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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Will that FCC seat be filled as political payoff? p23  
Some dissatisfaction about the political-time bill. p32  
NCTA delegates tackle busy convention agenda. p38  
SPECIAL REPORT: Join the FCC and see the world. p64

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# WOR 710 news NO. 1 in New York\*

# TWICE the audience of either "all news" station



\* SOURCE: ARB Jan/Feb 1970—Average Quarter Hour Adults between 6 a.m.—12 midnight. Hour by Hour Monday-Friday—Total Area.

Audience measurement data are estimates only and are subject to the qualifications set forth by ARB.

# How to produce an oil field that's strictly for the birds.

When we're fortunate enough to find oil in one of nature's lovelier spots, we're extremely careful in developing the field.

That's why the more than 20,000 tourists who visit Avery Island, Louisiana, each year hardly ever know we're there. They see the flowers and shrubs from all over the world that bloom there in abundance. They watch the brown deer, cattle and horses roam the fields and woodlands. And lots of them learn how famous Tabasco Sauce is made from the bright crimson peppers that color the landscape.

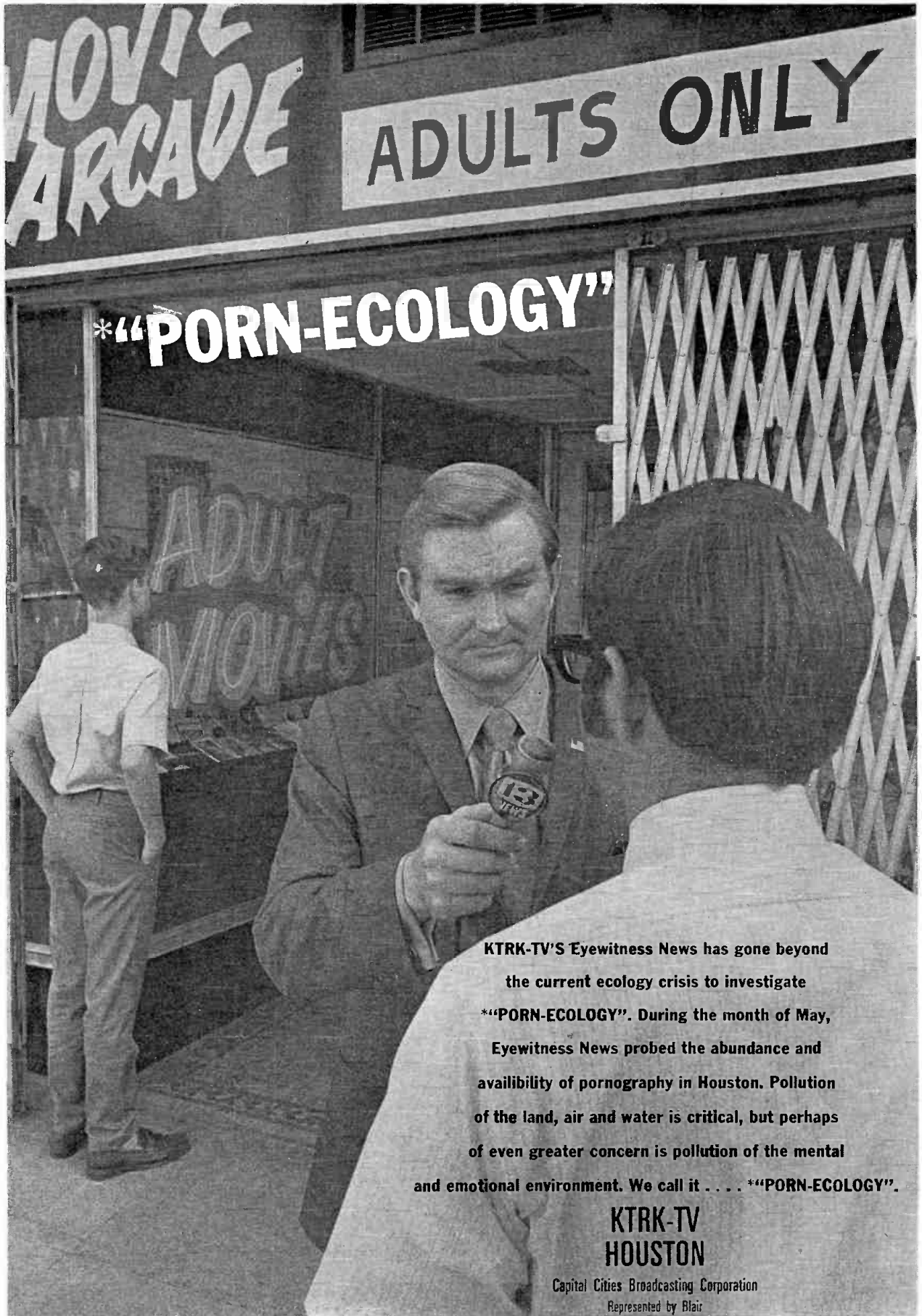
But most of them come to see "Bird City." In this beautiful sanctuary, thousands of snowy egrets,

rare herons and ibis live in complete freedom. And, although we have drilled over 100 producing wells on this location, we've never ruffled a single feather.

We planned it that way, in cooperation with the land-owner. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people. And sometimes, strictly for the birds.

Humble is doing something extra.

