising program for public television."

Also receiving Ford monies were various sources of programing and individuals or organizations planning to conduct studies in ETV.

Grants made for "continued support" of "newspaper-of-the-air" shows went to KERA-TV Dallas (Public Television Foundation for North Texas) which received $660,000 to expand the coverage area of its Newsroom program in view of a transmitter relocation, and to WETA-TV Washington (Greater Washington Educational Television Association) for its "newsroom" show that started in March 1970. The foundation gave WETA-TV a $400,000 supplementary grant to support news-program costs.

Of the $9.2 million granted EBC in New York, $1.2 million was allocated for local programing through June 30, 1971, by EBC's WNET (TV) New York. Educational Broadcasting Corp. represents a merger last year of the staffs of National Educational Television, which has been ETV's primary program producing service, and WNET (then WNET-TV).

The local programing area at the New York station includes a planned "newsroom" show as well as various other community-oriented public-affairs efforts, including remote broadcasts from various points in New York city.

WNET officials indicated its news show—a half-hour nightly—would be in the "newsroom" format and would be the station's first regular news program since last September when the station discontinued its 10-11 p.m. Newsfront show.

The foundation said that the Dallas and Washington Newsroom programs follow the concept initiated in 1968 by KOED-TV San Francisco, in which newsmen report and analyze local and regional news events and then question each other to give added depth and interpretation to the stories. Ford's grants to cover costs of the news shows in these three cities, plus a fourth in Pittsburgh, now total approximately $5.5 million, it was said.

Educational Broadcasting Corp.'s 1971 budget for the merged operation, according to Ford Foundation, is $17 million. In addition to Ford's $8.5 million, the foundation said, EBC will receive $4 million from the Corp. for Public Broadcasting. The remainder is to come from public contributions and other sources, the foundation said.

EBC's budget for fiscal 1971 starts July 1.

According to the Ford Foundation, EBC is expected to continue to provide an average of three hours weekly of national programing to Public Broadcasting Service, which is noncommercial TV's networking facility. EBC, it was reported, is fashioning a schedule for next year "that is expected to stress a wider variety of program styles and formats."

The Ford Foundation's announcement noted that the $1-million grant to CPB will enable the government-supported organization, through PBS, to continue a national advertising campaign that seeks a larger audience for noncommercial TV. Ford reported that 17 advertisements have already appeared in 51 publications, including magazines, metropolitan dailies and weekly magazines. (The ads, Ford officials said, attempt to increase station identification locally, inform the public of the range of programs available on ETV and develop PBS as the "Fourth Network").

CPB also received $40,000 from the foundation to support in part a study by Louis Harris and Associates. The organization will attempt to determine the attitudes and viewing habits of the noncommercial-TV audience.

The Academy for Education Development also received partial support for a feasibility study to be conducted by Douglas Cater, journalist and former special assistant to President Johnson. Mr. Cater's project, toward which TV cameras gain entry into House

First coverage records Connally appearances at committee hearings

Television cameras showed up at full committee hearings of the House of Representatives for the first time last week, when all three TV networks and UPI Film covered both the Banking and Currency Committee and the Appropriations Committee in the Capitol.

The TV coverage of a House subcommittee took place two weeks ago when WTTG-TV Washington had a camera crew covering a hearing held by the Subcommittee on Education of the House Education and Labor Committee. The Metromedia station received the approval of the subcommittee chairmen, Representative John Brademas (D-Ind.), to take cameras into that hearing room.

Last week's film coverage by TV occurred principally because Secretary of the Treasury John Connally, former Democratic governor of Texas now with the Nixon administration, appeared at both House committees. Actually, it was a double first for the House Appropriations Committee which has never before permitted any news coverage of its sessions.

Under present procedures, TV newsmen who want to cover a House committee with cameras ask the House Radio and TV Gallery to get permission from the chairman of the commit-
the foundation granted $10,000, would explore whether it would be feasible for a "nongovernmental communications policy institute or council" to be established to conduct research on communications policies and on ways to improve U.S. and international communications and encourage "constructive self-criticism among the media, possibly along the lines of the British Press Council.""

Other noncommercial grants announced were $25,000 to Chicago Educational Television Association to support production of 60 half-hour shows on The Black Experience, for which Dr. John Hope Franklin of the University of Chicago is consultant and Charles Branhman, a doctoral student in history at the university, is to be on-camera person; $17,235 for national distribution of 13 shows of Bird of the Iron Feather series, also about blacks and produced under a $500,000 foundation grant and distributed by PBS. Also, a $400,000 supplement was granted to support Hollywood Television Theater, directed by Lewis Freedman, whose productions include "The Andersonville Trial" and "Big Fish, Little Fish," already telecast, "Montserrat," to be shown March 2, and "Poet Game" in April. Planned for next season are adaptations of John Dos Passos' novel "USA" and Clifford Odets' "Awake and Sing."

A $10,000 grant went to Joseph P. Kennedy Jr. Memorial Hospital for support of the National Symposium on Children and TV held last October under joint sponsorship of the hospital, Action for Children's Television (ACT) and Boston University. Detroit Educational Television Foundation received a $350,000 loan from the foundation for the purchase by its WTVS(TV) of a former Storer Broadcasting plant. The Kresge Foundation is providing $400,000 toward the purchase and the Ford Foundation loan will be secured by a first mortgage.

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**International**

**Another Bushnell buy down the drain**

$18.7-million withdrawal is second major purchase to be called off

Bushnell Communications Ltd. of Ottawa has announced it is unable to raise the necessary funds to buy the Canadian Marconi Ltd. broadcast properties in Montreal and must forfeit a $4-million deposit.

The Canadian Radio-Television Commission had approved Bushnell's purchase of CFCF-AM-TV, CFQR-FM and CFCX (shortwave), all in Montreal, last July (Broadcasting, July 20, 1970). But Stuart Griffiths, president of Bushnell Communications, said the company could not go through with the $18.7-million purchase because it could not raise the money before a Feb. 26 deadline.

Mr. Griffiths said Bushnell's potential backers in the purchase decided not to put up the funds after an investigation into the situation. He said that although they found no problem in his own firm, they just decided not to make an investment in Canadian broadcasting.

Bushnell announced earlier this month that it could not go through with the planned purchase of the Thomson-Davies radio and TV stations in Ontario because it lacked sufficient funds to complete the $7.75-million purchase. As a result, Bushnell had to forfeit an $825,000 deposit (Broadcasting, Feb. 15). The Thomson-Davies stations are CKWS-AM-FM-TV Kingston, CHEX-AM-FM-TV Peterborough, CFCH-AM-TV North Bay, CKGB-AM-FM Timmins, CJKL(AM) Kirkland Lake and CJTT(AM) New Liskeard, all Ontario.

Despite the setbacks in the efforts to buy the Thomson-Davies and Marconi properties, R. N. Brining, Bushnell's vice president and treasurer, said he knows of no lack of confidence among Bushnell's investors. He said possible investors in the major purchases are just unsure of the future.

He attributed the scarcity of capital to the general economic situation and to the Canadian-content regulations adopted by the CRTC. (The new Canadian-content rule for AM radio stations went into effect Jan. 18, and TV stations must comply with new Canadian-content regulations by October of 1972.) Both the present economic condition and the Canadian-content rules developed after the preliminary sale agreement with Marconi was signed, Mr. Brining said.

He said Bushnell would be confirming its expansion plans in the next four months and has been hoping to add CATV systems to its operations, even though the CRTC failed to approve a previous Bushnell cable purchase proposed last July.

Bushnell shares have dropped from a high of $29.50 in May 1969 to a low of $4 at the close of trading on Friday, Feb. 19.

Now that the sale of the Montreal stations to Bushnell has failed to materialize, Canadian Marconi must decide whether to sell the stations or request an exemption from the CRTC sale order. Don Martz, vice president of broadcasting for Marconi, said the firm has not decided what it will do. He noted that when the sale to Bushnell was agreed to, Marconi had a cash problem. But that is gone now, he said.

**Abroad in brief**

**Order from East** An order for color videotape production equipment totaling $230,000 has been placed by Radiotelevizija, Skopje, Yugoslavia, through Ampex Great Britain Ltd. Three videotape recorders, a color-TV camera and switcher will be installed in RETV's new production center in Skopje, according to an Ampex spokesman.

**Rich-Ramos formed** W. Robert Rich and Vincente Ramos have formed Rich-Ramos Associates, New York, to function in the area of international TV-film distribution. Both have resigned from TelCom Associates, New York, TV program buying and marketing company, of which Mr. Rich was president, and Mr. Ramos was international vice president. Headquarters are at 527 Madison Avenue, New York, and other offices will be opened in Paris, Tokyo and Sydney.

**Full European service** SSC&B-Lintas, International, New York, has purchased substantial interest in Norway Reklamebyraa A/S, Oslo. Purchase gives SSC&B-Lintas full-service offices in every Western European country and will bring its billings close to $20 million in the four Scandinavian countries.
It's multiple choice on political bills

No end to reforms proposed for election campaigns as witnesses prepare for Senate hearings this week

Broadcasters who are scheduled to appear before Senator John O. Pastore (D-R.I.) and his Communication Subcommittee hearing on political spending legislation—set to begin tomorrow (March 2)—undoubtedly will vigorously oppose some of the provisions of a bill introduced late last week by Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.).

Broadcasters had hoped the bill would treat all media alike. It does, except in one respect. It requires broadcasters to accept political advertising, but it does not require newspapers, magazines or billboards to do so.

And, the Republican political spending bill also calls on broadcasters to give a little more for political campaigns. In an introductory section to its provisions on broadcasting, the bill (S. 956) states: "Broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues. . . ."

Another bill scheduled for introduction early this week by Senator George McGovern (D-S.D.) would prohibit broadcasters and newspaper from selling time or space at more than their lowest unit rate. A similar provision is in the Scott-Mathias bill.

On the House side last week Representative John B. Anderson (R-Ill.) and over 50 co-sponsors introduced a package of four bills (H.R.'s 5088, 5090, 5093 and 5096), one of which provides public subsidization of political-TV time.

The Senate bills are likely to figure in Senator Pastore's hearings that are scheduled to run through March 4. They will deal with a reform bill (S. 382) co-sponsored by Majority Leader Mike Mansfield (D-Mont.) and Senators Howard W. Cannon (D-Nev.) and Pastore, along with related proposals. These may include a measure (S. 1) by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), as well as the Scott-Mathias and McGovern legislation.

The Mansfield-Cannon-Pastore bill is nearly identical to the bill the same senators introduced in the waning days of the 91st Congress. It prohibits a candidate for the offices of President, senator, congressman, state governor, or lieutenant governor from spending on broadcast campaign advertising more than seven cents per vote cast for the same office in the last preceding general election, or $20,000, whichever is greater.

It also provides that the same candidates may not spend in nonbroadcast media more than 14 cents per vote cast in the last election or $40,000, whichever is greater.

In addition, it repeals Section 315 of the Communications Act (equal-time requirement) for presidential and vice presidential candidates and stipulates that broadcast time charges may not exceed the station's lowest unit rate.

The Gravel-Pearson bill limits campaign spending in both primaries and general elections to 10 cents per registered voter in a candidate's district or $40,000, whichever is greater. The limitation applies to advertising, billboards, newspapers and periodicals. The measure calls for free TV-radio time for presidential and vice presidential candidates and repeals Section 315 for those candidates. In the case of paid time, a candidate could not be charged more than the station's lowest unit rate. The bill is also sponsored by Senators Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.) and Edward W. Brooke (R-Mass.).

At a news conference last Thursday (Feb. 25), Senator Scott indicated that his bill has not been fully endorsed by the White House, and that FCC Chairman Dean Burch—who is scheduled to appear at the Pastore hearings—may be the administration's spokesman on the political spending issue. Chairman Burch was appointed by President Nixon and served as chairman of the Republican National Committee under Senator Barry Goldwater.

The Scott-Mathias bill provides that detailed reports must be filed by candidates and political committees directly to an independent Federal Elections Commission. The Federal Elections Commission would make annual reports and keep its files open for public inspection. It would also be charged with conducting audits and reporting violations to law enforcement officials.

Under the measure an individual may not contribute more than $15,000 to a presidential campaign; $10,000 to a Senate campaign, and $5,000 to a House campaign. Candidates for President or Vice President could not contribute
more than $50,000 to his own campaign. The limit is $35,000 for Senate candidates and $25,000 for House candidates.

The bill would repeal Section 315, but only as it relates to the offices of President and Vice President. The sale of broadcast time and print space to candidates would be made at the lowest unit rate during specified, pre-election periods. However, the legislation stipulates that only broadcasters may not refuse to sell "reasonable" time to legally qualified candidates.

The tax incentives for small political contributions provide a maximum $25 tax credit or a maximum $100 tax deduction.

Additionally, the bill provides that a specified amount of political mail may be sent at the rate now offered to non-profit organizations.

Senator McGovern's legislation would provide federal assistance to federal-office candidates in the form of drawing accounts in the Federal Treasury. The Treasury would pay campaign bills after receiving invoices from candidates.

In general elections, drawing accounts for Senate and House candidates would amount to 50 cents per vote cast in the average of the last two prior elections for the office in question. For presidential general elections, the account would be computed state by state, in each state where the presidential candidate appears on the ballot. It would amount to 25 cents per vote cast in the preceding election. Assistance to candidates in primary elections would in all cases amount to one-half that available to major-party candidates in the comparable general election—25 cents per vote in House and Senate primaries, 12½ cents for presidential primaries. Assistance would not be available in uncontested elections. Under the formula, the annual cost of the federal campaign assistance would amount to $93 million, or 69 cents per voting age. New parties or minor parties would be eligible for drawing accounts one-fifth the size of the major parties, provided they polled a certain percentage of votes in the last election or could provide a specified number of petition signatures.

No funds could be spent by or for a candidate in excess of two times the amount of the federal subsidy.

The bill also prohibits broadcasters and newspapers from selling time or space to federal-office candidates at more than the lowest unit rate sold to commercial advertisers.

A key feature of the bill is that enforcement of the disclosure provisions would be based on automatic monitoring of each candidate by his opponent. The bill provides for full reporting by all political committees, daily reports by all suppliers of services to candidates, publication of candidates' reports in newspapers and the establishment of a supervisory Federal Elections Commission.

The legislation permanently suspends Section 315 to allow appearances by all major-party nominees without giving equal time to minor-party candidates.

The bill sets a limit of $50 on private contributions to campaigns and provides a tax credit of half of the first $50 of any political gift.

The Anderson bill would eliminate loopholes in the Corrupt Practices Act by extending its coverage to primaries and conventions and by requiring Washington and political committees to register and report.

It sets ceilings on individual contributions at $5,000 for presidential campaigns, $2,500 for Senate campaigns and $1,000 for House campaigns. Some higher ceilings are placed on committee contributions.

The measure also limits amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telecommunications. Candidates for the House could spend 30 cents per registered voter; candidates for the Senate could spend 25 cents, and candidates for President, 20 cents.

The bill provides public subsidization of television time in the amount of five half-hour blocks for presidential candidates, three for Senate and two for House candidates in the 35 days before a general election. It also gives reduced mailing privileges to Senate and House candidates.

Additionally, the legislation would require full disclosure of the names and addresses of all contributors and vendors of campaign supplies and establish a Registry of Election Finance in the General Accounting Office to administer the law, publish and analyze reports and make investigations of violations.

The bill would also establish a 50% tax credit for contributions to federal candidates up to $50 annually.

The roster of witnesses scheduled to testify on the first day of the Communications Subcommittee's hearings next week are Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of the National Committee for an Effective Congress.

Those scheduled to appear the following day include Senator John V. Tunney (D-Calif.); CBS President Frank Stanton, Vincent T. Wasilewski, president of the National Association of Broadcasters; Joseph Califano, general counsel of the Democratic National Committee, and Newton Minow, former FCC Chairman and chairman of the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era.

Other witnesses will be Julian Goodman, president of NBC; Leonard Goodman, president of ABC; Joseph Beirne, president of the Communications Workers of America; Washington political analyst-activist Philip M. Stern; Charles M. Kinolving Jr., vice president of the Bureau of Advertising, New York; Robin Ficker, unsuccessful Democratic primary candidate for the Maryland state senate last year, and John Gardner, chairman of Common Cause.

Poll opposes curbs on any particular medium

A nationwide survey of adults by the Roper Organization Inc., New York, shows that 63% of the population is opposed to legal limitations on specific forms of spending for political campaigns.

The results of the poll, which was conducted in January among 1,993 men and women 18 years and older, are being announced today (March 1) by the Television Information Office, which commissioned the survey. TIO revealed that 21% want no limits imposed upon campaign spending, while another 42% favor limitations but believe the candidates should be left free to determine how those expenditures should be made.

Respondents were asked if limits should be placed on spending in certain specified promotional and advertising outlets. Curbs were favored by 10% of the sample on paid political TV programs; 7% on sound trucks; 5% on billboard advertising; and 7% on paid political radio programs.

Roy Danish, director of the TIO, commented that the findings indicate that "there is not a widespread popular desire to limit campaign expenditures for broadcasting time." He added that "there appears to be a reasonable wish to see total expenditures held to some fixed limit with latitude to the candidate to use the available funds to his best advantage."

Solid 1970 for NH&S

Needham, Harper & Steers Inc., New York ad agency, announced last week that billings and revenues in 1970 reached record levels of $141 million and $19,270,000, respectively. The agency said billings amounted to $26 million more than in 1969, while 1970 revenues were $3,483,000 higher than in the previous year. Billings in 1970 include $130 million for NH&S in North America and $5 million for agency's share of USP-Benson Australia.
Court reviews cigarette ad ban

Six radio stations, NAB claim ban violates Constitution in not applying to all media

To broadcasters generally, the $240 million they used to receive annually in cigarette advertising is something they try not to think too much about as they seek out sponsors to fill the time that was vacated on Jan. 12 by act of Congress. But a three-judge federal court in Washington last week began pondering the merits of a suit that could result in some or all of that cigarette money pouring back into broadcasting.

The suit, brought by five owners of six radio stations, and supported by the National Association of Broadcasters in a friend-of-the-court appearance, maintains that the act banning cigarette commercials on radio and television is unconstitutional. It alleges the law violates the First Amendment guarantee of free speech and the Fifth Amendment guarantee of due process. Both claims hinge on the charge that Congress discriminated against broadcasting—specifically, radio, in the broadcasters' suit—in not applying the same kind of ban to all media.

A Justice Department attorney argued the case for the government asked the court to dismiss the suit. L. Patrick Gray III, an assistant attorney general, seeking to use the broadcasters' financial stake in the outcome of the case against the challengers, said they were attempting "to translate a pecuniary loss into a First Amendment activity."

Even assuming the act does raise a First Amendment issue, he said, it is not unconstitutional on that ground. He said Congress had "a legitimate statutory concern" in enacting the law; "there is a cognizable public health issue" involved—and has been since 1965, when Congress enacted the law requiring a health-hazard warning on cigarette packages. Furthermore, he said, commercial speech "is less vigorously defended than other kinds of speech."

Nor does the act violate the Fifth Amendment, even though it does single out radio and television for special treatment. He said the act rests on governmental studies made over the past five years and should not be set aside. The court, he said, would be "usurping the legislative function" if it were to go behind a legislative record which, he maintained, "provides a reasonable basis" for the action taken.

Attorney Paul Dobin, appearing for the five broadcasters said, however, that while commercial speech may not merit the same kind of protection as, say, a political debate, it cannot be banned without compelling a very high standard of judicial review and in his view, the ban on broadcast advertising of cigarettes—at least radio advertising—does not pass that kind of muster, primarily since Congress has not seen fit to ban cigarette advertising on other media. He said that Congress did not study the question of cigarette advertising in other media and had simply "lumped" radio and television together without attempting to distinguish between them in terms of money spent on either one or of their respective impact on the public.

But, asked Circuit Court of Appeals Judge Skelly Wright, a member of the three-judge panel, couldn't Congress take up the question of advertising in other media at a later date? "Congress doesn't have to address itself to all evils at one time," he said.

But, Mr. Dobin said, Congress did not indicate it would turn to the other "evils" later. He noted the act banning cigarette commercials from radio and television bars states and other government agencies from banning cigarette advertising from other media on grounds of health. The tobacco interests, he said, wanted the bill; it protects their advertising in other media.

He also pointed out that the act's declaration of policy says nothing about reducing consumption of cigarettes. Congress couldn't say that, he said, "because they regularly vote funds to subsidize the production and sale of tobacco and the advertising of cigarettes in other countries."

Mr. Dobin said he was not suggesting that a court decision upholding the broadcasters' free-speech contention would prevent Congress from dealing with cigarette advertising. "You should tell Congress," he said: "'You did something wrong in applying this just to radio; you were afraid of stirring a hornet's nest. That's not a legitimate reason for inhibiting free speech.'"

"If there is a clear public policy to discourage the advertising and consumption of cigarettes," Mr. Dobin added, "then it wouldn't violate the First Amendment."

John Summers, general counsel for the NAB, was cut off by Judge Wright shortly after he began speaking, the victim of a misunderstanding as to how much time he would be allowed; he had expected to be given a half hour, the
amount of time each of the other lawyers was allowed. Instead, the court had intended to give both sides a half hour each, for a total of one hour.

However, Mr. Summers managed to make the point that if the court did not agree with Mr. Dobin’s argument, it could still hold that there were “less drastic means” available to Congress than those it selected for dealing with cigarette-and-health problem.


The advertiser as prime-time producer

Ogilvy’s Eaton calls for sponsor-developed programs to fill freed network periods

The FCC-ordered prime-time programming cutbacks can and should re-open the market for advertiser-sponsored programs comparable to network productions in quality yet lower in cost. This opinion was expressed to members of the Hollywood Radio and Television Society by Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather Inc., New York.

The advertising-agency vice president said he expected it would take $34-38 million worth of product to fill the time periods networks have been forced to vacate and that advertisers would be willing to provide the funds if they can be shown that the reward will outweigh the risks.

Using This Is Your Life, which O&M revived for Lever Bros., one of its clients, as an example, Mr. Eaton said there was a whole new “middle market” where shows could be produced at a cost of $60,000 to $70,000 per half hour as opposed to networks figures said to be near $100,000. His calculations were based on spot TV versus network cost-per-thousand figures.

He said that his agency had encountered two surprises when they first offered This Is Your Life. “We would have been happy to clear 50 or 75 major markets when we first offered the program,” Mr. Eaton said. “But the networks cut back service in January and we have cleared over 150 markets to date. We could have 200 markets if we wanted them.” The program was sought for network exposure by ABC, but the sponsor is said to have felt it could obtain better exposure by staying in syndication.

“The second surprise was about commercial time,” Mr. Eaton continued. “Our calculations were based on four commercial minutes per half hour, which we knew most stations accept, even though their networks use three. We were surprised when the first request came through for a five-minute format,” he said. “And guess who asked for it—the ABC O&O’s, the flagship stations of the network.”

Mr. Eaton continued that those complaining about the lack of funds which to create programs do not even consider the advertiser, who will develop the shows, if it can be demonstrated that the possible benefits outweigh the risks. He noted that some of the larger sponsors who some consider program advertisers are really shifting their budgets into spot. Mr. Eaton cited another client, General Foods, whose spot budget now is $50,000,000. He pointed out that Sears, Montgomery Ward, and other retailers would soon become among the biggest spenders in spot TV.

“What about the fourth network?” Mr. Eaton asked. “The door is now wide open for a new distribution network as an alternative to today’s inefficient nonnetwork distribution methods. We must get on with the financial planning and insurance needs of the public.” The slogan underlying the ad theme is: “It’s good to have Mony in your future.”

The company said it chose sports as the network programming most likely to reach prospects for its products. Mony described them as life, health, group and pension insurance in addition to variable annuities and its mutual fund.

Mony will also back network TV with co-op ads (a 30-second version of its network commercial) and merchandising materials keyed to the television campaign, and furnished to insurance agents urging them to contact the local TV station “for help in preparing your commercials.” A print of the TV-commercial is to be made available to the agent through Vernet Hayden.

Mony selects sports for network ad plunge

An estimated $1.2-million purchase on ABC-TV by Mutual of New York represents the major insurance firm’s first use of network television. According to Mony, the purchase totals 54 commercial announcements. The ways include participation in golf series (the campaign was to start with the 53d PGA championship over the past Feb. 27-28 weekend), The American Sportsman series on Sundays, and such shows as NCAA football pregame and highlight shows in the fall.

The campaign was announced last week by John G. Kelly, second vice president for public relations at Mutual of New York. Mr. Kelly said that TV’s “dynamic components—pictures, sounds, color, emotion and viewer involvement—will enable Mony to relate its name [pronounced ‘money’] to the financial planning and insurance needs of the public.” The slogan underlying the ad theme is: “It’s good to have Mony in your future.”

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Kingen, who resigned last December. Robert O’Dell (*), formerly vice president, was elected executive vice president and creative director. Agency headquarters remain at 293 Madison Ave.
Moment of truth for new calendar

To some dissent from stations and local accounts standard billing period goes into operation now

The new standard billing month for spot television and radio, which theoretically went into effect in January but for practical purposes will take effect with invoices for March business, is beginning to create a stir as the time for the switch-over approaches.

The atmosphere appears to be taking on some urgency both because of the approaching deadline and also because some agencies reportedly have sent out word that they will not accept invoices submitted on the old basis. Through station reps, the American Association of Advertising Agencies is currently distributing a sort of catechism that also reports that all AAAA member agencies support the new system and specifically naming the top-20 spot-TV agencies as being on record for it.

The new system, designed to simplify bookkeeping and expedite payment of bills, calls for the last Sunday of each month to be treated as the end of the month for billing purposes (Broadcasting, Dec. 7, 1970). A parallel feature defines the "standard broadcast week" as running from Monday through Sunday. Together the two changes conform billing for rotation plans with monthly end dates so that, according to advocates, most invoices will cover complete cycles and thus reduce uncertainties and misunderstandings and speed up payments.

The system was devised and approved by the AAAA, the Radio Advertising Bureau, the Station Representatives Association and the Television Bureau of Advertising, and the Association of National Advertisers agreed to recommend that advertisers approve it. Stations were asked to start billing on the new basis in invoices for January business.

By coincidence, however, both January and February this year ended on Sundays, so March is the real effective month because its last Sunday is the 28th, three days before the calendar end of March.

Though most reps have approved the new plan, and indicate that most of their stations are going along with it—reportedly including more than 200 TV stations and an unspecified number of radio stations—intermittent complaints have been heard, chiefly from radio stations. Their main complaint appears to be that since all of their clients, particularly local clients, will not accept billing on the final-Sunday basis, the stations will be required to maintain two systems—one for clients on calendar-month billing and one for those on the new system.

There has also been considerable grumbling among stations on grounds that they should have been consulted before the plan was approved by the associations.

The loudest public objection yet, however, came last week from Tele-Rep, which announced it favors the idea of a standard week/month but objects to the final-Sunday cutoff as a serious troublemaker for rep and station bookkeeping. Tele-Rep proposed that each quarter be arbitrarily set up to include two four-week months followed by a five-week month.

Al Masini, president and general manager of Tele-Rep, said that for reps and station managers "the whole spot-TV business is based upon a comparison of the current calendar month versus the same calendar month last year."

The final-Sunday plan, he contended, would require a revision of all 1970 figures to conform with the final-Sunday months of 1971, and, since five-week months vary from year to year, the figures would have to be reworked each year. His plan, with one five-week month consistently in each quarter, would require only a reworking of 1970 figures to permit comparison, Mr. Masini said.

"Tele-Rep's commission system, as is the case with most reps, is paid monthly and is based upon a monthly increase/decrease this year versus last, by agency and by product within agency," he said. "Thus each individual product would have to be adjusted each month. Most stations have a similar system for local salesmen."

More than that, he continued, "considering the slowness with which invoices are paid, any final adjustments will affect not only the original yearly figures but the reworked figures as well. Both stations and reps will have to keep two sets of books continually. Furthermore, if there are any stations at a rep that do not elect to go to the standard broadcast week and month, a third set of books will have to be maintained at the rep for these stations."

Even ardent advocates of the final-Sunday cutoff agreed that Mr. Masini raised valid points, but those close to the development of the new standards said the 4-4-5 concept he advocated had been seriously considered by the standardization committee. In the end, they said, a majority felt the final-Sunday advantages outweighed those of the 4-4-5 approach.

One of the final-Sunday advantages was said to be to simplify accounting...
procedures between agencies and their clients. Mr. Masini said he realized agencies as well as broadcasters and reps have problems but that he felt the scope of the problems of both sides should be brought out into the open so that the "best solution" could be better ascertained.

He circulated his proposal to other reps, SRA, TVB and others close to the issue with a request "that the industry take another look at the merits of the 4-4-5 system."

Those who helped develop the new standards felt that most of the problems Mr. Masini cited regarding comparisons between different years could be taken care of—though Mr. Masini was clearly doubtful—by averaging or by applying an appropriate mathematical factor.

For example, they said, sales for a 28-day month under the new system could be compared with 28/31sts of a 31-day month last year, or months could be converted to weeks and the results of, say, the first four weeks of each period could be compared. Or the months' sales could be averaged by days and totals for the same number of days compared.

Some authorities agreed that converting last year's figures to a weekly basis could be a big job "at first," but they also maintained that even in comparing full-calendared months some adjustments have always had to be made—adjustments for differences in the number of weekends in the month, for example, and for the dates when various holidays fell.

They saw no need for dual-billing operations merely to accommodate some clients on final-Sunday billing and others on a calendar-month basis. After the final Sunday, they said, stations can prepare and send invoices to those agencies or clients on the final-Sunday basis and at the calendar end of the month they can bill the rest, "the way the gas companies do it."

Some 1,900 copies of an AAAA series of questions and answers regarding the new system were being distributed to station managers by reps, according to SRA, which said all but one of its members was supporting the plan. The exception, according to SRA, was a radio rep who wanted to consult further with his stations before reaching a decision.

The AAAA letter, by Robert Purcell of the association staff, who is secretary of the standardization committee, said all AAAA members—who together place 80% of all agency-placed advertising in the U.S.—support the new plan.

Moreover, he said, all of the top-20 spot-TV agencies as reported in Broadcasting last Nov. 23 are specifically on record in favor of the proposed system, and these account for 66% of all spot-TV billings (see story page 42).

Mr. Purcell said any station may bill on the final-Sunday basis, whether it is using the relatively new standard invoice form or not. "Of course," he added, "the new system was designed with the standard invoice in mind, and the ultimate goal is for all stations to bill on the new final-Sunday system using the standard invoice.

To indicate that billing is on the final-Sunday basis, he said, stations should insert the final-Sunday date—March 28 on invoices for March—at the appropriate place on their invoices. AAAA and TVB are exploring the possibility of sending all TV stations rubber stamps to mark their invoices, and radio stations might want to buy their own stamps or stickers.

If agencies billed on the final-Sunday basis are returned by agencies as unacceptable, Mr. Purcell said, "if the problem is simply a question of the acceptability of the new billing system," stations should advise him. He said AAAA would work with the agencies and that if the problem was with a client, AAAA would help the agency to point out that an ANA committee has endorsed the final-Sunday system," as has Procter & Gamble, General Foods and many other advertisers.

For answers to other questions, he said stations should feel free to talk to members of the joint industry committee on standardization of broadcast billing, which is headed by George Arnold of Young & Rubicam.

He identified other members, in addition to himself, as John Amey, Katz Agency; M. S. Kellar, SRA: Robert Kennedy, Dancer-Fitzgerald-Sample; Lawrence Lello, Ogilvy & Mather; Frank Moore, Interpublic; John Murphy, RAB; Albin Nelson, TVB; Richard Passanant, Harrington, Righer & Parsons; Michael Rich, Leo Burnett Co., and Robert Washburn, Ted Bates & Co. "Any major undertaking of this kind is difficult," Mr. Purcell wrote, "and the changeover period will give headaches to everyone concerned. The broadcasting industry and the agency business, however, have looked at the enormous problem we currently live with, considered the ultimate benefits of the new system and have agreed to work together to make it a reality. We hope we can count on your early support."

The bandwagon gets crowded
All AAAA members now said to support new billing periods

Agencies on record in support of making the final Sunday of each month the standard cut-off for spot-TV and spot-radio billing purposes (see page 42) include all of the top-20 spot-TV agencies as listed by Broadcasting for 1970 (Broadcasting, Nov. 23, 1970), the American Association of Advertising Agencies said last week.

In fact, AAAA said in a letter being distributed to station reps, all AAAA member agencies support the plan.

Lists compiled by other sources indicate the number of specific commitments to the new system is growing.

The 20 named by AAAA: Ted Bates, BBDO, Benton & Bowles, Leo Burnett (though Burnett was said to be in the midst of data-processing revisions that would prevent or limit its participation in the first few months), Compton, Cunningham & Walsh, Dancer-Fitzgerald-Sample, D'Arcy, Doyle Dane Bernbach, Erwin-Wasely, William Esty, Foote, Cone & Belding, Clinton E. Frank, Grey, McCann-Erickson, Ogilvy & Mather, S&CB, J. Walter Thompson, Wells, Rich, Greene and Young & Rubicam.

Other sources said Lennen & Newell and Kenyon & Eckhardt were among other major spot agencies on record.

**PRODUCTION ASSISTANT**

Prestige, international organization has opening in Washington, D.C. for experienced television film man familiar with costs and production ideas. Must be able to keep running accounts of filming in production and at same time examine feasibility of new ideas. Excellent working conditions, regular salary reviews, complete employee benefits. In confidential letter, please tell us about yourself, in detail, including salary history.

Box C-67, Broadcasting

Broadcasting, March 1, 1971
for the plan.

It was assumed that all offices of all or most of these agencies would accept final-Sunday billing. Other agencies reported as supporting the plan, in a list compiled by various sources—by the Katz Agency, H-R Representatives, Station Representatives Association and AAAA—included the following:


Campbell-Mithun and Knox Reeves in Minneapolis were reported as leaning toward the system but not definitely committed.

In Atlanta the list was said to include Burke Dowling & Adams (subsidiary of BBDO), Burton-Campbell, Harris & Weinstein, Liller Neal Battle & Lindsey and Tucker Wayne.

Henderson Advertising, Greenville, S.C., and Bloom Advertising and Sam Price Co. of Dallas were also said to support the plan.

In Detroit the list included Campbell-Ewald, MacManus, John & Adams and Ross Roy Inc.

Los Angeles agencies were reported to be Ayer / Jorgensen / McDonald, Brown Clark & Elkus, Carson/Roberts, Honig-Cooper & Harrington and Reach McClintock Anderson McConnell.

In Philadelphia, Aitkin-Kynett, N. W. Ayer, W. B. Doner, Kalish & Rice, Lewis & Weightman Inc. were said to have approved the system.

So were Vansant Dugdale in Baltimore, Botsford Ketchum in San Francisco and Fox Sweeney & True in Denver.

Moss checks chances for ad-effects ‘institute’

Legislation aimed at determining the impact of advertising on society may be introduced by Senator Frank Moss (D-Utah), chairman of the Commerce Committee’s Consumer Subcommittee.

Senator Moss has instructed the subcommittee staff to examine the feasibility of a measure that would create a National Institute of Marketing and Society within the U.S. Public Health Service or the National Science Foundation.

There is a substantial amount of knowledge concerning the behavior of individuals subjected to advertising, but much of it is funded by businesses interested in a fairly narrow range of information, said Senator Moss. He added that much of that knowledge “is obscured by the economic self-interest of the sponsors of the research.”

The proposed institute could objectively examine the “psycho-social impact of advertising” and make it available for public scrutiny, he said.

**Nixon outlines broad consumer plan**

President proposes a public advocate, injunctions to hit false advertising

The nation’s consumers last week got the word from the White House as to what President Nixon wants Congress to do for them. But to some in Congress, it is too little; they prefer their own proposals.

The President’s consumer message covered a wide range of activities. But one of particular interest to those dealing with regulatory agencies and certain to spark a fight in Congress involves consumer advocacy.