**HUMBLE** Oil & Refining Company  
Where you get all the extras.

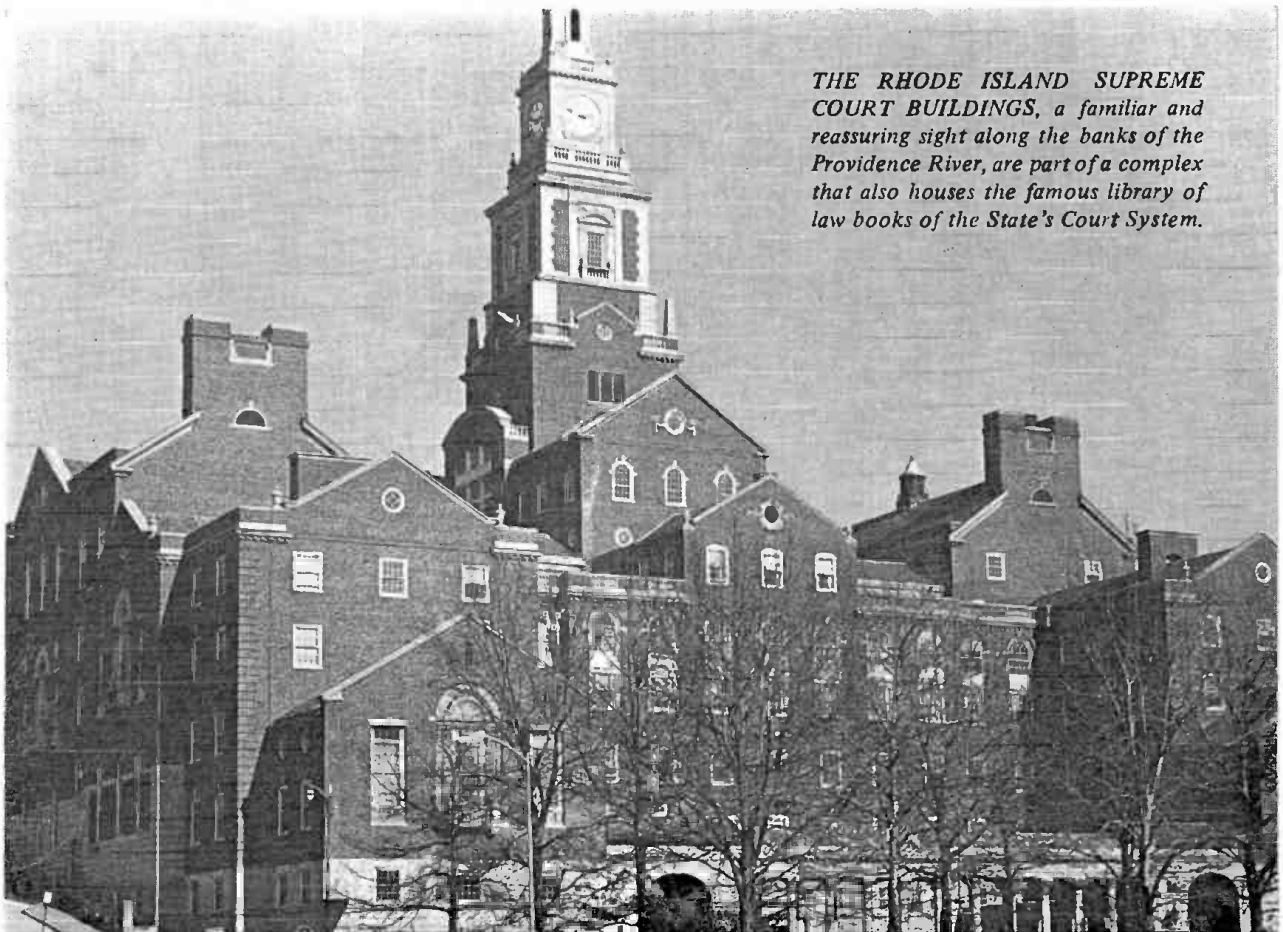


# \*"PORN-ECOLOGY"

**KTRK-TV'S Eyewitness News has gone beyond the current ecology crisis to investigate \*"PORN-ECOLOGY". During the month of May, Eyewitness News probed the abundance and availability of pornography in Houston. Pollution of the land, air and water is critical, but perhaps of even greater concern is pollution of the mental and emotional environment. We call it . . . \*"PORN-ECOLOGY".**

**KTRK-TV  
HOUSTON**

Capital Cities Broadcasting Corporation  
Represented by Blair



THE RHODE ISLAND SUPREME COURT BUILDINGS, a familiar and reassuring sight along the banks of the Providence River, are part of a complex that also houses the famous library of law books of the State's Court System.

# When you think of Providence, think of WTEV

Represented by  
**HR**  
Television, Inc.

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

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

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

## WTEV

Channel

Providence—New Bedford—Fall River  
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area



**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

FCC seat soon to be vacated by Commissioner Kenneth A. Cox figures as pawn in political machinations involving Indiana Republican party worker, White House, Republican hierarchy and Senate seat. See . . .

## FCC seat as political payoff? . . . 23

Radio advertising is lauded at workshop sponsored by Association of National Advertisers and Radio Advertising Bureau. New research findings are revealed showing radio's impact to be comparable to TV's. See . . .

## Advertisers say radio is just great . . . 25

New study released by Television Bureau of Advertising, based on figures from A. C. Nielsen Co. and broken down by specific groups of people, shows TV viewing is hot item in summer as well as winter months. See . . .

## Gains found in some summer viewing . . . 28

House Communications Subcommittee Chairman Torbert H. Macdonald is disenchanted with Senate's political broadcasting bill, terming it 'vague' and in need of extensive reworking. See . . .

## Revamping of political bill urged . . . 32

Annual convention of National Cable Television Association convenes this week and priority discussion topics include FCC's plan to unleash CATV from restrictions in exchange for copyright and other payments. See . . .

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Initial decision of FCC hearing examiner recommends license of WFTV(TV) Orlando, Fla., be awarded to Mid-Florida Television Corp. Battle for channel 9 facility has raged for 13 years and involved eight competitors. See . . .

## Brechners get FCC examiner's nod . . . 54

Critics of President Nixon's Indochina policy protest his one-sided access to television medium to justify administration policies. Senator J. William Fulbright (D-Ark.) calls for equal time for Congress. See . . .

## Too much Nixon on television? . . . 56

BMI asks court to order CBS-TV to pay it 70% of amount it pays ASCAP while suit by CBS against both is pending. Otherwise, BMI alleges, it could be driven out of business by ASCAP. See . . .

## BMI pursues ratio with ASCAP . . . 60

Vietnamese conflict claims what is believed to be first death of broadcast newsman, CBS News' correspondent George Syvertsen. Seven others are also missing, some presumed captured by Vietcong. See . . .

## Tragedy on lonely road in Asia . . . 62

Travel records of FCC commissioners reveal that membership provides opportunity for extensive journeying. Commissioner Kenneth A. Cox is agency's most traveled member, Robert T. Bartley its stay-at-home. See . . .

## Join the FCC and see the world . . . 64

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### Broadcasting

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# As soon as the silent majority heard they were silent, they started talking.



In a democracy, everyone should talk.

So in our new special "Middle Americans," Group W visits a representative group of formerly silent Americans. The people of Pennsport, Pennsylvania.

These people are mostly white and mostly blue-collar workers. They don't stage protests or take over universities. Most of them were born in Pennsport, live in Pennsport and will probably die

in Pennsport.

You'll hear a storekeeper and longshoremen talk about jobs, "getting ahead" and racial equality. You'll also hear what their priest says about his parishioners.

You'll hear opinions on everything from politicians to maxi-coats and what one mother will do to her daughter if she ever wears one.

"Middle Americans" was produced by our Philadelphia

station KYW-TV.

And it's one of 52 prime-time specials Group W is presenting on its five television stations this year.

When people have something important to say, we think you should hear it.

**GROUP W**  
 WBZ-TV BOSTON • WINS NEW YORK  
 KYW-TV PHILADELPHIA • WJZ-TV BALTIMORE  
 KDKA-TV PITTSBURGH • WOVU FT. WAYNE  
 WIND CHICAGO • KPX SAN FRANCISCO • KFWB LOS ANGELES  
 WESTINGHOUSE BROADCASTING COMPANY

## Fell swoop

FCC has another big CATV day ahead, this one on Thursday, day after National Cable Television Association convention ends in Chicago. On tap are draft notice of proposed rulemaking incorporating so-called "CATV Public Dividend Plan" (BROADCASTING, May 25), possible abandonment of rule banning importation of signals between overlapping major markets if Dividend Plan is not approved, proposed rule banning crossownership of CATV and other media in same market and draft rulemaking setting CATV multiple-ownership limits, and proposed technical standards for CATV. Other matters include question of FCC licensing of CATV systems and pre-empting same or all CATV regulatory functions now performed by state and local governments.

As if that weren't enough, commission will also consider draft order, prepared by general counsel's office, that would impose on CATV program originations same restrictions that have been imposed on pay-TV stations—for instance, CATV systems would be barred from carrying sports events regularly broadcast on free television. Draft order would be commission's response to petitions for reconsideration of October decision requiring CATV systems with at least 3,500 subscribers to originate programming.

## Picking their partners

While newspaper owners are preparing to mount stoutest possible resistance to proposed divestiture of their TV (and radio) properties under extension of FCC's one-to-customer rule-making, they openly state such an eventuality is inconceivable. But most are privately contemplating future in unlikely event that final order does come out and is sustained by highest courts some years hence. There are no known negotiations, but there's plenty of preliminary paperwork on who might swap what properties on tax-free exchange, both newspapers and broadcast—mainly TV.

What these planners seek are "comparable" markets hopefully with as much upgrading as they can attract. It's realized that in most instances TV stations rather than newspapers would be exchanged or disposed of because "printer's ink" is family heritage and as important as profitability. But in minority of cases newspaper rather than TV would be earmarked for trade or transfer, particularly in ventures where return on investment would be major

factor. Brokers, of course, are intensively studying field but find little activity at this stage of close-to-vest appraisals.