He suggested that a consumer advocate that would represent consumers before regulatory agencies and the courts be placed within the existing structure of government. He said this would be “a better approach than the creation of still another independent agency which would only add to the proliferation of agencies without dealing with the problem of effectiveness.”

But he said he would withhold specific recommendations pending the receipt of comments, due April 20, on the report of his Advisory Council on Executive Organization (Broadcasting, Feb. 15). The council had suggested that a consumer advocate be placed within the Federal Trade Practices Agency that would take over many of the functions of the Federal Trade Commission. But if Congress determined to press ahead without awaiting his suggestions, the President urged it, “as an interim measure,” to place the advocacy function within the FTC.

The proposal was promptly denounced as “half-hearted” by Representative Benjamin S. Rosenthal (D-L. N.Y.). Along with Representative Florence P. Dwyer (R-N.J.), he is heading a bipartisan coalition backing a bill (H.R. 4429) to create an independent consumer agency.

The bill is similar to one that passed the Senate last year over the President’s objections but died in the House Rules Committee on a tie vote. The House Government Operations Committee is expected to hold hearings on the Rosenthal bill soon, and the Senate Government Operations Committee is reported ready to give early consideration to a companion measure being prepared by Senator Abraham A. Ribicoff (D-Conn.).

Representative Rosenthal, who was critical of the entire message, said the “few positive steps” in it “are outweighed by halfsteps, sidesteps and backsteps to confuse and mislead the consumer.”

The message was similarly regarded by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. He said that the administration “remains out of step with the congressional march toward full consumer justice.”

Among his specific complaints was the message’s failure to recommend that the FTC be given power to impose penalties for frauds and deceptions and to require restitution to consumers of money lost through such practices.

However, the President does propose legislation giving the government new power affecting advertising. One proposal would authorize the FTC to obtain injunctions that would halt immediately allegedly deceptive or unfair advertising and other practices. At present, such practices can continue until a case is adjudicated.

The President also renewed an appeal for legislation that would empower the Justice Department to move against manufacturers who engage in specified fraudulent and deceptive advertising and selling practices.

The proposal, in addition, would give consumers victimized by such practices the right to band together in class-action suits to seek damages. However, they could bring such cases only after the successful termination of a suit brought by the Department of Justice. Some congressional Democrats, including Representative Rosenthal and Senator Magnuson, say stronger class-action legislation is required.

In addition to his legislative proposals, the President issued an execu-
tive order creating a White House Office of Consumer Affairs to advise him and to analyze and coordinate all federal activities in the consumer field. He named Mrs. Virginia Knauer, now his special assistant for consumer affairs, director of the new office. Last year, Congress did not act on legislation he proposed to create such an office.

The President also indicated plans for using the mass media, "including the Corp. for Public Broadcasting," in disseminating consumer information. He said he has asked Elliot L. Richardson, secretary of Health, Education and Welfare, to work with Mrs. Knauer in developing such a program.

ARF nears goal in funding audit plan

The Advertising Research Foundation reported last week that it has $72,000 of the $100,000 it seeks to start a new "open-audit plan."

At its annual meeting in New York, ARF also disclosed that 18 member companies had pledged sponsorship of the plan. The foundation said it needed seven additional sponsoring members (thus, each contribution totals $4,000). Among the sponsors are networks, agencies, advertisers, magazines and newspapers, ARF said. The proposal for an "open-audit plan" was made last fall by Paul E. J. Gerhold, ARF president, at the organization's annual conference in New York (Broadcasting, Nov. 16, 1970). The plan would offer "official ARF registration" to commercial research services and provide ARF-controlled spot auditing of their operations at no cost to the research companies.

In other actions, ARF's board elected Samuel Thuram, advertising vice president, Lever Bros., as chairman; S. Heagan Bayles, SSC&B chairman, as vice chairman; George H. Allen, vice president, magazine division of Fawcett Publications, as treasurer. Also re-elected were Mr. Gerhold as president, Ingrid C. Kildegaard as vice president, and Joey Harris as secretary.

Goodrich back to TV with sports programming

The B. F. Goodrich Tire Co., Akron, Ohio, will return to television after a one-year absence with a concentrated campaign for its passenger-car tires.

Beginning March 7, Goodrich will co-sponsor a variety of network sporting events such as the National Basketball Association playoffs, college and professional football, the Stanley Cup hockey playoffs, and the Amateur Athletic Union track and field meets.

BBDO, New York, is the agency.

Business briefly:
The Post Division of General Foods Corp., White Plains, N.Y., through Grey Advertising, New York, will begin a network and spot-TV campaign for its new cereal, Post Cinnamon Raisin Bran. The 30-second spots are scheduled to begin in April and run for 10 weeks.

Ohio Art Co., Bryan, Ohio, toy manufacturer, through Stahl Associates, has, purchased a weekly 10-minute segment for 52 weeks on CBS Radio's Arthur Godfrey Time for its Etch-a-Sketch drawing toy. According to CBS Radio, Ohio Art is the first toy manufacturer to buy time on the program for a full year.

Also in advertising:

Going south ♦ Lewron Television Inc., New York TV equipment facility house, will make its equipment available to advertisers and television-commercial producers who wish to film spots during baseball's spring training season in Florida. The firm will maintain a Norelco PCP 70 hand-held camera and videotape recorder from March through May.

Heavy TV campaign for Tijuana Smalls

General Cigar Co., through Ogilvy & Mather Inc., both New York, is introducing Tijuana Smalls little cigars nationally with what it terms the heaviest television schedule in its history. The product was introduced experimentally last year in selected areas.

The schedule, which was to be launched last Friday (Feb. 26), calls for a sustained prime-time campaign on the three TV networks and a national spot campaign.

Ninety-second commercials were to be Sunday (Feb. 28) on ABC's Sunday night movie and again today (March 1) on NBC's Monday night movie. These 90-second commercials are made up of three different but consecutive 30-second spots. Other spots to be used during the campaign will be 30- and 60-second commercials.

How TV-network billings stand in BAR's ranking

Broadcast Advertiser Reports network-TV dollar revenues estimates—week ended Jan. 31, 1971
(net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$4,028.6</td>
<td>$36,781.5</td>
<td>$111,104.1</td>
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</tbody>
</table>

Broadcasting, March 1, 1971
The EBS fiasco: an almost disaster

Investigations fly in Washington as weekend blunders point to weak links in attack-alert chain

The FCC took a first step last week to prevent another Emergency Broadcast System false alarm by authorizing the broadcast desks of the Associated Press in New York and the United Press International in Chicago to authenticate emergency messages with government officials beginning last Saturday (Feb. 27). Both wire services will not move EBS activation messages unless confirmed by other government sources.

The move was taken following recommendations by a National Industry Advisory Committee that met in Washington last Thursday and Friday (Feb. 25-26).

Until last week, the New York AP office and the UPI Chicago office merely had been transit points, passing along automatically emergency broadcast messages—which for 10 years have always been test messages to confirm that the system is working.

On Saturday (Feb. 20) at 9:30 a.m. EST, the usual test message from the Civil Defense Warning Center in Colorado Springs turned out not to be a test—but the real thing, an official, formal alert.

The error was made by a civilian employee of the center who inadvertently inserted a prepared emergency-action notification perforated tape into his transmitter, instead of the usual test tape. The warning center is located in the same complex in Colorado Springs as is the North American Defense Command. NORAD, however, was never at any time involved in the mistaken alert.

Most TV and radio stations questioned the message's authenticity because it arrived at the anticipated test time, even though it carried the correct authentication code word for the day. Most stations hurriedly checked their area's key EBS stations and finding them broadcasting as usual (except in one instance) held off going into emergency operation. Each area in the country has a designated key station that is tied through a "dedicated" private teletypewriter line directly to the White House.

Within minutes following the erroneous alert, a cancellation message was transmitted from Colorado Springs to the part of the warning center which is a part of the Army's civilian defense office, and the failure of broadcasters to follow EBS procedures.

Early last week, the FCC sent out a questionnaire to all broadcast licensees asking for information on what occurred that Saturday morning when the alert came through, and also for recommendations. Broadcasters were asked to respond by Monday (March 8).

But a random check of stations throughout the country last week showed clearly that most broadcasters, knowing that this was the time for the test, held off putting the EBS procedure into effect until they confirmed the authenticity of the message from other sources.

In Chicago, however, WON(AM), the primary alert station in that area, marched right down the right path after it received the alert.

The Won scenario reads as follows: 8:36 a.m., AP and UPI teletype messages completed in news room. 8:38 a.m., message delivered to AM master control and authenticated with proper code word. 8:40 a.m., message reauthenticated with engineer in charge at transmitter at Hancock, Ill. 8:44 a.m., WON initiated EBS procedure by broadcasting part one of pre-recorded cartridge containing standard message to the public. This was followed by carrier off-on and tone transmittal designed to activate an emergency receiver at other stations. This was followed by the broadcast of part two of the pre-recorded cartridge.

8:46 a.m., just as the cartridge began a repeat of the message, UPI notified its customers that the alert was in error. The EBS procedure was immediately stopped and WON went back to normal programing after a brief announcement had been made of the error. 9:13 a.m., official authenticated message received canceling false emergency notice.

Not all stations, however, moved so rapidly. KFWB(AM) Los Angeles, for example, reported that its newsmen suspected the alert notification from the beginning and began checking other sources, including the Westinghouse News Bureau in Washington. The en-
The Bomb and the broadcasters

Stations' growing role in warning system began with advent of atomic weapons

How to inform the American public if World War III were literally on the wing has been a matter of tremendous concern to the U.S. government since the early days of the cold war. The development of sophisticated weaponry quickly outmoded the siren-warning systems of World Wars I and II. Sirens simply did not have the penetrating capability the enemy would have; they didn't cover the whole country, and were not capable of being heard by all of the people all of the time.

Thus, some 20 years before the Emergency Broadcasting System fiasco two weekends ago (see page 46) began the voluntary Conelrad system—a complicated formula using random clusters of key radio stations on two specified frequencies to warn citizens of an impending attack. It was also intended as a means of getting the President on the air to talk to the nation. Conelrad was designed in this complex fashion to prevent enemy-managed bombers from "homing" on radio-station frequencies.

The advent of intercontinental ballistic missiles changed that picture. No longer was it necessary to confuse the enemy by shifting radio frequencies. Missiles are guided to their targets by the stars and other guidance systems.

They don't need to home on radiation from a target.

So, it was with some relief that broadcasters were able in 1963 to drop the Conelrad system and install in its place the Emergency Broadcast System. Conelrad equipment, which at once became obsolete, had cost broadcasters several million dollars. EBS, also a voluntary service, is designed to do two things—warn the public of an emergency, and get the President on the air—all on a five-minute alert message from the White House. Basic to the system is the requirement that it function on a five-minute lead time. The system goes into operation only on direct orders of the President.

What happened Feb. 20 was that the system was activated by a single man at the National Emergency Warning Center which has been designated by the White House the task of alerting broadcast stations.

Under EBS, all radio stations meeting certain requirements are eligible. The most important of these criteria is the ability of the station to interconnect to national, state and local civil-defense operational areas. If the station meets all the requirements, the FCC issues it a national defense emergency authorization (NDEA) that permits it to remain on the air after notification of a national emergency. All other stations must leave the air at this time. At present, there are 2,800 stations holding NDEA's, the preponderance of which are AM stations. However, a substantial number of FM stations are included and some TV stations which participate solely through their audio channels (the video transmissions cease).

Among the principal problems in establishing EBS has been the determination of how to alert broadcasters to the existence of an emergency so that the system could be put into effect. Three alerting methods are in existence. The first is for the White House to order notifications to be sent out to all stations via the teletype circuits of the Associated Press and United Press International.

The second method is through a "dedicated" private, and heretofore confidential, teletype circuit that links the White House with the TV and radio networks and key radio stations throughout the country, as well as AT&T. All network-affiliated stations would receive the alert by way of the internal circuits of the networks.

The third method is off-air monitoring of key NDEA stations in all areas by all other radio and TV stations. All broadcast stations are obliged to have equipment for this type of monitoring.

Since the object of all this is to alert the public, a fourth method, still under development, is to develop a circuit in radio receivers that would, whether the set is off or on, automatically sound an alarm. Prototypes of this system have been tested during the last year.

A fifth system, still not in being, is one that has been urged by the Office of Civilian Defense, an arm of the Department of the Army. This envisions the establishment of a network of low-frequency radio transmitters that would, with the proper receiver in the hands of the public, become another source for warning the populace of an attack.
stations failed completely in moving into the emergency procedure. Many of the stations said that by the time the wire-services message was brought upstairs to the newsroom, the cancellation was included.

This is what has so disturbed the FCC and its industry-advisory group, as well as leaders in Congress and at the Pentagon. Investigations are under way at all levels.

FCC Commissioner Robert Wells, who is the designated defense commissioner, ordered a detailed questionnaire sent to all broadcast licensees by the middle of last week. The questionnaire asks all TV, AM and FM licensees whether they subscribe to AP or UP? or both, whether there is any type of external alarm unit associated with the wire-service teleprinters, whether they received the emergency alert on Feb. 20, what time station employees saw it, what action station took, and if none, why.

The FCC interrogatory also asked for comments or recommendations.

The Pentagon announced immediately that it is conducting an investigation of the error. Louis Smoyer, the Colorado Springs warning center chief, has already revised the positions of the emergency tapes so that the real warning is now segregated by itself in a desk drawer.

W. S. Eberhart, the civilian clerk who made the mistake, was quoted as saying: "I can't imagine how the hell I did it." He has been at the warning center for 15 years.

In Congress, the reaction was also immediate. Senator John Stennis (D-Ala.), chairman of the Senate Armed Services Committee, said the committee has begun an investigation of the occurrence. He said also that he believes a study of the entire emergency broadcast system is called for—not only to guard against another error but also to determine why the message did not get the attention it demanded. The alert tests, Senator Stennis added, "apparently have become so routine that many television and radio stations fail to give an alleged and possibly catastrophic emergency message the attention which it demanded."

Senator Robert P. Griffin (R-Mich.) called not only for an Armed Services Committee investigation of the error but also for "a thorough investigation of the civil-defense warning procedures as well as the whole civil-defense structure and operation in general."

Senator Robert C. Byrd (D-W. Va.) said the "inexcusable blunder" not only raises questions that must be answered but also reveals carelessness and inexperience. "The country," he said, "should have been made painfully aware that not only the military blinded, but also that many radio and TV stations are obviously not prepared to play the role expected of them in any warning system."

Senator John O. Pastore (D-R.I.), who was presiding at the nomination hearings of Robert Wells and Thomas Houser to be FCC Commissioners (see page 28) virtually opened his questioning of Commissioner Wells with the words: "What happened?"

In addition to the Saturday morning EBS tests, a similar Sunday evening test is made also over the AP and UP? circuits. This also has been going on for 10 years. Ironically, the test on the Sunday following the error also became a blooper of sorts; the warning center failed to "capture" the AP circuit due to a technical malfunction. Every three months, all broadcast stations receive a sealed envelope containing the authentication code words for each day of the 90 days.

The industry-advisory council meeting that took place in Washington last week, originally had been scheduled to prepare for a panel discussion of the EBS to be held at the National Association of Broadcasters convention in Chicago next month. It was hurriedly augmented with other members called in by the FCC after the Feb. 20 fiasco. Vincent T. Wasilewski, president of the NAB, is chairman of the full NIAC, which represents all elements of the telecommunications industry.

Little harmony in translator views

AMST wants interference protection for stations; NCTA asks same for cable

Broadcasters and translator and CATV interests last week sounded discordant reviews of the FCC's proposed revisions to bring television-translator station rules into harmony with the new regulations covering FM translators.

The proposed rules provide in part that a translator application will not be granted if the station would be within the predicted grade-B contour of an adjacent channel TV station; that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect other translators; and that translators will be prohibited from causing interference to the input signals of other translators (Broadcasting, Jan. 18).

In comments last week, the Association of Maximum Service Telecasters Inc. took issue with the entire proposed rulemaking proceeding, contending that the rule changes that will result "will still not put the VHF and UHF translator services on a sensible and efficient basis." AMST called for a revamping of existing policies by adoption of a "consistent and comprehensive plan for translator service and not periodic patchwork modification of the rules."

AMST contended that rather than extend the present translator noninterference concepts as proposed, the commission should adopt its "suitable mileage separation technique found upon the interim-limited standards such as proposed by AMST in 1966 and now under consideration." Continental Urban Television Corp., licensee of xKOS-TV (ch. 36) San Jose, Calif., and UHF translator operator, also sought a provision in the proposed rules for mileage separation requirements to "insure" interference protection.

AMST added that "a more comprehensive approach to translator nonduplication problems should be adopted by the commission, noting that the proposed rules should be modified to allow a regular TV station licensee the opportunity of improving its service in its principal city before applying for duplication of another person to duplicate its programs in those portions of the principal community where the local station's signals cannot be received.

Wometco-Skyway Broadcasting Co., licensee of wLOS-TV (ch. 13) Asheville, N.C., and VHF translator operator, contended in its comments that the proposal to ban new translators from operating within the predicted grade-B contour of an adjacent channel TV station would "seriously impede use of VHF channels for translators and discourage applicants from applying for them. In many cases," it said, "VHF translators are the practical and sometimes the only way for local TV reception to be obtained."

Comments were also filed by the National Cable Television Association and Teleprompter Corp., multiple CATV owner, both of which urged the commission to consider the relationships between translators and CATV systems in its proceeding.

NCTA contended that noninterference with CATV systems by translators would help "to remove inconsistencies between the rules governing two services which the commission considers to be supplementary to television broadcast service." NCTA added that rebroadcast consent, on a program-by-program basis, from the source of the program, should be required of translators so long as a similar rule, "in the form of interim procedures, is imposed on CATV's."

Teleprompter urged more stringent proposals, one of which would provide that translators assume the prime re-
Satellites: more time, more new proposals

As FCC extends its deadline for filing, AT&T announces plans for a bigger system

AT&T announced last week that it plans to double the capacity of its projected domestic-satellite system by adding an extra satellite to the system.

At the same time, the FCC extended the deadline for filing applications for a domestic-satellite service from March 1 to March 15 with concomitant two-week extensions for reply comments and for applications for earth stations.

In its original filing with the FCC last fall, in conjunction with the Communications Satellite Corp., Washington, AT&T said it planned to use two satellites with one as a backup. Each satellite would be capable of providing eight TV channels (or 2,400 voice channels). At the same time AT&T said it would build five earth stations at New York, Chicago, Los Angeles, Atlanta and Dallas-Houston area (Broadcasting, Oct. 19, 1970). AT&T estimated its capital investment for the revised system would be about $96 million; payments to Comsat, it said, would be about $37.5 million a year over a seven-year period. Comsat would be responsible for procuring, launching and maintaining the satellites in geostationary orbits for AT&T use, as well as providing tracking, telemetry and control facilities.

The AT&T announcement came the day after Comsat announced that it planned to file an application with the FCC for a comprehensive, multipurpose system to provide a wide range of communications services, including TV and radio circuits. Another application is expected also from Microwave Communications Inc. and Lockheed Aircraft Corp.

The FCC action was at the request of Fairchild Hiller Corp. and Western Tele-Communications Inc. In granting the extension, however, the commission said that it "would be reluctant to grant any extension which would substantially delay consideration" of those firms who have already submitted "timely" applications.

Earlier, the commission accepted the applications by Hughes Aircraft Co., General System Companies (GT&E) and Hawaiian Telephone Co. for domestic-satellite facilities, but told Hughes that its applications to use additional facilities to transmit TV programs to CATV systems were incomplete.

The commission told Hughes it failed to establish eligibility to use microwave frequencies proposed for terrestrial interconnection between Califon, N.J., and San Juan Capistrano, Calif., earth stations and its operating centers. It asked for more information in this area. Hughes and the others filed their applications last year (Broadcasting, Dec. 28, 1970-Jan. 4).

The first application for a domestic-satellite system was filed last August by Western Union. It asked for permission to put up three satellites, to build six earth stations and 31 terrestrial microwave relay stations. The Western Union proposal estimated a capital investment of $95 million. Its application also said it would charge a flat fee of $105,000 monthly per channel for TV programs.

Ampex order for Pittsburgh

An order for over a million dollars worth of equipment has been placed with Ampex Corp., Redwood City, Calif., by Television Production Center, Pittsburgh. The order is for video-tape production and post-production gear. TPC will, on March 15, begin offering full tape production, remote facilities and distribution services for producers, advertisers and broadcasters in the eastern United States. Included in the order are three AVR-1 videotape recorders and computer-aided programing, switching and slow-motion systems.

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

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by persuading major retail advertisers to spend more.

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BROADCASTING, March 1, 1971
Storer group cuts its airline losses

Northeast's improvement enables company to turn '69 loss into profit in '70

Storer Broadcasting Co., Miami Beach, Fla., has reported profits in 1970 totaling $3,793,620, or 90 cents per share. These figures offset a loss in the previous year of $2,677,910 or 63 cents lost per share.

A Storer spokesman said the most significant contributing factor in the favorable comparison between the two years was the diminished losses of Northeast Airlines, of which Storer owns 86.1%. The company's share of Northeast's loss amounted to $10,021,000 in 1970, compared with $20,100,000 the year before. Extraordinary items attributed to Northeast, after taxes, were $356,000 in 1970, 2.271,000 in 1969.

Before extraordinary losses, Storer's profits were $4,149,000 in 1970, compared to a loss of $406,000 the year before.

Broadcast-related performance in 1970 was down, according to the Storer report. While station revenues in the past year were virtually the same as in 1969, increased expenses, due to the general economic recession, caused a decline in broadcast-related operations from $20,943,000 in 1969 to $19,381,000 in 1970.

Profit for broadcast-related operations also declined in the fourth quarter of 1970, to $6,693,000, from $7,543,000 in the corresponding period a year ago. But Storer's over-all fourth-quarter profits in 1970 totaled $296,000, compared with a loss in the same period of 1969 of $5,952,000. The 1969 loss, however, was primarily attributed to an extremely large extraordinary item included in the last quarter of that year, chiefly related to deficits incurred in operating the airline.

The proposed merger between Northwest Airlines and Northwest Airlines, meanwhile, continues to be stalemated. Northwest is dissatisfied with conditions imposed on the transaction by the Civil Aeronautics Board, which has already approved the merger (BroadcWeating, Feb. 15). Northwest has indicated that unless the matters are resolved to its satisfaction, it will exercise its option to terminate the agreement. Both airlines have petitioned the CAB for reconsideration of the restrictions.

For the year ended Dec. 31, 1970, Storer has reported:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $</td>
<td>0.00</td>
<td>(0.63)</td>
</tr>
<tr>
<td>Revenues from broadcast operations</td>
<td>64,553,427</td>
<td>64,041,454</td>
</tr>
<tr>
<td>Net income</td>
<td>3,793,620</td>
<td>(2,677,910)</td>
</tr>
</tbody>
</table>

Note: Net income figures for both years include losses of $756,496 and $1,585,917, respectively, net of income tax effect, for minority interest of Northeast Airlines Inc., which is required to be recognized under generally accepted accounting principles.

Cowles revenues decline in 1970

Cowles Communications Inc., New York, station owner and publisher, has reported a net income of $647,000 or 16 cents a share, including extraordinary items, in 1970. In 1969, the firm had a net loss of $1,883,000 or 47 cents a share including extraordinary items. After deducting extraordinary items, however, Cowles showed an operating loss of $2,287,000 or 58 cents a share in 1970, compared to earnings of $291,000 or seven cents a share in 1969.

Gross revenues last year were $145,832,000, compared with $158,917,000 in 1969 after excluding revenues from discontinued operations of $7,343,000 and $12,259,000 respectively.

Cowles Communications stockholders will vote March 24 on the proposed sale of some of Cowles's properties, including WREC-TV Memphis, to the New York Times (Broadcasting, Nov. 2, 1970).

Included in the extraordinary items is the stock sale of Television Communications Corp., sale of Star Publishing Corp., Magazines For Industry Inc. and Cowles Encyclopedia operations.

Worldwide billings boost JWT earnings

Record billings and earnings for 1970 were reported last week by the J. Walter Thompson Co., New York. Worldwide billings climbed by $33 million, while domestic billings dropped $7 million. The company's net income rose by 10% to $7.3 million from $6.6 million in 1969.

The company said that in 1970 it had retired substantially all of its long-term debt and raised its quarterly dividend from 20 cents to 25 cents a share.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share $</td>
<td>1.96</td>
<td>1.89</td>
</tr>
<tr>
<td>Billings</td>
<td>275,963,404</td>
<td>265,666,524</td>
</tr>
<tr>
<td>Net income</td>
<td>3,762,679</td>
<td>3,860,743</td>
</tr>
<tr>
<td>Weighted average shares</td>
<td>1,918,144</td>
<td>2,080,797</td>
</tr>
</tbody>
</table>

Signal Co.'s take a financial tumble

The Signal Companies Inc., Los Angeles-based conglomerate that owns 49.9% of Golden West Broadcasters group owner there, reported a net loss of nearly $48.5 million for fiscal 1970. The loss was the result of the company's previously announced plans to write off $32,421,000 relating to the development of turbine engines by the Garrett Corp., a Signal subsidiary. Also included in the mark-downs was the company's stock portfolio, which was reduced to $25,187,000 to yearend market value. In addition, a $5-million write-down in what the company terms small, marginal gas and oil properties was also

agency also reported net income of $4,444,679. After deduction of two extraordinary items, income dropped to $3,762,679, compared with $3,890,743 the year before.

The extraordinary items were the "unrealized loss" in DDS's stock ownership in KMS Industries which was written off, and a loss in the firm's investment in an Italian theatrical production.

Joseph R. Daly, president, classified 1970 as a tough year for business generally and for Doyle Dane Bernbach—"but we survived it, and survived it with a flourish," Mr. Daly said. He pointed out that billings, sales and per-share earnings all rose in 1970.
taken. Lastly, an extraordinary loss of $5,822,000 was incurred relating primarily to the disposition of petroleum refining and marketing assets at year-end.

The write downs wiped out $19,940,000 in net income, earned during 1970, down from the more than $52.3 million the company earned in 1969. Sales were also down from the 1969 figures.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.50</td>
<td>$1.65</td>
</tr>
<tr>
<td>Revenues</td>
<td>65,090,000</td>
<td>82,769,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,892,000</td>
<td>4,305,000</td>
</tr>
</tbody>
</table>

**Company reports:**

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported a continued downslide in earnings for the third quarter. William E. Roberts, board chairman, had previously indicated that net income for fiscal 1971 would be well below that for 1970. Mr. Roberts noted that the company anticipated a recovery for fiscal 1972, beginning May 1, 1971.

For the nine months ended Jan. 30:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.25</td>
<td>$0.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>221,913,000</td>
<td>229,601,000</td>
</tr>
<tr>
<td>Net income</td>
<td>2,730,000</td>
<td>11,444,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>10,874,406</td>
<td>10,837,372</td>
</tr>
</tbody>
</table>

Media General Inc., Richmond, Va., publisher and group broadcaster, registered a slight decline in revenues and income in 1970 over the preceding year, after extraordinary items. Income comparisons for 1970 and 1969 were based on restatement of income in 1969 to reflect operations of all companies since acquired on a pooling-of-interests basis.

For year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.63</td>
<td>$1.88</td>
</tr>
<tr>
<td>Revenues</td>
<td>127,135,404</td>
<td>120,021,052</td>
</tr>
<tr>
<td>Net income</td>
<td>6,342,564</td>
<td>5,862,428</td>
</tr>
<tr>
<td>Extraordinary items</td>
<td>(192,950)</td>
<td>117,992</td>
</tr>
</tbody>
</table>

Communications Satellite Corp., Washington, reported an increase of $22,564,000 in operating revenues last year over previous year's figures. Less than 1% of firm's total revenues, however, came from television interests.

For year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.75</td>
<td>$0.71</td>
</tr>
<tr>
<td>Revenues</td>
<td>69,596,000</td>
<td>47,034,000</td>
</tr>
<tr>
<td>Net income</td>
<td>17,591,000</td>
<td>15,016,000</td>
</tr>
</tbody>
</table>

John Blair & Co., New York station representative, reported revenues for 1970 reached a record high of more than $65 million but net earnings slipped by 10% from 1969 levels. Francis Martin Jr., president of Blair, said "the operations of the company for 1970 were affected by the general softness of the economy and the corresponding effect on advertising expenditures." He added that City News Printing Corp., East Rutherford, N.J., a subsidiary, did not contribute to earnings in 1970 but said a realignment of its operations has been completed and "better results are expected for 1971."

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.50</td>
<td>$1.65</td>
</tr>
<tr>
<td>Revenues</td>
<td>65,090,000</td>
<td>82,769,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,892,000</td>
<td>4,305,000</td>
</tr>
</tbody>
</table>

Columbia Pictures Industries Inc., New York, of which Screen Gems is a division, reported that gross income increased but net income declined during the second quarter of its fiscal year.

For the 26 weeks ended Dec. 26, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.16</td>
<td>$0.53</td>
</tr>
<tr>
<td>Gross income</td>
<td>119,632,000</td>
<td>112,600,000</td>
</tr>
<tr>
<td>Net income</td>
<td>950,000</td>
<td>3,250,000</td>
</tr>
</tbody>
</table>

RKO General Inc., wholly owned subsidiary of General Tire and Rubber Co., Akron, Ohio, reported a large increase in net income over the previous year, despite a continued deficit in the operation of Frontier Airlines, which is 57% owned by RKO General.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$100,803,000</td>
<td>$102,284,000</td>
</tr>
<tr>
<td>Net income</td>
<td>4,199,000</td>
<td>1,469,000</td>
</tr>
</tbody>
</table>

Note: Includes extraordinary gain of $2,078,000 in 1970 and an extraordinary loss of $3,220,000 in 1969.

Conrac Corp., New York diversified firm involved in communications, data, automatic production, industrial control, aerospace and education, reported a slight increase in sales last year, while net income declined. Fourth quarter sales and net income were, respectively, $12,538,979 and $385,723 or 27 cents a share, up from a net of $237,489 or 15 cents on sales of $13,159,878 for the last quarter of 1969.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.12</td>
<td>$1.26</td>
</tr>
<tr>
<td>Sales</td>
<td>52,776,402</td>
<td>52,314,811</td>
</tr>
<tr>
<td>Net income</td>
<td>1,977,085</td>
<td>1,750,321</td>
</tr>
<tr>
<td>Operating profit</td>
<td>3,104,065</td>
<td>3,623,321</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,256,792</td>
<td>1,249,522</td>
</tr>
</tbody>
</table>

Sonderling Broadcasting Corp., New York, group broadcaster, motion-picture theater owner and station rep., reported increase in revenues and income in 1970 of 21% and 12% respectively. The year marks the seventh consecutive 12-month period in which the firm has recorded record earnings.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.89</td>
<td>$1.53</td>
</tr>
<tr>
<td>Revenues</td>
<td>22,794,000</td>
<td>18,777,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,895,000</td>
<td>1,515,000</td>
</tr>
</tbody>
</table>

Note: Assuming conversion of convertible debentures and exercise of stock options and warrants, per-share earnings would have been $1.58 in 1970 and $1.39 in 1969.

Wells, Rich, Greene Inc., New York, reported its net income more than tripled to $631,869 for first quarter of

---

**Booth Newspapers, Inc. has formally acquired WTWQ-TV of Terre Haute, Indiana**

(We the undersigned initiated and assisted with negotiations)

**J. N. WELLS & COMPANY**

Brokers and consultants to broadcasters and publishers

325 West Park Avenue

Wheaton, Illinois

BROADCASTING, March 1, 1971
fiscal 1971, compared to $200,318 or
13 cents a share, a year earlier. The
Agency's billings rose 33.3% for quar-
ter ending Jan. 31 to $26,737,000 from
$20,065,000.

For the three months ended Jan. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>$</th>
<th>Revenue</th>
<th>$</th>
<th>Net income</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.40</td>
<td></td>
<td>26,737,000</td>
<td></td>
<td>13,141,134</td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td>$0.13</td>
<td></td>
<td>20,065,000</td>
<td></td>
<td>353,163</td>
<td></td>
</tr>
</tbody>
</table>

MPO Videotronics, New York producer of television commercials, reported a substantial decline in profits in its fiscal

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies
associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing Feb. 25</th>
<th>Closing Feb. 17</th>
<th>Closing Feb. 11</th>
<th>1970-71</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>29</td>
<td>29/4</td>
<td>30</td>
<td>30</td>
<td>19%</td>
<td>7,073</td>
<td>$192,739</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>O</td>
<td>2%</td>
<td>2/4</td>
<td>3%</td>
<td>7</td>
<td>1%</td>
<td>1,789</td>
<td>6,706</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CBR</td>
<td>N</td>
<td>36%</td>
<td>35/8</td>
<td>33%</td>
<td>23%</td>
<td>27,042</td>
<td>909,422</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>36%</td>
<td>35/8</td>
<td>33%</td>
<td>49%</td>
<td>3,361</td>
<td>95,935</td>
<td></td>
</tr>
<tr>
<td>Combined Communications</td>
<td>CCB</td>
<td>N</td>
<td>32%</td>
<td>29/4</td>
<td>29%</td>
<td>18%</td>
<td>3,769</td>
<td>138,805</td>
</tr>
<tr>
<td>Cox</td>
<td>CCB</td>
<td>22%</td>
<td>22/4</td>
<td>23%</td>
<td>24%</td>
<td>803</td>
<td>10,841</td>
<td></td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>CCC</td>
<td>A</td>
<td>13%</td>
<td>13/16</td>
<td>13%</td>
<td>17%</td>
<td>7,504</td>
<td>123,351</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>N</td>
<td>24</td>
<td>23/4</td>
<td>23%</td>
<td>23%</td>
<td>5,754</td>
<td>123,351</td>
</tr>
<tr>
<td>Mooney</td>
<td>MCO</td>
<td>N</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>2,239</td>
<td>123,351</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PAC</td>
<td>O</td>
<td>15%</td>
<td>16/16</td>
<td>15%</td>
<td>21%</td>
<td>1,036</td>
<td>24,131</td>
</tr>
<tr>
<td>Rahall Communications</td>
<td>RHC</td>
<td>O</td>
<td>22%</td>
<td>25/4</td>
<td>25%</td>
<td>28%</td>
<td>1,040</td>
<td>27,020</td>
</tr>
<tr>
<td>Reese-Howard</td>
<td>RHE</td>
<td>A</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>15%</td>
<td>2,289</td>
<td>7,733</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SSB</td>
<td>N</td>
<td>11%</td>
<td>12/16</td>
<td>12%</td>
<td>18%</td>
<td>461</td>
<td>5,592</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>N</td>
<td>34%</td>
<td>33/4</td>
<td>33%</td>
<td>34%</td>
<td>3,712</td>
<td>103,936</td>
</tr>
</tbody>
</table>

Total 88,600 $1,873,079

Broadcasting with other major interests

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Antenna</td>
<td>AV</td>
<td>N</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Bartell Media</td>
<td>BMC</td>
<td>O</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>BAY</td>
<td>O</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Cities &amp; Cable-Craft</td>
<td>CN</td>
<td>N</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Combined Communications</td>
<td>CCG</td>
<td>A</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>CCM</td>
<td>N</td>
<td>5%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Cox</td>
<td>CXX</td>
<td>N</td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Gannett</td>
<td>GNN</td>
<td>N</td>
<td>38%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>General Tire</td>
<td>GNT</td>
<td>N</td>
<td>24%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>GCX</td>
<td>O</td>
<td>7</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>ISC Industries</td>
<td>ISC</td>
<td>O</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Land Communications</td>
<td>LCI</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Lee Enterprises</td>
<td>LEI</td>
<td>N</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>LBT</td>
<td>N</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>LIN</td>
<td>N</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>MDC</td>
<td>N</td>
<td>26</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Outcau</td>
<td>OTU</td>
<td>O</td>
<td>17</td>
<td>18</td>
<td>16%</td>
</tr>
<tr>
<td>Post Corp.</td>
<td>PCO</td>
<td>O</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Rider Publications</td>
<td>RDG</td>
<td>O</td>
<td>23%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Rollins</td>
<td>ROL</td>
<td>N</td>
<td>33%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>RUS</td>
<td>N</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Schering-Plough</td>
<td>SCL</td>
<td>N</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Storer</td>
<td>SBRK</td>
<td>N</td>
<td>23</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Time</td>
<td>TL</td>
<td>N</td>
<td>47%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>Trans-National Comm.</td>
<td>TCM</td>
<td>N</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Turner Communications</td>
<td>TRN</td>
<td>N</td>
<td>2%</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Wometco</td>
<td>WMC</td>
<td>N</td>
<td>19%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Total 136,877 $4,184,899