## Where it hurts

FCC staff is nearing completion of major study of CATV in its impact on television. Staff has looked into effect of CATV importation of distant signals on various kinds of local stations (small-market UHF's, major-market network-affiliated VHF's, etc.) and on whether UHF stations lose their handicap when carried on cable. Another aspect of study involves revenues copyright owners take out of each market and what reasonable copyright fee would be. Not surprisingly, study shows independent UHF's suffer most from competition with CATV-provided distant signals. Study also examines question of whether CATV increases total viewing preliminary answer: not much.

Smattering of findings showed up in informal memorandum General Counsel Henry Geller wrote on CATV Public Dividend Plan BROADCASTING, May 25). Final report will accompany rulemaking implementing plan—or will be issued later if it is not ready in time.

## Did it itself

One of lesser known manufacturers of household cleaning agents reports great success with home-grown TV advertising and plans big fall push in 200 markets. Earl Grissmer Co., Indianapolis, has no ad agency and uses Chicago independent media buying service to buy time for its Blue Lustre carpet shampoo. Grissmer, which enjoyed dramatic 30% increase in rug-shampoo sales last year, became spot-TV advertiser two years back, starting in two markets with 10-second ID's and progressing into 87 markets by season's end. Fall campaign will be national, using 30-second spots, primarily, and company is seeking co-op dollars from its local representatives. One possibility for yet distant future: 60-second spots with tags promoting other Grissmer household products—vacuum cleaner replacement bags, glass cleaner, furniture polish.

## Pedigree exchange

Television Bureau of Advertising has cleared first hurdle—by getting lawyers' provisional approval—in its effort

to set up some sort of central "crediting" service that stations can consult as to clients' track records in paying bills ("Closed Circuit," May 11). Next step is to decide on structure, including what information stations should be asked to supply and how often. For starters, officials have asked TVB board members what data they, individually, might provide. When those reports are in, TVB hopes to have clearer view of what approach would be easiest for stations and at same time provide confidentiality and still provide meaningful word on advertisers' bill-paying habits.

## Pinch in print

It's not only national magazines and TV that are hurting because of general business. Add most major newspapers. Cutbacks in national automotive advertising have depressed local classified display in new and used cars. Second major classification in retail field that is suffering is real estate because of high cost of mortgage money and severe cutback in new housing units, particularly in metropolitan areas. And with employment diminishing, help-wanted classifieds are doing likewise.

## Clean-up crew

Katz Agency officials are interested in stirring up new drive on television "commercial clutter," and have been conferring with Station Representatives Association about prospects for "restructuring" commercial length and placement. Katz feels that commercial time must be reduced, but in way that will cause minimum dislocation all around. Though working through SRA, it also regards network cooperation as essential. For their part, officials are all for clean-up drive, as they have made clear over years, problem seems to be to find new push to get off campaign, or at least assemble broad base of aggressive support from which to push one.

## Money men

Insurance companies for some time have been taking bigger investment positions in cable TV, and their interest will be evident this week by their numbers at convention of National Cable TV Association. Understood there will be representatives of at least dozen insurance companies on hand, including for first time observers from one of major Eastern firms.

**Families who can view  
PGW represented  
TV stations  
used 452,000 cases of  
ready-to-eat cereals  
last week.**

**Do you sell cereals?**

**You can sell more  
with spot TV**

...and we can show you how  
...market by market  
...season by season

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.



## Sihanouk pledges aid

CBS News late Friday (June 5) confirmed that body found in shallow grave in Cambodia was that of correspondent George Syvertsen, who had been missing—with seven other newsmen—since May 31 (see page 62). CBS personnel in Phnom Penh made identification, CBS said.

Meanwhile, it was reported Friday, deposed Cambodian leader Prince Norodom Sihanouk has pledged to help locate newsmen still missing in Cambodia and “to have them liberated safe and sound.”

In a cable dated June 3 in Hanoi and sent to CBS News correspondent Bernard Kalb in Hong Kong, Prince Sihanouk wrote: “In reply to your cable and to the cables from Mr. Richard S. Salant, president, CBS News, and Mr. Reuven Frank, president, NBC News, New York, I have the honor to assure you that I will do all I possibly can to obtain information about the eight reporters recently disappeared and to have them liberated safe and sound if they are found. Up until now, I have not yet received any news from our maquisards [underground fighters]. My contact with them is becoming very difficult, since the massive invasion and occupation and the intensive bombing of the American armed forces in Cambodia. With my faithful friendship, Prince Norodom Sihanouk.”

Prince Sihanouk's reference to eight newsmen did not account for Mr. Syvertsen's death. Among those still missing is NBC correspondent Welles Hangen.

Messrs. Salant and Frank had sent joint cablegram early last week asking Prince Sihanouk's help.

## Okays distant signals

Vista Cablevision Inc., received FCC authorization Friday (June 5) to carry Los Angeles television signals and signals of two San Diego TV stations which originally opposed carriage.

Western Telecasters Inc., permittee of KCST(TV), and Midwest Television Inc., licensee of KFMB(TV), both San Diego, had objected to Vista's carriage of Los Angeles signals, pointing out that city of Vista is partially within predicted Grade B or A contours of four operating San Diego stations.

However, agreement was reached whereby Vista will not seek waiver of non-duplication rules for stations' signals and will also indicate on channels from which programming has been deleted that programs may be seen on

channel carrying KFMB(TV) or KCST(TV).

Commission said it found little likelihood that service proposed “will have any detrimental effect on television service to public in San Diego area . . .”

## Readies bow out

Indiana State Treasurer John Snyder, who is regarded as White House's likely choice to fill upcoming vacancy on FCC, was preparing to announce Friday night (June 5) his withdrawal from race for Republican Senate nomination. But he was leaving open question of whether in fact he expects commission appointment (see page 23).

Mr. Snyder was scheduled to tell gathering of this supporters in Indianapolis that his decision to drop out of Senate contest was prompted by desire to promote “party unity.” He was to say all-out contest with his opponent, Representative Richard L. Roudebush (R-Ind.) would weaken party.

He was prepared to say, in response to questions about reports of White House interest in him, that he has not been offered federal job “by anybody with authority” to make offer. He also told reporters earlier Friday that he has never applied for federal job.

However, he was also expected to say he hopes he will be permitted to serve either “state or nation in the future in some meaningful way.”

Reports continued to circulate in Indianapolis Friday that President will offer Mr. Snyder federal job. And indications are that it would be post Commissioner Kenneth A. Cox will leave when his term expires June 30. However, some sources indicate White House may have some other job in mind for Mr. Snyder.

## Fairness programming?

Variety of appeal in upcoming programming on WNDT(TV) New York, non-commercial station, is pointed up in two announcements. One disclosed \$100,000 grant from the Helena Rubinstein Foundation to WNDT for production of 21 episodes of half-hour child-guidance series, *For Parent—For Child*, scheduled for telecast in fall. Other announcement said station is presenting 90-minute program titled *How to Get an Abortion* on June 22 (8:30-10 p.m.), described as “teach-in” focusing on what, where and how of subject.

## Promotion for promoters

ABC-TV said Friday (June 5) that 120 promotion managers representing ABC-TV affiliated stations will attend four-day “seminar” starting tomorrow (June 9) at Beverly Hilton hotel in Los Angeles in preview and discussion of plans to promote network's 1970-71 season.

Elton H. Rule, ABC president, and James Duffy, ABC-TV Network president, are among executives to attend program to be conducted by Donald Foley, vice president in charge of advertising and promotion for ABC-TV, and Ellis O. Moore, vice president in charge of public relations for ABC.

Mr. Duffy will give keynote address and top executives representing network programming, advertising, promotion, public relations and news units will give presentations. Also on agenda are Paramount Television studio tour, receptions and dinners and showing of pilot programs.