CATV

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adcom</td>
<td>ACD</td>
<td>O</td>
<td>9</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Aerial Electronic Labs.</td>
<td>AEL</td>
<td>O</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>American TV &amp; Comm.</td>
<td>ANB</td>
<td>O</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Bumus &amp; Simon</td>
<td>BMS</td>
<td>N</td>
<td>30%</td>
<td>31%</td>
<td>34</td>
</tr>
<tr>
<td>Cablecom-General</td>
<td>CGB</td>
<td>A</td>
<td>13%</td>
<td>13%</td>
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</tr>
<tr>
<td>Cable Information Systems</td>
<td>CIS</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Citizens Financial Corp.</td>
<td>CFSC</td>
<td>O</td>
<td>15%</td>
<td>16%</td>
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<tr>
<td>Columbia Cable</td>
<td>CM</td>
<td>N</td>
<td>9%</td>
<td>10%</td>
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<td>Communications Properties</td>
<td>CP</td>
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<tr>
<td>Cox Cable Communications</td>
<td>CCB</td>
<td>O</td>
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<td>Cypress Communications</td>
<td>CYP</td>
<td>O</td>
<td>7%</td>
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<tr>
<td>Entron</td>
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<td>A</td>
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<tr>
<td>General Instrument Corp.</td>
<td>GRL</td>
<td>N</td>
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<td>21%</td>
<td>22%</td>
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<td>Sterling Communications</td>
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<tr>
<td>Tele-Communications</td>
<td>TEL</td>
<td>O</td>
<td>14</td>
<td>16%</td>
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<tr>
<td>Teleprompter</td>
<td>TP</td>
<td>O</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>TeleVision Communications</td>
<td>TVC</td>
<td>O</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
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<tr>
<td>Viscome</td>
<td>VIA</td>
<td>N</td>
<td>20%</td>
<td>18%</td>
<td>17%</td>
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<tr>
<td>Vikes</td>
<td>VIK</td>
<td>A</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Total 38,840 $368,527

Financial notes:

- Tele-Communications, Inc., Denver-based multiple-CATV owner, has announced closing of that firm's merger with Centre Video, State College, Pa., CATV operator. Centre Video becomes a wholly owned subsidiary of TCI. Value of the transaction is placed at $7.6 million. Centre Video board of directors ratified merger Nov. 25, 1970, and its stockholders ratified pact Dec. 8, 1970. Transaction increases TCI's total number of CATV subscribers to more than
135,000, through 21 states.

- National General Corp., Los Angeles, insurance and leisure-time company, and its subsidiary, Digital Development Corp., San Diego, digital-computer operations firm, have jointly filed with Securities and Exchange Commission for registration of 2,100,000 shares of common stock of Digital Development (representing all shares outstanding of Digital Development). Shares will be offered to National General shareholders on subscription basis. Exchange will be through cash and exchange of National General common stock or by exchange of National General common stock alone. Loeb, Rhoades & Co., New York, will head team of underwriters.

- Interpublic Group of Companies has filed for registration with the Securities and Exchange Commission 750,000 shares of common stock, 400,000 of which are to be offered for public sale. Remaining 350,000 are shares outstanding. Shares will be offered for a maximum of $18, through Smith, Barney & Co. underwriters. Interpublic group, based in New York, is engaged in advertising, public relations, market research and sales promotion.

- LVO Cable, Tulsa, Okla., has filed for registration of 374,000 shares of common stock with Securities and Exchange Commission. Earlier report had listed LVO Cable as having issued 340,000 shares (Broadcasting, Feb. 22). Offering price will be $12 maximum per share, through CBWL Hayden-Stone Inc., New York.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 25</th>
<th>Closing Feb. 27</th>
<th>Closing Feb. 11</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Service**

- John Blair
  - BJI: NJ 17% 18% 17% 23% 10% 2,583 $45,846
  - Consen
  - CMA: A 15% 15 14 15 10 1,102 14,901
  - Doyle Dane
  - Eikins Institute
  - FCO: N 9% 9% 9% 12 7% 2,175 19,931
  - Grey Advertising
  - LaRoche, McCaffrey & McColl
  - Marketing Resources & Applications
  - Movielab
  - MOV: A 9% 9% 9% 12 7% 2,175 19,931
  - MPD Videotronics
  - MPO: A 9% 9% 9% 12 7% 2,175 19,931
  - National
  - Ogilvy & Mather
  - PKL: A 2% 2% 2% 5% 1% 2,096 52,240
  - J. Walter Thompson
  - Transmedia International *
  - Wells Rich Greene

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 25</th>
<th>Closing Feb. 27</th>
<th>Closing Feb. 11</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Manufacturing**

- Admiral
  - APX: N 11% 11% 12% 14% 8% 5,158 53,870
  - AMP: N 2% 2% 2% 2% 2% 2,096 52,240
  - Collins Radio
  - D.C.: N 15% 15% 17% 25% 4% 2,985 58,942
  - Computer Equipment
  - CON: N 12% 12% 12% 12% 12% 2,406 11,429
  - General Electric
  - GE: N 10% 10% 10% 10% 10% 2,985 58,942
  - Harris-Intertype
  - MAG: N 45% 42% 42% 42% 42% 2,406 11,429
  - 3M
  - MMM: N 10% 10% 10% 10% 10% 2,985 58,942
  - Motorola
  - MOT: N 12% 12% 12% 12% 12% 2,406 11,429
  - RCA
  - RSC: A 3% 4% 4% 4% 4% 2,406 11,429
  - Teleprompter
  - W: N 7% 7% 7% 7% 7% 2,406 11,429
  - Zenith

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<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 25</th>
<th>Closing Feb. 27</th>
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<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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</table>
New gains in color and multiset TV homes

Penetration nears 50% and 40% respectively, with affluent households leading the way

The number of American households with more than one television set and at least one color set continues to grow. According to the latest figures from the American Research Bureau, 46% of all TV homes have color, and 39% have more than one receiver; Nielsen Station Index data yield similar figures. These represent a gain of seven percentage points in color ownership, and six in multiset ownership, over estimates published early last year in "Telestatus" (Broadcasting, Feb. 2, 1970; March 2, 1970).

Not surprisingly, the color and multiset homes (which overlap considerably) concentrated in upper-income brackets. Among households with annual income of over $10,000, color ownership is 40% above the national average; multiset ownership, 53% above the average.

The following local-market color and multiset ownership data are taken from the Nielsen Station Index, and the markets refer to Nielsen Designated Market Areas (DMA). All information is based upon replies to the NSI household sample in each DMA. Nielsen cautions that the figures are sample-base estimates, subject to error.

"Telestatus" appears in the first Broadcast issue of each month. A report on local-market UHF ownership as measured by ARB will appear in April.
Fates & Fortunes®

Broadcast advertising


Edward Acree, president, Cargill, Wilson & Acree, Richmond, Va., agency, elected board chairman, Harry M. Jacobs, executive VP, elected president.

Raymond F. Ferguson, account supervisor, and Herbert A. Miller, manager of radio-TV production, Warwick & Legler, New York, named VP's.

Enid S. Futterman, copywriter, Grey Advertising, New York, elected VP.

Richard N. Risteen, senior VP and general manager, Bozell & Jacobs, New York agency, joins Warwick & Legler there as senior VP in account management.

Frank P. McDonald, VP, associate media director and manager of media planning, Cunningham & Walsh, New York, named VP and director of TV-program operations.

Marion Calale, media director, Young & Rubicam, New York, appointed to newly created position of director of advertising, Rheingold Breweries there.

Hal Walton, marketing supervisor, Robert E. Wilson, New York agency, joins pharmaceutical-advertising division, BBDO, New York, as media director.

William L. Gregory, media buyer, Clinton E. Frank, Chicago, appointed media planner.

Paul Schuman, broadcast-account executive, Doyle Dane Bernbach, New York, joins Gardner Advertising there as director of programming.

Craig E. Deitschmann, creative group supervisor, Campbell-Mithun, Chicago, appointed creative director, Noble-Dury & Associates, Nashville agency.

James R. Bostic, director of advertising and merchandising, American Motors, Detroit, appointed director of marketing planning, Henry P. McHale, director of marketing plans and research, appointed director of merchandising.

David C. Agate, media buyer and planner, Kenyon & Eckhart, Chicago, joins Theo. Hamm Brewing Co., St. Paul, as media-services manager.

Richard A. Game, account executive, ABC Radio, Chicago, and James G. Blastill, account executive, WABC, joins ABC Radio, New York, station representative, joins CBS Radio in same capacity. Mr. Game will work in CBS's Chicago office and Mr. Blastill in New York.

Robert F. Farrow, director of national sales, Plains Television Stations, and operations director, wics(tv) Champaign-Danville, Ill., appointed general sales manager, wics(tv) Springfield, Ill., and wics and WICS are Plains stations.

Thomas R. Blose, manager, H-R Television Representatives, Atlanta, joins Petry Radio Sales there in same capacity.

Michael Davison, associate media director, Erwin-Wasey, Los Angeles, appointed to newly created position of di-
Burton C. Person, director of corporate planning, CBS, appointed director of planning, CBS Broadcast Group.

David J. Lavin, chairman, Sugardale Foods, Canton, Ohio, and Roland S. Tremble, recently named VP, finance, Downe Communications (Broadcasting, Feb. 15), elected directors of Downe. Mr. Lavin was president of Imperial Broadcasting Co., operator of cable systems in Canton and Louisville, Ohio, before Imperial was acquired by Downe last year.

Cecil M. Sansbury, independent management consultant in communications industry, named president and general manager, WNFL(AM) Green Bay, Wis.

William G. Evans, general manager, WDEF-TV Chattanooga, named executive VP of Park Broadcasting of Tennessee, licensee of WDEF-TV.

Donald O. Williams, business manager and assistant secretary-treasurer, Trans Video Corp., division of Cox Cable Communications, San Diego, named VP and general manager of Trans Video.


Joseph P. Losgar, chief engineer, WRFM, named VP in charge of engineering.

Peter B. Wolcott, in independent real estate business, named VP and general manager, KGKR(FM) St. Louis.


James G. Croll, Midwest sales manager, Broadcasting magazine, Chicago, and former manager, KGRA-TV Colorado Springs, joins Quality Media, division of Kaiser Broadcasting, group owner, as Midwest manager, Chicago.

George S. Carr, formerly senior account executive, WBBG-AM-FM Philadelphia, appointed general manager, WMMH-AM-FM Frederick, Md.

Milton Louis Bohard, sales manager, WIRE(AM) Indianapolis, appointed general manager, WGER-AM-FM there.

Robert L. Lamb, general sales manager, WATI(AM) Indianapolis, appointed general manager.

John F. Feeley, director of promotion, NBC, New York, appointed station manager, KHON-TV, Honolulu.


John J. Miller, manager, KCSR(AM) Charleston, Neb., joins KCOL(AM) Fort Collins, Colo., in same capacity. He is succeeded at KCSR by Irvin Burkey, sales manager. Wil Huetl, program director, KCSR, also appointed assistant manager.

Jack Stockton, program manager, WBBM-FM Chicago, appointed director of operations.

Corey Meyer, operations supervisor, WDBO(AM) Orlando, Fla. appointed to same position at WDBO-FM.

Mike Maddex, executive director, World Evangelistic Enterprise Corp., licensee of WEEC(FM) Springfield, Ohio, named president.

Programming

Jack Arden, New York manager, Television & Radio Features, named VP. Company was formerly Radio Features Inc.

James F. Denyer, account executive, McFadden, Strauss and Irwin, Los Angeles PR firm, named director, publicity and promotion, Paramount Television there.

Jack Ragel, VP and media director, Campbell-Mithun, Chicago, joins Media Corp. of America, New York, program producer, as VP and general manager.

Bob Johnston, account executive, CBS FM Sales, New York, joins CBS-owned WBBM-FM Chicago as program director.

Arthur Elliot, program director, KOTV-TV Tulsa, Okla., appointed program manager, KHOU-TV Houston, Tex. Both are Corinthian stations.

Oliver M. Parcher, assistant program director, WSBT-AM-FM-TV South Bend, Ind., appointed creative director.

Cosmas P. Bolger, assistant to supervisor, post-production operations, CBS, Hollywood, appointed supervisor.

Arthur B. Leffler, research analyst and sales-promotion writer, WABC-TV New York, joins ABC Radio there as production coordinator.

Elmer Smalley III, senior editor, Transmedia Production Services, New York program producer, appointed to additional position of editing supervisor for video tape, post-production operation.

Roger Gimbel, independent producer, appointed head of TV production, Tomorrow Entertainment, Los Angeles, newly formed subsidiary of General Electric.

Bill Turner, producer-director, WSM-TV Nashville, appointed production director.

Bill Taylor, program director, and Frank Scharf, production manager, WDBO(AM) Orlando, Fla., appointed to same position at WDBO-FM.

Gwendolyn J. Wooten, public service and continuity director, KXYZ-AM-FM Houston, appointed director of community affairs and public-service program producer, WTIE(TV) Washington.

Al Schottelkotte, director of news and special events, WCPO-TV Cincinnati, named VP in charge of news, Scripps-Howard Broadcasting, group owner and licensee of WCPO-TV.

Richard Leepart, Mr. Schottelkotte's new assistant editor, Edina Mineapolis-St. Paul.

Dennis Holly, with WKEF-TV Cleveland, joins WTAS-TV Pittsburgh as TV reporter.


Chuck Bennett, sports director, KF(AM) Los Angeles, joins KCP(AM) there in similar capacity.

Willie Lanier, professional football player, Kansas City Chiefs, and former sportscaster, KBMC-TV Kansas City, Mo., rejoin station in same capacity.

Promotion

Warren Weiner, former Philadelphia city official, named president, Public Relations Ltd., newly formed subsidiary of J. M. Korn & Son, agency there.

David C. Wayland, copy chief, Lennen & Newell, Honolulu, joins KRON-TV San Francisco, as advertising manager.

Phil Kriegler, manager, special projects, ABC-TV, New York, appointed to similar position, ABC-TV West Coast.
assumes additional responsibilities of Jerry Zigmond, director of exploitation there, who retires.

Evelyn Payne, national director of utilization, Children's Television Workshop, New York, elected VP, community relations.

Timothy M. McLean, staff writer, BROADCASTING magazine, Washington, joins National Association of Educational Broadcasters, Washington, as staff associate, information services.

Robinson B. Brown, director of program promotion, WCDO-AM-FM Minneapolis, enters independent field as PR director, Donnybrook International Speedway, Brainerd, Minn.

Equipment & engineering

Mac Ferguson, systems engineer, Akron CableVision, Television Communications Corp., CATV subsidiary, Akron, Ohio, appointed chief engineer of TVC.

John L. Martin Jr., special assistant to president, Communications Satellite Corp., Washington, elected assistant VP.

John P. Woodman, regional marketing supervisor, General Electric, Syracuse, N.Y., appointed manager, customer services, CBS Electronic Video Recording Division, Rockleigh, N.J.

Allan D. Harwood, general manager, Aero-Marc Co., Seattle, closed-circuit TV firm, appointed director, applied engineering department, CableGuide, firm specializing in televised TV-program listings and news there.

Allied fields

Robert L. Coe, lecturer on radio and television at Ohio University, Athens, since retirement from broadcasting in 1967, elevated to professorship. Mr. Coe, 68, began career at KSRO(AM) St. Louis, was manager of WPXI-TV New York, 1948-52; manager of station relations of DuMont network, 1952-55; VP, station relations, ABC, 1961-67.


Deaths

H. Bart McHugh Jr., 64, VP, TV programming, McGann-Erickson, New York, died Feb. 19 at Doctors hospital there after long illness. Mr. McHugh, who joined M&E in 1961, was previously head of broadcast media department, J. Walter Thompson there. He was also senior adviser, National Catholic Office for Radio and Television, New York, in addition to position at M&E. He is survived by his wife, Marion, and one son.

Richard Sanville, 62, former CBS producer, director and writer, died Feb. 15 of cancer in Hollywood. He is survived by his wife, Jeanne, and one daughter.

William Lava, 59, composer, arranger and conductor, died Feb. 20 of heart attack in Los Angeles. He is survived by his wife, Lee, and two daughters.

N. Paul Neilson, 55, PR officer, Bureau of East Asian and Pacific Affairs, State Department, died Feb. 19 at his home in Washington, after heart attack. Mr. Neilson began his career as news commentator, ABC, New York and WBBM-AM-FM and WGN(AM) Chicago. Mr. Neilson is survived by his wife, Rhoda, and one daughter.

Jack Walker, 48, operations VP, WLBY(AM) New York, died Feb. 25 at Lenox hill hospital there after complications developed from stab wounds inflicted New Year's eve (BROADCASTING, Jan. 11). Mr. Walker allegedly was stabbed by probationary technician, according to station authorities. Mr. Walker, who joined station in 1959, had been named to operations post six months ago. He is survived by his wife and one child.

For the Record

As compiled by BROADCASTING, Feb. 16 through Feb. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.-alternate, ann.-announced, ant.-antenna, aux.-auxiliary, CATV-community antenna television, CH—critical hours, CP—construction permit, D-day, DA—districted antenna, ERP—effective radiated power, kw—kilowatts, kw-h—kilowatt hours, LS—local station, mhz—megahertz, mod.—modification, nwh—nwh, PSA—prescriptive service authority, SCA—subcommunity communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vic.—visual, w—watts, w—watts, w—watts, E—educational.