## Rate agreement reached

National Association of Broadcasters, networks and AT&T reached agreement Friday (June 5) that will permit elimination of audio rates from FCC hearing on AT&T tariffs providing for higher rates for program-transmission services.

Agreement was on so-called plan, one of three plans AT&T had offered for reducing by some \$2 million proposed increases in station-connection charges (BROADCASTING, June 1). Originally proposed tariff would have hiked rates close to \$4 million.

Parties almost hit snag on way to agreement, in informal meeting at FCC offices, when it appeared there was misunderstanding as to extent of “topping” provision to which AT&T had orally agreed in discussion with NAB's special counsel Douglas Anello last week. Under topping, station buying occasional service, for which it pays on per-use basis, would pay monthly rate if its charges would otherwise exceed that amount.

Mr. Anello understood topping was to apply to station-connection as well as local-channel charges, and obtained NAB executive committee's approval of E2 on that basis at meeting of committees Thursday. AT&T officials said they had intended topping to apply only to local-channel charges.

However, following recess in meeting Friday, J. Hugh Ruff, general counsel for AT&T long lines division, said company would extend topping pro-

vision to station-connection charges. He indicated principal problem was administrative difficulties.

Mr. Anello said NAB would cooperate with AT&T by urging stations to plan ahead sufficiently so that they will know whether to obtain monthly service contract. Fifteen hours of AT&T service would warrant monthly contract.

Agreement reached Friday is still subject to approval of NAB radio board, but that is foregone conclusion. NAB radio and TV boards will meet June 23-26.

Final order of hearing examiner in case terminating audio portion of hearing on program-transmission rates is probably several weeks off. Draft will be prepared by AT&T, then circulated among all other parties for their concurrence before Examiner, Herbert Sharfman, approves and issues it. Revised radio tariff is scheduled to become effective Sept. 1.

In meeting Friday parties reached final agreement on draft of order terminating number of minor issues in television portion of hearing which they had resolved in previous informal meetings. It is expected to be issued this week.

### Sale approved

FCC announced Friday (June 5) it has approved sale of WINF(AM) Manchester, Conn., by Profit Research Inc. to National Media Corp. for \$500,000.

Sellers of full-time outlet include Sidney Walton, president of Profit Research. Principals of National Media are Robert D. Charnas and family. Mr. Charnas was formerly general manager of WMVB-AM-FM Millville, N. J.

WINF, which went on air in 1958 and was acquired by Profit Research in 1963, is full time on 1230 kc with 1 kw day and 250 w night.

### Likes FCC action

Representative John D. Dingell (D-Mich.), chairman of House Small Business Subcommittee on Regulatory Agency Activities, has finally found reason to praise FCC's handling of spectrum allocations. In statement last week, he praised FCC for taking "a historic step in the public interest" by allocating some UHF channels to land mobile in largest markets.

Representative Dingell, who has lambasted commission for years for dragging its feet on land-mobile spectrum demands, also offered high praise to FCC Chairman Dean Burch. In letter sent to chairman, congressman offered "congratulations on having spurred the commission to action."

Object of congressman praise was commission decision to permit sharing of one or two of lower seven channels

## Week's Headliners



Mr. Jaeger

Andrew P. Jaeger, VP and general sales manager of Allied Artists Television Corp., New York, appointed president and general sales manager. Previously Mr. Jaeger had held executive posts with 20th Century-Fox International, DuMont Television Network and United Artists Corp.

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

in top 10-markets (to provide immediate relief) and, for long-range help, to reallocate 115 mc of space in 900 mc band to land mobile. Commission also pledged to review developments over next five years and make any necessary adjustments (BROADCASTING, May 25).

Mr. Dingell also praised decision to investigate whether existing UHF separation requirements are unrealistic. He noted that relaxation of these requirements would permit present number of UHF assignments in less spectrum space.

Both in letter and in remarks, Mr. Dingell urged extension of sharing beyond very largest markets; he said testimony before his subcommittee showed acute spectrum needs in many smaller urban areas.

### Urges black for FCC

Senator Joseph D. Tydings (D-Md.) has added his voice to debate over successor to Commissioner Cox. In letter to President Nixon on Friday (June 5), senator recommended appointment of black to commission.

Senator Tydings, member of Senate Commerce Committee, said nation should revive recommendations of 1968 National Advisory Commission on Civil Disorders, which concluded that communications industry had contributed in part to divisiveness between races by failing "to meet the Negro's legitimate expectation in journalism." One step in right direction, senator said, would be black representative on commission. "Perhaps that will help us

lower our voices by opening our ears to the problems and thoughts of others," he said.

"This would not be a token gesture," he said, "but rather a step to insure that the very real communications problems amongst our diverse population would be faced and hopefully lessened. . . . Our democratic ideals require that minorities be able to speak to the majority and that the majority have an opportunity to see the minority's point of view. . . ."

"Also," he said, "we must provide adequate opportunity for minorities to communicate to their own groups in their own way, a goal which requires a diversity of media control not present in our nation today."

Senator Tydings did not suggest names of qualified blacks, since this would be "presumptuous," his office said.

### New Ampex director

Ampex Corp., Redwood City, Calif., has elected Robert E. Brooker to its board of directors. Mr. Brooker is chairman of executive committee of Marcor Inc., parent of Montgomery Ward. He continues as director of those companies, in addition to posts on boards of Container Corp. of America and Tappan Corp.

### Net down for G&W

Gulf & Western Industries, parent company of Paramount Pictures, has reported higher sales but lower net earnings for first nine months of fiscal year ended April 30:

	1970	1969
Income per share	\$1.74	\$2.37*
Net sales	1,213,544,000	1,138,164,000
Net earnings	38,510,000	54,216,000*
* Including gains on sales of securities of \$18.1 million (no security gains in fiscal 1970).		

### Publishing in view

Children's Television Workshop, New York, is studying feasibility of creating publishing subsidiary to explore ways of increasing educational impact of TV programs produced by CTW. Plans were disclosed in announcement of appointment of Paul Gottlieb, publisher of *American Heritage*, as executive in charge of publishing and non-broadcast projects associated with *Sesame Street* and future educational programs.

### Academy loses 'Best'

Charter Producers Corp., New York, owner and packager of annual TV special, "The Best on Record," announced Friday (June 5) it has severed program's relationship with National Academy of Recording Arts and Sciences. Ted Bergmann, Charter president, said that special, presented as part of "Grammy" awards will be telecast in different manner because NARAS demanded creative control.

# "...to put the public interest first"



## **The Washington Post said: Metromedia Television's WTTG "showed the networks how it is done.." when Apollo 13...got into trouble.**

*"When the accident happened, only one Washington station - Metromedia's WTTG, began continuous non-commercial broadcasting of the story."*

Haynes Johnson, Washington Post

*"While the television networks were running two talk shows and a 1951 movie, a local non-affiliated station, (WTTG), stepped in to provide the first hours of continued coverage of the imperiled flight of Apollo 13. The local program... fulfilled the void left by slow-reacting networks."*

Lawrence Laurent, Washington Post

*"Locally, (WTTG) showed the networks how it is done by staying with its regular 10 PM news show right through the morning. Newscaster Alan Smith just kept*

*right on going, reporting what was happening, coolly, competently, as completely as possible, and that was that. Congratulations to him for a fine job and to (WTTG's general manager) who decided to put the public interest first."*

Editorial, Washington Post

*"Monday, it was Metromedia's (WTTG) that actually provided the most intensive and consecutive coverage... In the TV reporting of the space drama Monday night, Metromedia's (WTTG) earned the gratitude of thousands of area viewers by sticking with the Apollo 13 story, and without commercials."*

Bernie Harrison, The Washington Star

*"Everyone in Washington is talking about your coverage of... Apollo (13)... Everywhere I go everybody is giving (WTTG)*

*full kudos for the way you handled it and the way you beat everybody in town."*

Art Buchwald, Panorama (WTTG)

It's the policy of every Metromedia Television station in the country to put the public interest first; to become totally involved in their communities. This requires imagination, flexibility, decisiveness and responsibility. And that's exactly what being a good broadcaster is all about.

**MM**  
**METROMEDIA**  
**TELEVISION**

THE VITAL NEW FORCE IN BROADCASTING

WNEW-TV NEW YORK / KTTV LOS ANGELES / KMBC-TV KANSAS CITY / WTTG WASHINGTON, D.C. / KNEW-TV SAN FRANCISCO

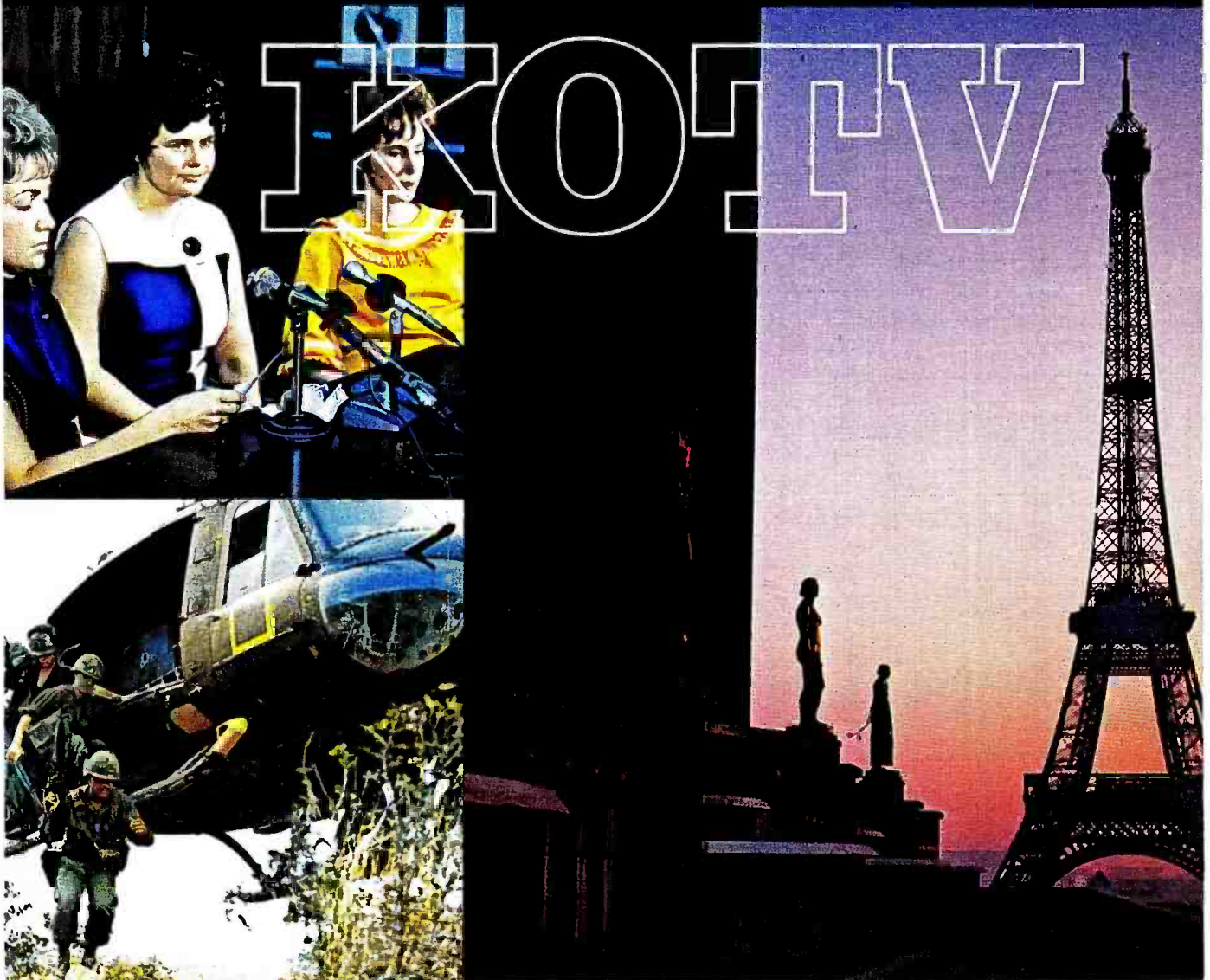
REPRESENTED BY METRO TV SALES

## THEIR HUSBANDS WERE REPORTED DOWN OVER VIETNAM AND THEY TURNED TO KOTV FOR HELP

It's not easy to go 2 years without knowing whether your husband's dead or alive. But it's also hard to do something about. Finding themselves in the same situation that thousands of other U.S. women are in, several Tulsa women decided to seek help from KOTV. In a last desperate attempt to help, KOTV flew them to Paris to meet with the North Vietnamese Officials.

Newsman Bill Pitcock of KOTV acted as spokesman for the group and arranged a meeting. The result, after 2 hours of talk, was a promise that Hanoi would advise them by letter of their husband's fate.

KOTV believes editorializing about important issues isn't enough. Public opinion should be backed by public service.



# hrp

HARRINGTON, RIGHTER & PARSONS, INC.

## TELEVISION INNOVATORS

### hrp blue

---

<b>WAPI-TV</b>	Birmingham	NBC
<b>WTPA</b>	Harrisburg	ABC
<b>WTIC-TV</b>	Hartford	CBS
<b>KHOU-TV</b>	Houston	CBS
<b>WJAC-TV</b>	Johnstown	NBC
<b>WHAS-TV</b>	Louisville	CBS
<b>WCKT</b>	Miami	NBC
<b>WSIX-TV</b>	Nashville	ABC
<b>KSLA-TV</b>	Shreveport	CBS
<b>KTVI</b>	St. Louis	ABC
<b>KOTV</b>	Tulsa	CBS

---

### hrp gold

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<b>WRGB-TV</b>	Albany/Schenectady/ Troy	NBC
<b>WBEN-TV</b>	Buffalo	CBS
<b>WANE-TV</b>	Fort Wayne	CBS
<b>WFMY-TV</b>	Greensboro/High Point/Winston-Salem	CBS
<b>WATE-TV</b>	Knoxville	NBC
<b>WJIM-TV</b>	Lansing/Flint/Jackson	CBS
<b>WTMJ-TV</b>	Milwaukee	NBC
<b>WTAR-TV</b>	Norfolk	CBS
<b>KOIN-TV</b>	Portland	CBS
<b>WSYR-TV</b>	Syracuse	NBC
<b>WMAL-TV</b>	Washington, D.C.	ABC

---

# THE Saint



Station	Program	Share
WNEW-TV	THE SAINT	25
Independent A	Sports	22
Network 1	News	16
Network 2	Movie	12
Network 3	Game Show	10
Independent B	Syn. Series	9

Source: Arbitron. Sem., May 3, 5-7 P. M. Subject to qualifications.

## 114 HOUR EPISODES

STARRING **ROGER MOORE**

CREATED BY **LESLIE CHARTERIS**



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## Datebook®

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

### June

June 7-9—*Florida Broadcasters Association* convention. Key Biscayne hotel, Miami.

June 7-10—Annual convention of *National Cable Television Association*. Palmer House, Chicago. (See separate story elsewhere this issue; also, complete agenda of the convention and description of exhibits.)

June 8-9—Meeting of *Alabama Broadcasters Association*. Governor's House, Montgomery.