New TV stations

Start authorized


Final action

Homewood and Birmingham, both Alabama—FCC denied application by Birmingham Broadcasting Company (applicant for a new TV at Birmingham, for review of memorandum opinion and order, in which review board enlarged hearing issues against Birmingham Broadcasting Co. (Docs. 15461, 16760-61, 16765). Action Feb. 18.

Action on motion

Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV permitting, on request of broadcast bureau, extended to March 8, to file proposed findings of facts and conclusions, and to April 8 to file replies (Docs. 15461, 16760-1, 16768). Action Feb. 19.

Other actions

Review board in High Point, N.C., granted motion by Furniture City Television Company Inc. for extension of time through Feb. 19 to file responsive pleadings to petition to enlarge issues filed by Southern Broadcasting Co. (WGHP-TV). Action Feb. 18.


Existing TV stations

Final action

WGHP-TV, High Point, N.C.—FCC disallowed application filed Nov. 24, 1969, by Southern Broadcasting Co., licensee for review board memorandum opinion and order, released

BROADCASTING, March 1, 1971
## Professional Cards

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

### JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6000 Coldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member APOOB

### COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
521 Maysey Bldg.
781-0711
Washington, D. C. 20004
Member APOOB

### COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Lorents
PRUDENTIAL BLDG.
947-1319
WASHINGTON, D. C. 20005
Member APOOB

### A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1711 N St., N.W.
296-2315
WASHINGTON, D. C. 20036
Member APOOB

### GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct.
(703) 560-6000
Falls Church, Va. 22042
Member APOOB

### LONNES & CULVER
Consulting Engineers
1304 Magnolia Building
Washington, D. C. 20004
(202) 347-8215
Member APOOB

### KEAR & KENNEDY
1302 18th St., N.W., Hudson 3-9000
WASHINGTON, D. C. 20036
Member APOOB

### A. EARL CULUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8860
Member APOOB

### SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6566
Washington, D. C. 20005
Member APOOB

### STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 323-4464
(301) 827-8725
Member APOOB

### HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5206
Member APOOB

### JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114

### JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member APOOB

### CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4586
Member APOOB

### VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-9562
Data Line (303) 333-7807
DENVER, COLORADO
Member APOOB

### E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

### ORRIN W. TOWNER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

### ROSE & CRISTAL
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone 6171 876-2810

### ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N. Y. 11803
(516) 694-1903

### SPOT YOUR FIRM’S NAME HERE
To Be Seen by 120,000® Readers—Among Them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.

*1970 Readership Survey showing 3.2 readers per copy.*

### SERVICE DIRECTORY

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>ADDRESS</th>
<th>TELEPHONE</th>
<th>NOTES</th>
</tr>
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<tbody>
<tr>
<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers, 1812 K St., N.W., Washington, D.C.</td>
<td>Phone: 296-6400</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>MONITORING CO.</td>
<td>Precision Frequency Measurements, 103 S. Market St., Kansas City, Mo.</td>
<td>Phone: 816-766-9222</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service, 445 Concord Ave., Cambridge, MA.</td>
<td>Phone: 617-876-2810</td>
<td></td>
</tr>
<tr>
<td>TERRILL W. KIRKSEY</td>
<td>Consulting Engineer, 5210 Avenue F., Austin, TX.</td>
<td>Phone: 512-454-7014</td>
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</tbody>
</table>

**Note:** The table above provides a directory of consulting engineering firms, their services, and contact information. The directory is organized by category, such as consulting engineers, radio engineers, television systems engineers, and monitoring companies. Each entry includes the name of the company or individual, their address, phone number, and membership status in professional organizations such as the Association of Professional Consulting Engineers (AFCCE). The directory also includes a note indicating the number of readers reached by the directory, which is 120,000 viewers as of 1970. The directory is designed to help firms promote their services to potential clients and may be a valuable resource for companies in the radio and television industries.
Summary of broadcasting
Compiled by FCC, Feb. 1, 1971

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<thead>
<tr>
<th>On Air</th>
<th>Licensed STA</th>
<th>CPE's</th>
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<td>Educational TV-UHF</td>
<td>103</td>
<td>0</td>
<td>9</td>
<td>112</td>
<td>12</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>179</td>
<td>0</td>
<td>17</td>
<td>196</td>
<td>16</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
1 Includes 25 educational AM's on nonreserved channels.
2 Indicates 4 educational stations on nonreserved channels.


Actions on motions
1 Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co., WQHP-TV) and Furniture City Television Co., TV proceeding, rescheduled hearing from Feb. 23 to March 2, in High Point, at place to be announced, Action Feb. 16 (19006-7). Action Feb. 9.

Other actions
1 Review board in Tallahassee, Fla., et al., scheduled oral argument by counsel for Mississippi-Missouri Authority for Educational Television Stations requesting amendment of rules to silence and reserve ch. 12 instead of ch. 2. Action Feb. 11.
2 Review board in Durham, N.C., granted motion by Triangle Telecasters, licensee of WUDB(TV), to change location of time to March 17, time to Feb. 18, Action Feb. 11.
3 Review board in Jacksonville, Ala., dismissed appeal from hearing examiner's ruling by University Broadcasting Co. for failure to comply with rules. Action Feb. 18.
4 Review board in Parma, Ohio, denied motion by North East Communications Corp., for extension of time to Feb. 18 to file petitions to enlarge issues. Action Feb. 17.

Call letter application
1 Gateway Broadcasting Co., Yazoo City, Miss., Requests WYAZ.

Existing AM stations
Final actions
1 KSIN-Bishop, Ariz.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Feb. 12.
2 WFDN Denver—Broadcast Bureau granted CP of license to specify hours of operation from 6:00 am. to 12:00 midnight. Action Feb. 16.
3 KSST Davenport, Iowa—Broadcast Bureau granted license covering use of former main trans. as al. main trans. Action Feb. 16.
4 KNDY Marysville, Kan.—Broadcast Bureau granted CP of license covering change in studio and remote control point to RR 23 east of U.S. 36, Marysville; provisions of rules waived to extent of permitting relocation of main studio beyond corporate limits of Marysville. Action Feb. 10.
5 KTIS-AM-FM Minneapolis—Broadcast Bureau granted CP of licenses covering change in studio and remote control point to RR 23 east of U.S. 36, Minneapolis; provisions of rules waived to extent of permitting relocation of main studio beyond corporate limits of Minneapolis. Action Feb. 16.
7 KLO Reno—Broadcast Bureau granted CP to install new trans. for aux. purposes. Action Feb. 16.

New AM stations
Starts authorized
1 WKCB Hindman, Ky.—Authorized program operation on 1340 kHz, 1 kw-D (500 w-CF). Action Jan. 22.
2 WKQI Gayville, La.—Authorized program operation on 1010 kHz, 3 kw-D. Action Dec. 22, 1970.
3 WTRQ Warsaw, N.C.—Authorized program operation on 1560 kHz, 10 kw-DA-CH-D. Action Jan. 20.

Final action
1 Greensbury, Ky—Veer Broadcasting Co. FCC granted 1555 kHz, 0.25 kw, P.O. address 1057 Legion Park Road, Greensbury 42743. Estimated construction cost $32,925; first year operating cost $19,000; revenue $34,000. Principals: E. J. Milby, Viner F. Posey, and others. Milby is sole owner of builders supply company and contracting company and 50% owner of landlord company. Posey is a semiconductor sales manager at Viner F. Posey company. Director and stockholder of bank. Action Feb. 18.

Actions on motions
1 Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio (Howard L. Burris, et al.), AM proceeding, granted motion for order to compel application to extend exchange of exhibitor date to March 1, and hearing date from Feb. 18 to March 15 (Doc. 19038). Action Feb. 9.
2 Hearing Examiner Charles J. Frederick in Whitley City, Ky. and Jefferson Tenn. (McCray Broadcasting Corp. and Jillico Broadcasting Corp., AM proceeding, granted petition by Jillico Broadcasting Corp. to file application to explain certain terms of commercial practices of Jillico (Docs. 18599-60). Action Feb. 12.
3 Hearing Examiner Millard F. French in Franklin and Hackettstown, N.J. (Louis Vander Plate, Radio New Jersey), AM proceeding, granted petition by Radio New Jersey for leave to amend its application to show change in employment of one of its owners (Docs. 18231-2). Action Feb. 16.
4 Chief Hearing Examiner Arthur A. Gladstone in Livingston and Pikesville, both Tennessee (School Inc. of Livingston, Tenn., Pikesville Broadcasting Co.), AM proceeding, denied Hearing Examiner Chester F. Noumiwicz Jr. as presiding officer, scheduled prehearing conference for March 22, and hearing for April 11, ordered that all proceedings take place in Washington (Docs. 19143-6). Action Feb. 5.
5 Hearing Examiner David I. Kraushar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co., Radio Tupelo), AM proceeding, granted petition by Tri County for leave to amend its application (Docs. 19026-7). Action Feb. 12.
6 Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atkins III, et al.), AM proceeding, set aside cancelled and held new public hearing on Certificate of Need applications and order on released Feb. 11 and ordered amendment to Certificate accepted by FCC and others. Petitioner's application to file petition in view of Broadcast Bureau's opposition to petition for leave to amend filed by Hancock County Broadcasters, that there will be oral argument on Hancock petition. Action Feb. 9 (Docs. 19068-70). Action Feb. 12.
7 Hearing Examiner Chester F. Nauimwicz Jr. in Indianapolis (Star Stations of Indiana Inc., et al.), AM-FM proceeding, denied petitions by Star Stations of Indiana Inc., Indianapolis Broadcasting Inc. and Central States Broadcasting Inc. for but not to compel answers to interrogatories No. 2; ordered broadcast bureau to submit documents specified in order (Docs. 19122-5). Action Feb. 10.

Other actions
1 Review board in Jacksonville, Ala., dismissed appeal from hearing examiner's ruling by University Broadcasting Co. for failure to comply with rules applicable to such appeals (Docs. 18999-000). Action Feb. 18.

BROADCASTING, March 1, 1971
**CLASSIFIED ADVERTISING**

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—$2.00 minimum. Announcements 10¢ per word. Ads submitted must state $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., must be prepaid. No refund of any amount for unsolicited replies. All communications expressly repudiates any liability or responsibility for their custody or return. Descriptions must be received before publication day for publication order. Please submit copy, by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

**RADIO**

**Help Wanted Management**

**President/General Manager** position in top 10 market. Outstanding opportunity for dynamic executive with proven financial and marketing experience. Must have management or sales management experience necessary. Salary and requirements to Box B-214, BROADCASTING.

Manager. Small NYS market. Good base, plus income. Send resume, letter, c/o Box B-216, BROADCASTING.

Sales manager . . . for west Texas major market AM-FM needs top flight, hard working salesman. Must be honest, pay bills and make sales. Right man can become station manager. Send photo, resume, and list of top 10 selling. Small market country, box salesman don't try to apply. Box B-239, BROADCASTING.

General manager wanted: Two stations, 1,000 watt daytime, 100,000 watt FM station, New Orleans. Man willing to work for 25% of net. Only experienced need apply. Box C-10, BROADCASTING.

South Florida--FM sales manager who desires ownership stock option. You must be good! We have the opportunity for you! Have the talent? Sell us. Box C-39, BROADCASTING.

**Sales**

Join our sales staff. We’re enthusiastic, ambitious, and successful. Have a successful track record or will consider training experienced announcer who wants solid track record. Midwest--Michigan. Send resume, Box C-21, BROADCASTING.

Salesman opening in one of Tennessee's oldest stations under continuous ownership. Guaranteed salary plus commission, insurance and auto expense. Address c/o of National Association of Broadcasters. Plenty room for advancement, area's leading broadcaster. Send complete information in confidence. Box C-21, BROADCASTING.

Salesman. $10,000-$15,000 start. Reasonable potential $25,000 first year for go-getter. Large market--Hundreds of $17,000,000 local radio sales. Protected list of all qualified local radio advertisers who can affect station rates and who have good paying record. Should be self-starter, initiative, smart, imaginative, willing to travel. Prefer family living. Box C-62, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn, to travel at his expense to see this firm. His experience is selling both large and small accounts and making plenty of cold calls . . . he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership. Send resume and references to other others have made it. Are you that salesman? Start to $12,500 plus commission. . . . plus benefits with young three station group buying more. . . . call Michael Schwartz . . . 203-531-1550. . . .

Minneapolis-St. Paul opportunity with a going station. N.Y. City. Manager, self-starter, BROADCASTING, please show how to sell radio. If you are that man you will make $15,000. Box C-21, BROADCASTING.

Cedar Rapids: Expanding group has opportunity for successful radio salesman. Must have future management potential. Call Mr. Kinn. Two stations, 5,000 watt AM and 14,000 watt FM. Send resume, Box C-46, BROADCASTING.

**Announcers continued**

Morning-man with warmth and gusto! A 24-hour, top 40 operation, in Springfield, MA, offering a great starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, BROADCASTING. This position will be filled as soon as possible. Don't have experience, save your stamp. Equal opportunity employer.

New Jersey MOR seeks announcer on the way up. 1 year minimum experience required. Car necessary. Salary commensurate with ability. To arrange for interview send tape and resume to Box B-207, BROADCASTING.

Morning man for Monday country format, warm, adult, sincere pro with top 40 or MOR background. Must be family man with 10-15 years experience in major market radio. Salary open, we'll pay for the right voice, outgoing personality. Send resumé, tape, references, photo, Box B-226, BROADCASTING.

Brand new station, new equipment C&W format. Single station, 1,000 watt FM, 7-10 hour day, no experience necessary. Send resume, Box B-255, BROADCASTING.

Announcers with pleasant, personable voice needed for beautiful music station in Greater Milwaukee. Mall tape of commercials and headlines with resume to Box C-63, BROADCASTING. Equal opportunity employer.

Where have all the mature-aged, pleasant personality, DJ's gone? If you like decent wages (up to $10,000 as starter for the right man), pleasant, suburban living from NYC love to do morning shows, are interested in a bright future with a growing organization, can read a commercial, sing commercial theme song, you're a pro! A good place for a professional (age 30 or over), and with more than 5 years experience. If you fit the bill, send your resume, photo, and a good commercial (no subscription). You must have reasonable knowledge of music from the mid-30's to present. Graduates, fossils, drunk's, Prima Donnas, or other psychological problems--don't waste our time. Rush complete background and tape to Box C-49, BROADCASTING.


Bright, witty, experienced, mature morning "4:45 A.M." man for easy listening stereo FM, southestern New York. Forty-hour week, six days, permanent position starting May first. Send tape, resume, Box C-6, BROADCASTING.

Top 40 D.J. east coast. Experienced with solid track record. Opening created by DJ being promoted to PO. Send resumes and pictures, E.O.C.-Box C-63, BROADCASTING.

Rock station--top ten market-looking for announcer with low key conversational delivery. Must have a strong understanding of rock music format and present —morning shift. Send low key conversational tapes only, and resume. Box C-68, BROADCASTING.

Professional announcer, mature voice and good references for evening shift on good music station. Excellent pay and working conditions. Call Raymond Seidell, KHOW, Houston, Texas 77006.

WEKX-FM stereo in Hammondsport, New York needs announcer with a good voice. We serve wine country U.S.A.

Florida east coast—seeks announcer. Immediate opening. WRFM, Titusville, Phone 305-267-1121.

**Technical**

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer needed. Our's is retiring. Can you handle 30,000 watts, 200,000 watts nondirectional AM? Paid retirement, many fringes. 25-year-old hobby, thin, small-medium market. Reply Box C-9, BROADCASTING.

1st phase--assistant chief for daytime-directional WJZ, 1600 AM. Must have interpersonal attitude, with desire to work and learn. Ground floor opportunity to assist in construction of new channel and syndication studio, plus automation systems. Will consider beginner with ability. Rush complete background to Box C-44, BROADCASTING.

Help Wanted 30¢ per word—$2.00 minimum. All other classifications 33¢ per word—$4.00 minimum. Personal ads—$2.50 per inch. All others—$4.00 per inch, 5" or over billed at run-of-book rate. Stations for Sale, Wanted to Buy, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind classified.

Address replies: c/o BROADCASTING, 1735 Dales Street, N.W., Washington, D.C. 20036.

**Programing, Production, Others**

Program director for brand new C&W format station. Single station market. Send tape, resume and requirements. Box C-8, BROADCASTING.

Expanding corporation needs P.D.—production expert with tight board and administrative ability for medium country station. Box B-271, BROADCASTING.

Creative mind for commercial production, programing assistance, etc. in creative station. Box C-24, BROADCASTING.

We are a progressive rock station owned by a large company in a major market. We are looking for Program Director. We are the group that drives radio. We are better. Box C-31, BROADCASTING.

Freelancers to produce, narrate tape cassettes. Good voice, editing skill essential. Box C-42, BROADCASTING.

**Situations Wanted Management**

Manager—medium market. Presently sales manager with 11 years additional broadcast experience, programing, administration. Analytical, creative, sincere, sober, 40, married, college, Prefer West, but will consider situation. Reply to Box B-219, BROADCASTING.

General manager seeks new challenges. Strong sales background. Three years experience with top rated station in market of 300,000. Age 31, family, good references, $18,000.00, East Coast, Southeast or Midwest only. Box B-229, BROADCASTING.

General manager, sales manager, salesman, top rating producer with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Anxious to relocate—50,000 or less market. Radio station manager—15 years proven track record in sales—promotion—administration—merchandising—second markets. Salary negotiable. Box B-251, BROADCASTING.

Manager's golf game improves . . . meanwhile, back at the station, as assistant general manager, I've coordinated sales—programming—administration. Can organize, plan, think, with a community-oriented, cost-conscious operation. Young, dedicated, family, idea man. Latest ideas . . . and this frustration. If you have management challenge may I hear from you? Box C-45, BROADCASTING.

Husband-wife team. Ten years experience—manage, sales, continuity, news, air personalities, bookkeeping, first phone. Seeking solid future, partnership, WIFE to invest time, talent, money. Box C-49, BROADCASTING.

11 years radio-television. Move up to management, 33, married, children. Box C-53, BROADCASTING.

General manager: Experienced AM-FM and TV, Sober, reliable family man, 38. Twelve years experience. General manager—employed top 50 market—speak for it—prefer Southeast. Box C-70, BROADCASTING.