June 8-12—World Advertising Week sponsored by *The International Advertising Association* and *The International Institute of Advertising* with advertising, marketing and management associations worldwide participating. Week features world advertising forum with theme "World Business—World Advertising—in the Public Interest, in the Public Service." Events also include presentation of international award winning TV commercials followed on June 9 by international television awards luncheon sponsored by IAA and American television commercials festival at Philharmonic hall, Lincoln Center. Registration and forum will be held at New York Hilton hotel. For registration for week write International Advertising Association 475 Fifth Avenue, New York, 10017

June 8-19—Communications workshop sponsored by *National Religious Broadcasters*. Campus center of Nyack Missionary College, Nyack, N.Y.

June 8-11—Convention of *Electronic Industries Association*. Ambassador hotels, Chicago.

June 9—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Philadelphia.

June 9—Annual stockholders meeting, *National General Corp.* Fox Wilshire Theatre, Beverly Hills, Calif.

June 10—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Rochester, N.Y.

June 11—*Radio Advertising Bureau* regional sales clinic. Sheraton-Boston, Boston.

June 11-13—*Montana Broadcasters Association* meeting. Many Glacier National Park. Many Glacier hotel.

June 11-14—Meeting of *Mississippi Broadcasters Association*. Edgewater Gulf hotel, Biloxi.

June 12-13—Meeting of *South Dakota Broadcasters Association*. Holiday Inn, Mitchell.

■ June 13—Regional seminar of *Radio-TV News Directors Association*. WFAA-AM-FM-TV Dallas.

June 13-16—*Georgia Association of Broadcasters* convention. Callaway Gardens, Pine Mountain.

June 14-16—Meeting of *Television Program Conference*. Agenda includes network affiliation and independent meetings and presentation on "Changing Attitudes—the Viewers," a study of impact of demographics on TV programming. Conference will also include presentation on use of computers in programming, logging, traffic and accounting and "show and tell" sessions featuring video tapes of stations' individual approaches to programming. Pre-register with Charles Roundtree, TVPC treasurer, WBMG(TV) Birmingham, Ala. Hilton Inn, Oklahoma City.

June 15-20—International Advertising Film

Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festfilm London W.1.

June 16—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

June 17-20—First gathering of *Alternative Media Project*. Goddard College, Plainfield, Vt.

June 16—Annual stockholders meeting. *Rust Craft Greeting Cards Inc.* Rust Craft Park, Dedham, Mass.

June 17-19—Meeting of *Virginia Association of Broadcasters*. The Mariner, Virginia Beach.

June 18-19—Meeting of *Indiana Broadcasters Association*. Indianapolis Hilton.

June 18-20—Meeting of *Oklahoma Broadcasters Association*. Western Hills Lodge, Wagoner.

June 21-24—Convention of *Rocky Mountain Association of Broadcasters*. Featured speaker is FCC Chairman Dean Burch. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

June 21-24—Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, president of Sears, Roebuck & Co., Chicago; Sam Thurm, advertising VP, Lever Bros., and Henry M. Schachte, chairman of executive committee of J. Walter Thompson. Program will include four advertising workshops devoted to creative, media, production (broadcast and print) and sales promotion. Pfister hotel, Milwaukee.

June 23-26—Meeting of *National Association of Broadcasters* boards of directors in Washington.

■ June 24—Annual stockholders meeting. *LIN Broadcasting Corp.* WAVY-TV Portsmouth, Va.

June 25—Eighth annual Canadian Television Commercials Festival sponsored by the *Broadcast Executives' Society* and the *Television Bureau of Canada*. Inn on the Park, Toronto.

June 25-28—Annual spring meeting of *Maryland-District of Columbia-Delaware Association of Broadcasters*. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

■ June 26—Annual stockholders meeting. *General Instrument Corp.* Hotel Robert Treat, Newark, N. J.

June 26-28—Meeting of *North Dakota Broadcasters Association*. Turtle Mountain Lodge, Bottineau.

June 28-July 1—Summer meeting of *National Association of Farm Broadcasters*. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environment and rural development. Shoreham hotel, Washington.

June 29—*State Department's National Foreign Policy Conference* for editors and broadcasters, Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

### July

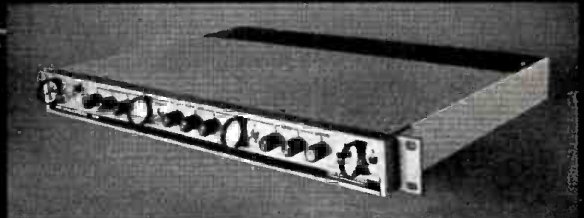
July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field con-

# Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

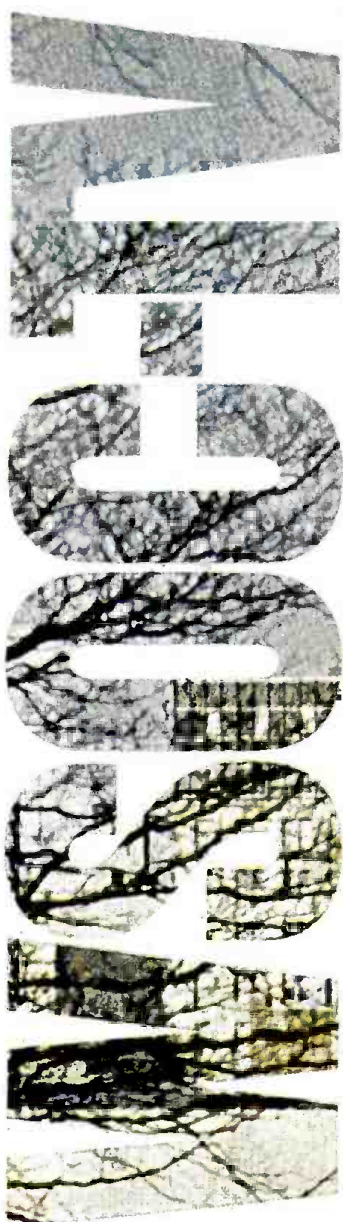
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Where communications reflect the community

# WSOC Television

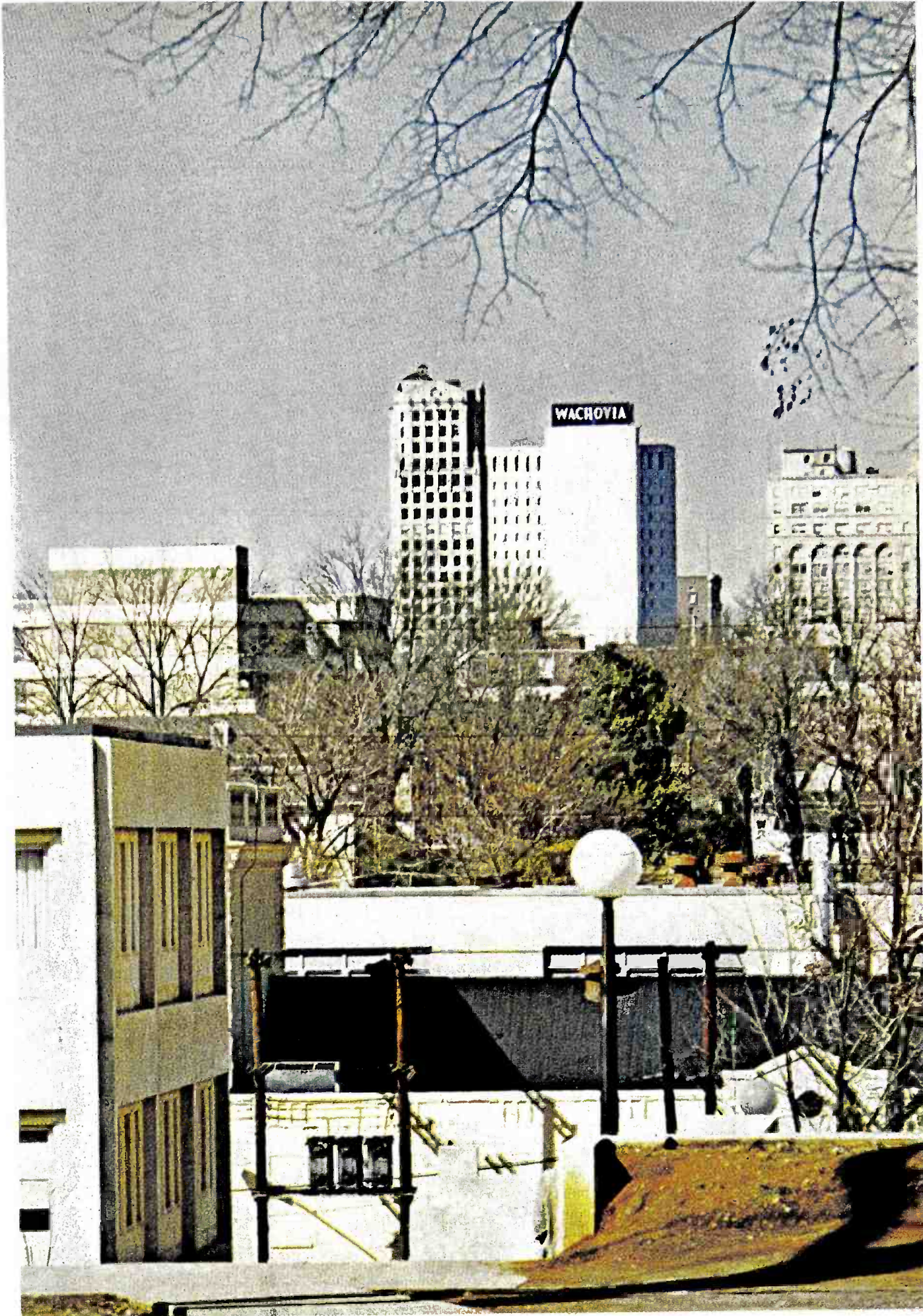
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## TELEVISION

*Executive and publication headquarters*  
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Sol Talshoff, *editor and publisher*  
Lawrence B. Talshoff, *executive VP*

### EDITORIAL

Edwin H. James, *vice president and executive editor*.  
Rufus Crater, *editorial director* (New York).  
Art King, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg, *senior editors*.  
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Alan Steele Jarvis, Mehri Martin, Timothy M. McLean, Steve Millard, J. Daniel Rudy, Robert Sellers, *staff writers*: Katrina Hart, Antoinette W. Roades, *editorial assistants*. Bernice Hase, *secretary to the publisher*.  
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### SALES

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### CIRCULATION

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### BUSINESS

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### BUREAUS

New York: 444 Madison Avenue, 10022. Phone: 212-755-0610.  
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*, Norman H. Oshrin, *associate editor*; Helen Manasian, Caroline H. Meyer, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefeld, *Eastern sales manager*; Harriette Weinberg, *advertising assistant*.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.  
Lawrence Christopher, *senior editor*.  
Rose Adragna, *assistant*.

Hollywood: 1690 North Vine Street, 90028. Phone: 213-463-3148.  
Morris Gelman, *senior editor*.  
Stephen Glassman, *staff writer*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

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\*Reg. U.S. Patent Office.

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tour maps with FCC.

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*. Sheraton Fort Sumter hotel, Charleston, S. C.

July 12-24—Annual management development seminar of *National Association of Broadcasters*, Harvard University, Cambridge, Mass.

July 13-14—Meeting of *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

July 20—FCC evidentiary hearing in competitive proceeding for WFIX(TV) New York, previously scheduled for May 4. Location to be announced.

### Aug.

Aug. 20-23—Meeting of *West Virginia Broadcasters Association*. The Greenbrier. White Sulphur Springs.

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

■ Indicates first or revised listing.

## OpenMike®

### Not all wallets bulge

EDITOR: The story on page 53 of BROADCASTING for May 25 quotes Senator John O. Pastore (D-R.I.) as having said: "You ought to see the profits some of these broadcasters make. You get yourself a VHF license in New York or Chicago and you'll give up your seat in the Senate."

This statement was supposedly made during a discussion concerning the new license and filing fees being demanded by the FCC and the inference to be drawn is that this is Senator Pastore's defense of the proposed new fees.

Maybe someone ought to tell the senator that there are a few thousand licensees around the country that do not have VHF's in New York or Chicago who will also be required to pay the new, exorbitant fees which the FCC is demanding from broadcasters.

In comparing the financial rewards of a VHF with a senator's salary and expenses, Senator Pastore would seem to be indicating that he wants his job only for the dollars involved and not so much for the reason of being able to serve his constituents as a dedicated public servant.—J. B. Maurer, *president*, WKAL-AM-FM, Rome, N.Y.

EDITOR: I am an advocate of broadcasters getting into politics. It's time we took a page from our friends in the labor, civil rights, liberal and conservative movements and start to keep score and rate our senators and congressmen on how they vote and act on major broadcast issues. I was shocked to read

### Sept.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*. Sebasco Lodge, Sebasco Estates.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV, Cheyenne, Wyo.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently. Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

### Oct.

Oct. 4-9—Technical conference and equipment exhibit. *Society of Motion Picture and Television Engineers*. Joseph A. Flaherty, CBS-TV Network, conference chairman. Sessions include two-day symposium on cable TV, under chairmanship of G. Norman Penwell, director of engineering, National Cable TV Association. Hilton hotel, New York.

in the May 25 BROADCASTING Senator John O. Pastore's remarks regarding the proposed license fee. . . .

I find it unbelievable to have to remind the senator that very few people hold VHF licenses in New York or Chicago. What about the hundreds in the small cities? What about those with UHF licenses losing their shirts? What about the 28% of the radio stations losing money?—Philip Spencer, *president*, WCCS(AM) Amsterdam and WIPS(AM) Ticonderoga, both New York.

### Agrees on dreary outlook

EDITOR: Your editorial on the future of VHF and UHF on-the-air service in the May 25 edition is eloquent. Your summary is clear and complete. It should become the "Constitution" of communications, particularly in view of your past and continuing philosophy and position.—Fred Weber, *executive vice president*, Rust Craft Broadcasting Co., New York.

### Helping to tell a story

EDITOR: On behalf of the National Association for Mental Health, I wish to express our appreciation for BROADCASTING Magazine's continued use of our public-service advertisements.

In so doing, you perform a valuable service by helping the National Association for Mental Health tell the mental health story to America's public, thus creating greater hope for the mentally ill.—James E. Chapman, *The National Association for Mental Health*, New York.