**News**

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty with 11 years additional broadcast experience, programing, administration. Analytical, creative, sincere, sober, 40, married, college, Prefer West, but will consider situation. Reply to Box B-219, BROADCASTING.

News director for large company. Must have strong background in farm and agriculture. Send resume to Manager, KMA Radio, Shenandoah, Iowa 51601.
**Sales**

Mature salesman-announcer. Proven sales—excellent management ability. Class voice. Strong on production. New sources are creative and dependable. Write Box B-223, BROADCASTING.

**Announcers**

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

Experienced and handicapped, are you in your thinking segment? Yes, Box B-120, BROADCASTING.

Female-announcer disc/jockey/news anchor-versatile/creative 3rd-endorsed/experienced. Available immediately. Box B-167, BROADCASTING.

Men wanting work play-by-play. Want something permanent—5 yrs. play-by-play, MOR, country—drift deferred. Box B-179, BROADCASTING.

Experienced professionally trained announcer. Three years college—political, college, radio, major. Will relocate. Box B-204, BROADCASTING.

MOR, first, BA, small market, Calif., anywhere 315-476-8696. Box B-209, BROADCASTING.

Soul or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Major suburban market jock, seeks solid spot with good station, M.D. & P.D. background too. Top reference is W.CMI (316) 798-0935 or write Box B-228, BROADCASTING.

Professionally trained announcer B.A. degree seeks position in sportscasting/play-by-play. Box B-257, BROADCASTING.

Professionally trained announcer and musician, married, stable. Will relocate. Box B-277, BROADCASTING.

Major market all-night announcer want better hours. Family, future, Box C-9, BROADCASTING.

Metro markets only Top 40, MOR first phone, seven years experience. Mature, stable, veteran. $180 per week minimum. Tapes and references are waiting. Box C-4, BROADCASTING.

Metro rockers No hype-six yrs. rock exper., first phone stable, smooth, bright sound of authority. Box C-19, phone, resume and request. No small markets. Box C-5, BROADCASTING.


DJ. Tight board, good news, commercials, 3rd phone. Box C-7, BROADCASTING.

Young, first phone rock or MOR jock, seven years experience, not currently but will relocate. Box C-15, BROADCASTING.

Young man 24 years old, 21 yrs. college, soon to graduate from Columbia School of Broadcasting. I have 18 months voice over experience. Prefer East cost market. Box C-23, BROADCASTING.

Columbia School of Broadcasting graduate, 26 yrs. old, college, professional full voice, good news, Prefer east coast market. Box C-26, BROADCASTING.

Combe-man-announcer DJ. With 1st phone license operates tight board—splitter performer. Trained in New York City. Box C-27, BROADCASTING.

First phone pro, five years experience, including PD family guy, polished air sound, creative copy, production, programming with 21st top 100 power house rocker, seeking rock or MOR with room to grow. Motivated, creative, serious offers only. Box C-36, BROADCASTING.

Available Immediately, recent graduate Don Martin School of Radio & TV, Have 1st phone, can run tight board, tight board, top news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere with situation with potential. Call collect 213-462-6027 or write Box C-37, BROADCASTING.

Young English, experienced any format. N.Y.C. school educated. Will go anywhere with no ticket, tapes etc. Available, help, please. Box C-38, BROADCASTING.

Newman, or staff announcer, MOR format. Tight board, box C-39, BROADCASTING.

DJ—play—production, experienced, third, college, good voice . Box C-41, BROADCASTING.

Have handled every type of broadcast assignment from middle school to top. Good music and news man. Major market only. Box C-55, BROADCASTING.

Announcers continued

Jack with first seeks small/medium outlet. News, music, ratings success. Rock or MOR. 3 yr. experience. Box C-56, BROADCASTING.

Black DJ, beginner, professionally trained, creative, versatile, 3rd endorsement. Available immediately. Box C-57, BROADCASTING.

Announcer, newsman, salesman, experience versatile, creative, tight board, 3rd endorsed. Box C-58, BROADCASTING.

MOR-play-by-play—phone talk—copy—news—3rd—28 married—military over—write Box C-59, BROADCASTING.

Bright young woman, quality presentation, some college, immediately available. Box C-60, BROADCASTING.

Dickie Ann newswoman & sales. 1 Experienced. 2nd, Dependable, 3rd board. Tight board. 5. Third endorsed. Box C-72, BROADCASTING.

Four years experience, high ratings, more than creative production. Call 219-743-4611.

Girl Friday—announcer-copwriter, Miss Lee, 329 West 2nd, Wipe, Chicago, III. 60616.


Over Confident? No, I just know that I can be a better MOR than you. All I need is a chance, 3rd, 2. Rick Conley, 3240 Marshall Rd. Apt. 21, Kettering, Ohio 45429.

Third phone: Columbia School of Broadcasting student, anywhere, married, stable. Box 814 8th, #220, Laurel, Md. 20160. (301) 272-6203.

Available Immediately: 27, experienced CW/MOR, Bruce Tambellini, Las Vegas, 90406—337-0573.

Twenty, single, first phone, broadcast graduate. Available immediately. Andrew Graham, 1901 Miles Avenue, Billings, Montana 94202.

More than 30 years experience, married, draft exempt, first phone, chief announcer, Brown gradu- ate, does engineering anytime. Will relocate permanently in Montana, available for interview. Jim Eleg, Box 166, Big Timber, Montana, 90101, 406-932-2305.

Some experience, in announcing and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Box C-31, Sidewinder, 1800 Bluebird Ave., Monster, Indiana.

Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, refer- ences, creative and strong on commercials, seeking position with national station. Samuel Ginn, 493 Grant Ave., Bronx, New York 10456.

Like announcing and living on clean air, 25, single, college degree, veteran. All types of broadcast experience, music director, Paul Hennessy, 4749 Radnor Ave., Lakewood, Calif., 90712, 213-458-3275.

Old fashioned, informal morning man. Want similar format evening shift. 15 yrs. radio, 1st, 40's, Smith, Orlando (302) 843-6526.

If you are in the market for a new voice in radio, one with a first phone, personality, and sales ability. Please contact me for tape, photo and resume. Will relocate anywhere advancement is guaranteed. Jim Connors, Box 180, San Benancio Rd., Salinas, Calif. (408) 484-1528.

Gorns have started with Brian Clendenen, 500 North State Fast, 90310. 602) 254-7595. So, if you're interested in good radio, get in on it. Good consider other shifts also.

Southwest or coast. Versatile broadcaster, 15 years experience, seeking permanent position in smaller market. Good references, third, available now. 406-252-9596.

Technical

1st phone technician; veteran, 25, seven years experience in microwave, digital electronics. Seeks opportunity in broadcasting. Resume on request. Kenneth Fink, 150-11 Avenue, Flushing, N.Y. 11367.

If you are the market for a new voice in radio, one with a first phone, personality, and sales ability. Please contact me for tape, photo and resume. Will relocate anywhere advancement is guaranteed. Jim Connors, Box 180, San Benancio Rd., Salinas, Calif. (408) 484-1528.

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Newspaper Publisher

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Television

Situations Wanted Management

Aggressive sales manager, 6 years TV and radio experience. Young, ambitious. Desire to move up to sales job. Very familiar with VTR, film, slide, photography experience important. Top 20 market Indy offers good salary, outstanding growth potential. An equal opportunity employer. Box C-71, BROADCASTING.

 commercials. Experienced, creative, pro to work with sales folks—write, produce, direct quality commercials (VTR, film, slide). Photography experience and working knowledge of film needed. Send resume, with first reply to Box 286, BROADCASTING.

Chicago U needs director. Not afraid to work, not a paper taker. On all types of shows. Send resume, with first letter. Box 281, BROADCASTING.

Commercial producer. Experienced, creative pro to work with sales department—write, produce, direct quality commercials. Photography experience and working knowledge of film needed. Send resume, with first letter. Box 281, BROADCASTING.

Immediate opening for experienced studio supervisor. GE equipment in northeastern U.S. Four season operation, good salary. Call Mr., Sequin (802) 655-2522.

Television

FOR SALE Equipment


H27-50 Andrews Helax 150% air coax transmission cable [jacketed 6,000 feet available 30% of factory priced out to order at tremendous savings. For FM broadcasts communications microwave radar, ECT, Audio-Video tape. Chicago 312-235-2830.

Approx. 2000 feet 3" Steatite transmission line, complete. Hangars and drop filters, Harmonic filters, bridge diplexers all for Ch. 6. One TBM-AM ant., one 8 x 12 passive reflector, will sell all or any part. WRT, Wilmington, N.C. 28401.

New recorders/replayers and playback. Scully 280, 1275, 280; $110, 275, 280; $45, 275; $120; $900; 700 and 500 Ampex AG-4000, $1,400. Factory warranty, immediate delivery. Santa Barbara Camera Corporation, P.O. Box 396, Chatsworth, California 91317.

Save $55 on Andrews Helax fittings. We have excess stock on new couplers, flanges, adapters with and without gaskets, Dodge, Syxter and Prodelin fittings also available. Box B-280, BROADCASTING.

FOR SALE Equipment

For Sale. Following used equipment in good condition: 3 RCA TK1 camera lenses each 4000.00; 1 Com. Ind. 1500.00; 16" TAV video mixer amplifier; 200.00; 1 TSSA switcher 390.00; 5 TSSA master monitors each 300.00, 2 TiCGO icon cameras each 300.00; 12 VTR 2 power supplies plus others RCA equipment and each 50.00, 1 General Electric Master monitor 200.00, 1 Sync generator 300.00, 1 TV190 Video mixing amplifier 50.00, 1 TV1518 sync mixing amplifier 300.00, 2 TV190 TV images and power supply each 150.00, 1 Zoomar lens 10" 50mm-170mm 95.00, 1 Eastman 275 movie projector 300.00. Ampera VR-1000 tape recorder with Mark 3 T11 heads 4500.00. Contact Chief Engineer, WQAM, 410 Alexander Street, Rochester, New York 14607.


Cellins Model RDP-1A 10,000 watt FM transmitter and power amplifier. All original equipment. Good condition. Good. Box C-19, BROADCASTING.

RCA Model STA-5F 5000 watt AM transmitter. 1500 Khz. $4,500.00 Box C-20, BROADCASTING.

RQ17, several 350" lengths KZIA Box 1047, Albu- quere, New Mexico, 87110. Large stock of secondhand TV equipment. Good condition. Box C-19, BROADCASTING.

Radio mobile unit in brand new condition: 13' trailer 1967 converted, paneled, 2 x 19" rack in place; 1000 watts. 16" patch panel completely wired, large closet and plenty of storage space, flat roof rack for tripod, three brand new scanners must have immediately. Contemporary Productions, 215 W. Lutz St., Lavallette, Ind. 317-789-8945.

FOR SALE Equipment


Ampex designed Model 450 background music tape reproducer produces both music and record masters. Many machines available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

4 Fairchild 663 NL compressors at $125.00 each; 8 Fairchild 654 NL equalizers at $150.00 each. 1 Fair- child 675 De Es server at $125.00. Accurate Sound Company, P.O. Box 3305, San Francisco, Calif. 94101.


Audio-Video equipment—3" 16mm film chain projection, much other used television equipment. Call or write Marquette University, 705 North 15 Street, Milwaukee, Wisconsin 53223, 224-4767.

Macata Record Center Model 570/90 like new. Used about 90 days. 19 inch rack moun $500.00. Ken Nealy, WCHD-FM, 2994 E Grand Boulevard, Detroit, Michigan 48202. Phone (313) 871-0500.

16mm film to videotape. B&W or color, 1" I.V.C., 1/2" Sony or 1/2" Panasonic, $40/hour/tape. Write for quantity service. Stephen Summer, 7110 Melrose Ave., Los Angeles, Calif. 90046.

MISCELLANEOUS

Dealysts 11,000 classified gto lines. $10.00, Unconditionally guaranteed. Comedy catalog free. Edmund Otrin, Marquette University.


Wowl 25 page best one lines only $3.001 Shad's Shredded Monomer, 374 Apple Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy catalog available anywhere—$2.00. Or your money back! Volume 1 - $7.50. Command, Box 26346, San Francisco 94126.

Prudential Prized National brands for promotions, contests, programming. No barrier, or trade benefit! For realistic deal, write or phone: Television & Radio Features, 625 North 15 Street, Philadelphia, Pa. 19102.

Want to try the lines the big guys (Gary Owens using one) are using? Send for free samples now. 2435 S.W. 128 Ave., Miami 33165.

Award-winning ideas from newbeast, a unique editorial source. Stimulating-imaginative-feasible. $2.25 per item, $20.00 a year—or your money back! Volume 1 - $7.50. Command, Box 26346, San Francisco 94126.


Success as a self trained radio personality can be yours if you know "The Easy Way In." Fact filled booklet is yours for only $3.10. Kay, Box 1049, Frederick, Md. 21701.

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ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0242

ELKINS in Georgia, 311 Penn Street, Spartanburg, N.W. Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS *** in Illinois, 3463 N. Central Avenue, Chicago, Illinois 60614. Phone 312-280-0210

ELKINS in Indiana, 3513 S. Mound Ave., Fort Wayne, Indiana 46302. Phone 219-748-3396

ELKINS *** in Massachusetts, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4658 Hampton Avenue, St. Louis, Missouri 63110. Phone 314-752-4441

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-526-1970

ELKINS *** in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS in Texas, 210-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76107. Phone 817-334-7799

ELKINS *** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Texas, 4801 Villagio Blvd., El Paso, Texas 79912. Phone 915-582-9831

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-632-2921

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Instructions continued

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Are you interested in a professional announcing career in radio? Then enter America's most utilized and practical broadcasting school . . . The School of Broadcasting Television, Artesia, New Mexico. Three months training on two commercial radio stations . . . KSPV-AM and KSPV-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Educational Classes begin June 2, 1971, Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcasting Training, 317 West Chuju, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations.

Need a 1st phone fast?? Then don the Don Martin School Intensive Training Course (five weeks) is the one you need (approved for Veterans) (Bank financing available for those who qualify)! Due to high demand, call in or write (5) reservations!

Radio Help Wanted Technical

CHIEF ENGINEER AM/ FM

Group broadcast, requires experienced chief for major west coast market. Working posi-
tion with excellent salary and benefits. Reply in full confidence. Resume must include ex-
erience, past salary history and expected salary.

BOX B-253, BROADCASTING

Situations Wanted

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B. MARC SOMMERS

Nationally recognized and respected AM program manager, administrator, and air personality; seeks his skills to help you make money. Major and medium market back-
ground, will consider all bio-ide growth op-
portunities with sincere people.

BOX B-94, BROADCASTING

FM OR AM RADIO GENERAL MANAGER

15 years broadcasting background. Presently G-M in quarter million market at $18 thousand a month. Looking to move to manager's position, outstanding FM management track record for rapid growth markets; salesmen, produ-
cer, P.O., D.M., S.M. 14 years. Top refer-
ences. Contact George Lewis in a good investment at $24 thousand minimum. Write

BOX C-50, BROADCASTING

Announcers

Free lance announcer/producer-director and former TV production/operation mgr. seeks return to broadcasting in stable demanding position. A creative hard

BOX C-52, BROADCASTING

News

OUR LOSS YOUR GAIN

Ass't newscaster director with B/C as investigat-
atives and general assignment producer, anchor and assignment editor available. Contact your salary expectations. Tax day to fill, talk shows specializing in human inter-
rest, light conversation designed for entertain-
ment with only occasional advertising. Call (207) 965-5981

EXPRESSED BROADCASTER & DIRECTOR

Now employed major east coast AM/FM, News, comm. board, etc., Contemporary music. Seek all night talk, talk show specializing in human inter-

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We're Looking For An Innovator!

We are leading producer of commercial broadcasting systems. Offers unique opportu-

nity for a talented individual experienced in commercial broadcast automation. You will handle production, recording, and commercials. This is an exciting opportunity! We require a broad knowledge of radio technical & programming operations. You should have current major market automation experience. We're looking for a top-notch innova-

tor in automation techniques with a good head of invention and the ability to create broadcast systems just how much a modern program automation system can do with great background with responsibility plus a full range of benefits including relocation expenses.

OR CALL: Robert T. Fluent, Assistant Personnel Manager. (212) 222-8200.

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BROADCASTING, March 1, 1971

63
**TELEVISION**

**Help Wanted**

**Technical**

**TV ENGINEERS**

Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to $14,000.

Call Nationwide Broadcast Personnel at

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**News**

**NBC-TV**

Affiliate in top 15 market needs on-air reporters. Must be able to gather news, write it, work with film, and present their stories on air. We are looking for journalists with strong TV news experience. Equal opportunity employer.

BOX C-15, BROADCASTING

**FOR SALE**

**Equipment**

**LEASE YOUR EQUIPMENT FROM SPECIALISTS IN BROADCASTING**

Broadcast Equipment Leasing Co.
Division of Anchor Leasing Corp.
1216 Plaza Blvd., Pittsburgh, Pa. 15219
Area Code 412—Phone 581-3766

**Business Opportunity**

Sealed bids in duplicate will be received by the City Manager, City Hall, Jacksonville Beach, Florida, until 3:00 P.M., Monday, April 5th, 1971 for the following:

Bid Invitations No. 71-15 "Community Antenna Television System." Bids will be opened publicly in the council chamber of the City Hall, Jacksonville Beach, Florida, at 3:00 P.M., Monday, April 5th, 1971. Bids specifications may be obtained from the office of the Purchasing Agent, City Hall, Jacksonville Beach, Florida.

**Miscellaneous**

**"REMINISCING IN OLD-TIME RADIO"**

Two 60-minute specials available—actual voices and events last 50 years. Details contact:

Hayden Huddleston Productions
Shenandoah Building
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**$95 A WEEK TO AUTOMATE!**

Station management.Write for details...

response radio Inc.

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**GOOD GRIEF... IT REALLY WORKS**

A small market AM owner and his operations manager came to our August school. They had been meeting their last year figures for the first three quarters of 1970. The last quarter carried the entire year 17% ahead! (He says it was the school... we know it was what he did with the school.)

An ex-waitress lady graduated early December and paid her salary and most school costs within three weeks. In nearly January she billed nearly a thousand dollars for her small market FM boss.

At a full time AM an authorization to attend our school was given an awfully nice guy who had just switched from insurance. His report arrived on a coffee stained napkin saying his sixth month commission check topped $500!

Goin off the air was under consideration by a small market FM. Our management service was hired. Cash income is double the national average and we moved into new studios during the fifth month of the project.

**MAYBE, JUST MAYBE WE ARE WHAT WE STARTED OUT TO BE...**

a broadcast service organization

For details send this ghizo.

Name ____________________________ Address ____________________________ Phone ____________ Station ____________________________

□ Basic Radio Advertising Sales School

□ Management Service

□ Weird Ideas Department

* Next class begins the last Sunday of this month. If you are from New York, North Carolina, Oklahoma, Texas, Missouri, Colorado, Wisconsin, Wyoming or California it is not possible to be the first from your home state.

**FOR SALE Stations**

**FOR IMMEDIATE SALE BY TRUSTEE TELEVISION STATION WLXT-TV - CHANNEL 60**

Authorized power: 208-KW Max. & 18.6 KW Horizontal Aural

Antenna: 1324 ft. above sea level

Latitude: 41° 47' - Longitude 88° 08' 59" in transmitter location: Near Naperville, Ill. Studio & Relay Station in Aurora, Illinois

TV Tape Recording facilities

Color: Broadcast, Talk, Film Slide & Tape

Full details & inspection available

Through Written Inquiry Only

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BOX B-222, BROADCASTING

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NEW YORK, N.Y. 265-3430

$75,000 buys FM in West Coast garden spot. New equipment. Terms to qualified principals.

BOX C-14, BROADCASTING

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**STATIONS FOR SALE**

1. GULF COAST. Profitable AM-FM. Sale includes real estate. Priced at $400,000. 20% down.

2. PACIFIC NORTHWEST. Absentee owned daytime. $50,000. $15,000 down.

3. SOUTH CENTRAL. Profitable AM-FM. Includes real estate. Priced at $350,000. Ten year payment.

4. CALIFORNIA. Fulltimer. Serves medium market. $25,000 down.

**Jack L. Stoll**

and ASSOCIATES

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**CHAPEL ASSOCIATES**

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**FOR SALE**

**Ga. small daytime 90M terms**

Tenn. small daytime 75M terms

**Mich. small profitable 195M 65M**

Ohio small AM/FM 200M 29%

**N.C. med Fulltime 225M 29%**

N.Y. med profitable 225M 65M

**Ariz. med Fulltime 300M SDL**

East metro Fulltime 300M 100M

**Texas metro FM 81.5M 29%**

MW suburb daytime 200M 50M


- Hearing Examiner James F. Tierney in Naples, Fla. (Naples Image Inc.), FM proceeding, or- dered that renewing and restatement be as prepared by counsel for program operation on March 8 (Doc. 1896). Action Feb. 11.

Call letter applications

- KNOP, A. E. Dalhi, North Platte, Neb.—Requests KAIL.
- WRKH, WRKH Broadcasting Co., Rockwood, Tenn.—Requests WOPE.

Call letter action

- KPAL, R. R. Moore Corp., Palm Springs, Calif.—Granted KPSI.

New FM stations

Starts authorized

- KTLO-FM Mountain Home, Ark.—Authorized program operation on 98.3 mhz, ERP 100 kw. Ant. height above average terrain 420 ft. Action Jan. 5.
- KZSU(FM) Stanford, Calif.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 22.
- KCCV(FM) Maryville, Mo.—Authorized program operation on 90.3 mhz, ERP 100 kw. Ant. height above average terrain 300 ft. Action Jan. 22.
- KNHC(FM) Seattle—Authorized program operation on 89.5 mhz, TPO 10 w. Action Jan. 13.

Final actions

- Murphy, N.C.—FCC denied petition of Max M. Blakemore, trading as Cherokee Broadcasting Co., Murphy, unsuccessful applicant for CP for new FM in Murphy, seeking reconsideration of FCC decision granting competing application of Robert F. Cooper and at Fannin County Broadcasting Co., Blue Ridge, Ga., for CP for new FM in Blue Ridge (Docs. 17086-7). Action Feb. 18.

Actions on motions

- Chief, Broadcast Bureau, on request of Lakes Region Broadcasting Corporation Inc., extended through Feb. 26, time to file comments and through March 8, time to file reply comments in amendment of FM table of assignments (Skowhegan, Augusta, Westbrook and South Paris, all Maine; Bangor, both Northern Maine and Waterbury, VT (Doc. 1916). Action Feb. 18.
- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West, Soundvision Broadcasting Inc.) filed proposed findings of fact and conclusions of law and to March 3; time to file reply findings (Docs. 17971). Action Feb. 18.
- Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, extended full hearing schedule for filing and table of assignments for Feb. 9, granted petition by applicant for leave to amend application with respect to additional

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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.
Modification of CP's, all stations

- Broadcast Bureau granted renewal of license. Action Feb. 10.

Other actions, all stations

- FCC accepted notice of inquiry to formulate policies relating to television renewal applicants in comparative hearing process. Action Feb. 17.
- FCC ruled that applications of HBC in a 50-mile half-hour extension of FCC's three-hour prime time protection period. Action Feb. 17.
- FCC granted license to operate CATV system. License. Action Feb. 18.

Translator actions


Cable actions elsewhere

- The following are activity reports in community-antenna television reported to broadcasting through Feb. 23. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in italics.

- Monrovia, Colo.—City council has granted a 10-year franchise renewal to Monrovia Cable TV, a subsidiary of Colmon Eldrige Communications Inc. (multiple-CATV owner). Denver.
- Columbus, Ga.—Columbus Cablevision Inc. has begun a CATV proceeding. Proceeding. Action Feb. 17.
- California, Mo.—Missouri CATV Inc. has been granted a nonexclusive franchise. Franchise. Action Feb. 17.
- New York City—New York City has granted a franchise to Courier Cable Co., a subsidiary of Buffalo Cablevision Inc. Franchise. Action Feb. 17.
- Miamisburg, Ohio—Town board has granted a nonexclusive franchise to Cablevision Inc. Town board. Action Feb. 17.
- Batavia, Ohio—City council has granted a 5-year franchise to Southwestern Ohio Cablevision Inc. City council. Action Feb. 17.
- Whitehall, Ohio—City council has granted a 15-year franchise to Whitehall Cablevision Inc. City council. Action Feb. 17.
- Tulsa, Okla.—City commission has granted a franchise to Cablevision Inc. Commission. Action Feb. 17.
- Orange, N.J.—Orange CATV Inc., a subsidiary of Allied Communications Corp. (multiple-CATV owner), has applied to city council for a renewal of its franchise. City council. Action Feb. 17.
- Wisconsin—Wisconsin Cable TV Co. and Bartell Media Corp. (multiple-CATV owner), have applied to city council for a renewal of their franchise. City council. Action Feb. 17.

CATV

Final actions

- WGR-92 Springfield, Colo.—Cable Television Bureau granted CP for new relay station to bring signals to KXCV(AM), KXCV-FM, both Colorado Springs, and KOAA-TV Pueblo, Colo., to CATV at Springfield. Action Feb. 10.
- Denham Springs, La.—FCC denied petition by Tri-State CATV Inc. for control of CATV system in Denham Springs, by waiver of program exclusion requirement of rules, so that it would have to provide nonduplication protection to WHAQ-AM Radio-Television Inc., operator of CATV system at Denham Springs, for waiver of program exclusion requirement of rules, and approved the assignment of WYES-TV New Orleans. Action Feb. 10.
- Boonesboro, Mo.—FCC denied petition by Tri-State CATV Inc. for control of CATV system in Boonesboro, for waiver of program exclusion requirement of rules so that it would have to provide nonduplication protection to WHAQ-AM Radio-Television Inc., operator of CATV system at Boonesboro, for waiver of program exclusion requirement of rules, and approved the assignment of WYES-TV New Orleans. Action Feb. 10.
- Falmouth, N.H.—FCC denied petition by Community TV Corp., CATV operator now carrying signals of TV station in Falmouth, for waiver of program exclusion requirement of rules and authorization to carry distant signal of WPXO-TV Manchester, N.H., and when that station is not on air, signals of WSBK-TV Boston, and WSMW-TV Worcester, Mass. Action Feb. 3.

Actions on motions

- Sol Schildhaus, Chief of Cable Television Bureau, extended time for applicants to reply comments in proceeding involving CATV cablecasting programming to April 2 and April 15, respectively (Doc. 19128). Action Feb. 22.

Cable actions elsewhere

- The following are activity reports in community-antenna television reported to Broadcasting through Feb. 23. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.
Chet Collier is one program-oriented executive who is convinced that future innovation in television programing can, and must, originate at the local level.

Mr. Collier, president of the Television Stations Group of Westinghouse Broadcasting Co., arrived at that view during the course of a 19-year career in television (spent entirely with Westinghouse). Eighteen of those years were spent on the production side.

Despite the obvious difficulties of creating, developing and producing programs at the local level, he says, individual stations can contribute substantially to the art of television. "Radio developed so much of its own talent in the early days," he notes. "Television has done it, too, in the area of news. It may take a few years, but the FCC prime-time access rule should spur some stations to try and come up with some new programing approaches."

Mr. Collier, a tall, heavily built man of 43, was originally trained for the theater at Boston's Emerson College. While teaching speech and drama at a Boston high school, he directed various semiprofessional theater groups in the area and summer-stock companies in New England.

"But I noticed in those early days of television that there was so much drama programing on the medium, and I decided to seek an opportunity in television," he recalls. "I applied for a job at WBZ-TV, the Westinghouse station in Boston, and was accepted for the position of floor manager in 1952."

He received a well-rounded education in television production during his five years at WBZ-TV. Mr. Collier was promoted to musical director and subsequently to producer and director of public affairs programing, gaining expertise in areas (variety and documentary) that were to become staple ingredients of Westinghouse production.

From 1957 to 1960, he served in New York as an executive producer for Westinghouse, creating and producing a wide variety of specials and series in the entertainment and public-service fields. In 1960 he was transferred to KYW-TV, which was then the company's Cleveland station.

"We decided we wanted a local entertainment show and we auditioned many performers," Mr. Collier remembers. "We chose Mike Douglas and in 1961, Mike started on a local show. In 1963, we put the Mike Douglas Show into syndication and its popularity grew year by year. Douglas now is in about 100 markets."

From Cleveland Mr. Collier was moved to Los Angeles in 1963 as an executive producer of WBC Productions (now Group W Productions) and launched The Steve Allen Show and That Regis Philbin Show. He conceives of The Merv Griffin Show, which, after a modest start, assembled a syndication string of 125 stations. The Griffin program was so highly regarded that CBS-TV lured the entertainer into its fold in 1968 and deposited him in the latenight network spot in contention with Johnny Carson.

"And what do you do after Griffin?" Mr. Collier asks rhetorically. "We considered many people and decided on David Frost. You should have heard the flak. An Englishman as host of an American program? Some people were predicting it wouldn't last 13 weeks. The show has caught on; it's now in 80 markets."

Mr. Collier is not solely a specialist in talk-variety programs. Over the years, he has helped develop and produce programs in a more serious vein, including dramas ("Othello," "Arms and the Man" and "Romeo and Juliet"); documentaries including the award-winning One Nation Indivisible and concert programs featuring the Cleveland orchestra.

Mr. Collier laments the tendency of both network and syndication organizations to consider "only the same old names and faces when they're developing new series."

"Aside from developing new talent for eventual national exposure," Mr. Collier said, "a local station must try to distinguish itself in some way. It has to establish some identity with the community it serves through its programing, its public service commitments, its news coverage. Sometimes this identity takes a long time to build up but over a period of time a station can build up acceptance."

As president of Westinghouse's Television Station Group since last July, Mr. Collier has maintained an arduous travel schedule out of New York headquarters, spending at least two days a week on the road. The trips may extend to as much as five days if he visits the company's West Coast outlet, KPIX (TV) San Francisco. He is immersed in all areas of station operations for the group that also includes WBZ-TV; KYW-TV Philadelphia; WJZ-TV Baltimore and KDKA-TV Pittsburgh.

Seven years ago Mr. Collier acquired what he considers an "expensive but fascinating hobby." He began to raise and show pure-bred Bouviers des Flandres, Belgian working dogs. He estimates that his hobby costs him about $7,500 a year and he has set up a corporation to handle this activity, which covers 10 dogs.

"And I was thrilled a few weeks ago," Mr. Collier says, "when one of my dogs, Naris du Posty Arlequin, won the 'best of breed' award at the Westminster Dog Show held in Madison Square Garden."

On the lookout for new breakthroughs in TV programing

that neither program enjoyed widespread audience acceptance; Philbin, particularly, could be called "a bomb."

But Mr. Collier's and Westinghouse's resounding successes were still to come. In 1967, the peripatetic Mr. Collier was assigned back to New York as vice president and general manager of WBC Productions. In this new position, he was responsible for the development of The Merv Griffin Show, which, after a modest start, assembled a syndication string of 125 stations. The Griffin program was so highly regarded that CBS-TV lured the entertainer into its fold in 1968 and deposited him in the latenight network spot in contention with Johnny Carson.

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Eureka!
From the Washington Post Feb. 25: "For the first time in memory, the House Appropriations Committee opened a hearing to press and television yesterday as it . . ."
(See story, this issue.)

A manner of speaking
Few issues confronting the FCC now or in the past have been more complex than the regulation of cable television. The commission will need all the expert guidance it can get in reaching decisions on the numerous CATV rulemakings that are now before it.

Hopefully it is guidance, not a directive, that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, intends to dispense when the FCC appears before him and his colleagues to talk about cable TV. The date of the meeting has not been set. It is, however, to precede the date on which the FCC reaches final resolution of its cable proceedings.

The senator made his presence felt last week during a hearing on the confirmation of FCC Commissioners Robert Wells and Thomas J. Houser. He was speaking to the nominees but addressing the whole commission when he said he wanted the agency to confer with his subcommittee before issuing CATV rules. "Don't come in here with a fait accompli," said the senator.

Chairman Pastore has had more to do with communications legislation than any other member of Congress, and his views on cable are entitled to consideration, along with other responsible opinion. But there is a difference between a statement of views and an intrusion into rulemaking. That distinction has not invariably been clear on the Hill.

In the last Congress there were repeated attempts by the House Commerce Committee and Investigations Subcommittee under the common chairmanship of Representative Harley O. Staggers (D-W.Va.) to direct the FCC toward explicit actions. Bullying by a congressional committee can exert an effect, but it was not included in the procedures the Congress established to keep contact with the independent agencies it created.

The role of Congress is to make laws covering regulatory policy. The role of the FCC is to regulate and make rules. Maybe cable policy ought to be established by the Congress and not by the FCC, but if that is to be done, it ought to be by formal legislative action.

The button
After what happened over the Feb. 20 weekend, it isn't difficult to understand why millions of fearful Americans are willing to believe that our warning system against nuclear attack isn't worth the atoms to blow it up.

What transpired was disturbing enough. But even more frightening than the false alarm triggered by a civilian clerk who got his hands crossed at NORAD headquarters deep in the dungeons of Cheyenne Mountain was the failure of the system to respond through immediate silencing of all but the designated radio and TV stations.

Just seven and a half years ago the Emergency Broadcast System was developed, in collaboration with the military, to supplant the obsolete Conelrad system that basically was designed to prevent enemy bombers or missiles from "hom ing" in on broadcast-station signals. EBS was designed to be foolproof. It was presumably keyed to the military's early warning systems.

Both the President and the FCC have initiated inquiries to ascertain what went wrong and why Congress may investigate too. It is evident there was more than human error. The system just didn't fly as it should have when the wrong tape—the live one—was used. The White House, FCC, Civil Defense, and North American Air Command can study and try to fix blame from now until, if you'll pardon the expression, doomsday, and will find just one answer.

No matter what the technology—and EBS obviously needs updating—there can be only one final arbiter. The grave responsibility for "the button" that will warn the citizenry even as it is pushed to repel or answer nuclear attack must be in the hands of the President. It must be part of the "little black bag" that follows the Chief Executive wherever he goes. It is his responsibility alone.

Texas logic
Ves R. Box, president of KDFW-TV Dallas, has proposed a plan that the FCC must accept unless it is deliberately attempting to harass broadcasters. As reported in Broadcasting, Feb. 15, Mr. Box has suggested a simplified way to consult community leaders in ascertaining local needs.

Mr. Box pointed out, in a letter to Francis R. Walsh, chief of the FCC's Broadcast Bureau, that in a market as big as Dallas-Fort Worth, containing six television stations and about 30 radio outlets, the same community leaders are repeatedly asked for interviews. If all stations could participate in a joint session with the community leaders, the time of the leaders would be conserved and at least as much information obtained as by present methods.

Mr. Box has a point, and it seems to us as applicable to small communities with fewer stations as to big ones.

It wouldn't work on a national scale. The sort of national council that has often been proposed to provide advice on broadcast programming would lead only to coercion and conformity since it would necessarily deal only with the few national networks.

As a means of collecting local opinion for individualized use, Mr. Box's plan makes sense.

"Now that we've gone from the minute to the 30, it's up to you to talk twice as fast."
What happens when you stop being cuddly?

Most adoption agencies, public and private, agree that the child of four to seven years stands a poor chance of adoption. As a result of people wanting infants, these children suffer a disadvantage atop so many other hard terms dealt them by life. The Fetzer station in Kalamazoo focused attention on this growing problem through an interview with the Children's Aid Society, with positive results. The next day mail was received, asking for more information "... as we are most interested in adopting a male child age 5 to 7 years." We are grateful for the response, on behalf of all those children who can't help growing up and want to do it in a family surrounding.

The Fetzer Stations

WKZO WKZO-TV KOLN-TV KGIN-TV WJEF
Kalamazoo Kalamazoo Lincoln Grand Island Grand Rapids

WWTV WWUP-TV WJFM WTTV-FM WWAM KMEG-TV
Coolidge Sault Ste. Marie Coolidge Coolidge Sioux City
If you lived in San Francisco...

...you'd be sold on KRON-TV