# Our 7a.m. news begins at midnight.

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

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

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye

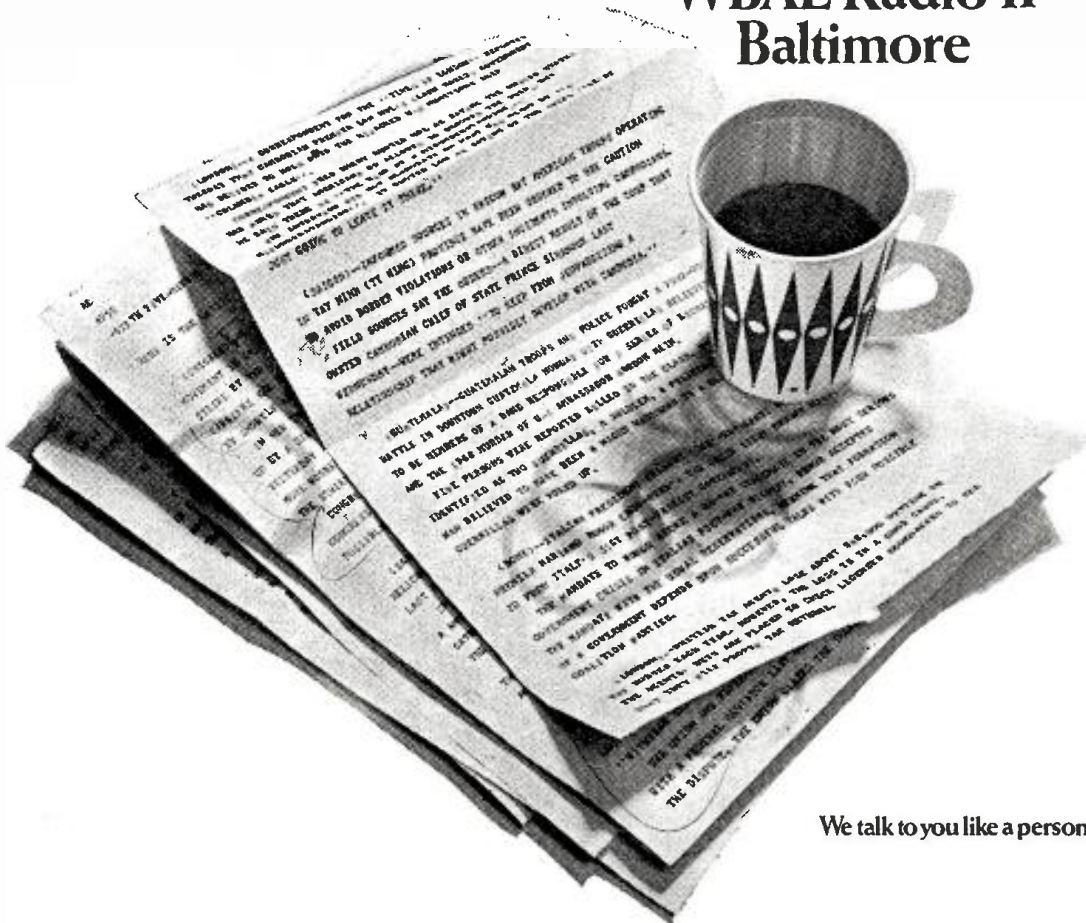
peeled for you. All night long we keep up with the news, wherever it happens.

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

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

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

## WBAL Radio 11 Baltimore



We talk to you like a person.

NBC Affiliate. \*\*Call 301-467-3000 or contact McGevren-Gullid PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario

## Creative use of radio can overcome growing problems

Our company and broadcasting have enjoyed a long and cooperative relationship dating back to 1938 when we sponsored *Major Bowes* on network radio and 1949 when we sponsored *Treasury Men in Action* on television.

But the important thing is not what we have done, but what we will do in the future.

As a national advertiser, we must look at all advertising media and determine what balance will bring us the most effective value for each dollar that we spend. We have no set rule that a certain percentage should be spent or will be spent in any medium. We have no requirements to use all media.

It is the job of our advertising department and our agency (BBDO) to decide what combination of media will be best for Dodge. And what is deemed best for cars would be quite different from that which we select for trucks. What was good several years ago or even last year will not determine what we will do now.

Radio has enjoyed many advantages over the years. It has been the timely medium, the "buy now" medium and the medium of wide reach and low production costs.

As we look at radio today we are a bit confused. Even as we have added a variety of models to our car lines, so radio has exploded into many different segments.

FM is reported to have 81% coverage of Detroit homes, plus a vast car audience. In effect the customer now has two complete radio dials to choose from. In Detroit alone there are 13 AM and 18 FM stations.

The new popularity of FM stations with the advent of stereo has diluted the radio buys. What was once a well-defined audience is now split in many ways. Obviously the audience for AM is smaller, but the rates are the same or higher. This is a matter of some concern to us. It takes much more money to get the same impact.

Two basic radio media is only the beginning. Let's remember we are talking about a medium that varies throughout the day. Let's also remember there is a wide, wide variety of radio stations by format.

Selection is about as difficult as it is for a bird dog in a chicken farm. The choice is endless but the confusion is overpowering.

It is tough for the media people to

review all of these choices and make a good selection of stations. They must be extra creative to make sure that we are reaching all of the audiences which are important to us at retail. In many ways, on a national basis, radio is a very tough buy.

Over the years one of the great historic advantages of radio was that production costs were very low. Thus more of the advertising dollar was used to transmit the message. Now, however, radio production costs are much greater. To custom-tailor a campaign means a greater variety of commercials must be created.

On the positive side, radio has been very good for us over the years. Our current success, which we hope to continue, is our association with Joe Gargiola. Joe is much more than just an announcer. He has become a key member of the Dodge marketing team. He makes key personal appearances, has been a regular in our dealer announcement shows and has offered a number of suggestions to help us in our merchandising.

Joe's sports program has a loyal audience. It is the perfect vehicle for a fast-changing market. When we get a major performance win, it makes a very appropriate message for this show. Or when we have a special sale, Joe gets the message across.

Additionally, the high cost of television shows, which precludes most advertisers from sponsoring a series, is a plus for radio. Radio is the medium where an advertiser and the personality can create the greatest impact per dollar.

We wouldn't think of creating a local or regional advertising campaign for

our dealer groups without including recommendations for radio. In most cases the combination of newspaper and radio makes the one-two punch that gets local floor traffic and sales.

We also recommend to our dealers that they consider local radio and the fine values it offers. The association with local celebrities offers an endless variety of merchandising and promotional possibilities.

TV, which is so fine for us nationally, is too expensive for most of our individual dealers. However, our associations balance their campaigns with TV and have had great success with local 10 and 20-second campaigns. But here too the high costs of production and time limit their use of TV.

Like anyone, we are pleased when media people help us. I cite the recent example of WJR(AM) Detroit and the Radio Advertising Bureau. Realizing car sales were down, they created a whole series of promotional spots to spur sales. They saw a need and moved in to help solve the problem.

On some other points we may not be as close in harmony. We would like a return to the 15-minute separation between car commercials. The current five-minute separation is unfair to the advertiser and confusing to the listener.

Lastly, when stations are telling us about what they are offering in audience, per dollar, we wish they would not try to bury us with statistics. On the other hand, we would like more facts, rather than guesses, on the great number of people who listen to radio in their cars and in their trucks.

Stations and their representatives can help in providing better, more profitable solutions for our common future.



*Robert B. McCurry Jr. is vice president of Chrysler Corp., Detroit, and general manager of the Dodge Division, post he has held since late 1966. A former All-American football star at Michigan State 1946-48, Mr. McCurry has been in automobile business for two decades, starting as a district sales manager for Dodge in Green Bay, Wis. He also has held other executive posts with Chrysler Corp. Mr. McCurry discussed radio several weeks ago with Station Representatives Assn. of Detroit.*

# ONE OF THE BEST IDEAS YOU EVER HAD

It began with Bogey, caught on with Cooper, got hot with Hepburn, proved a winner with Wayne, and a grabber with Grant.

Now stations everywhere are doing it: programming and promoting the star rather than the movie.

Some stations may call it the Bette Davis Theater, others a Flynn Festival, still others call it a Cagney or Robinson month.

Whatever you call it, we're glad you got the idea because we've got plenty of what it takes to help it work for you with audiences and advertisers everywhere.



JAMES CAGNEY—38 FEATURES



HUMPHREY BOGART—46 FEATURES



KATHARINE HEPBURN—12 FEATURES



GARY COOPER—11 FEATURES



BETTE DAVIS—48 FEATURES



JOHN WAYNE—16 FEATURES



ERROL FLYNN—32 FEATURES



CARY GRANT—17 FEATURES




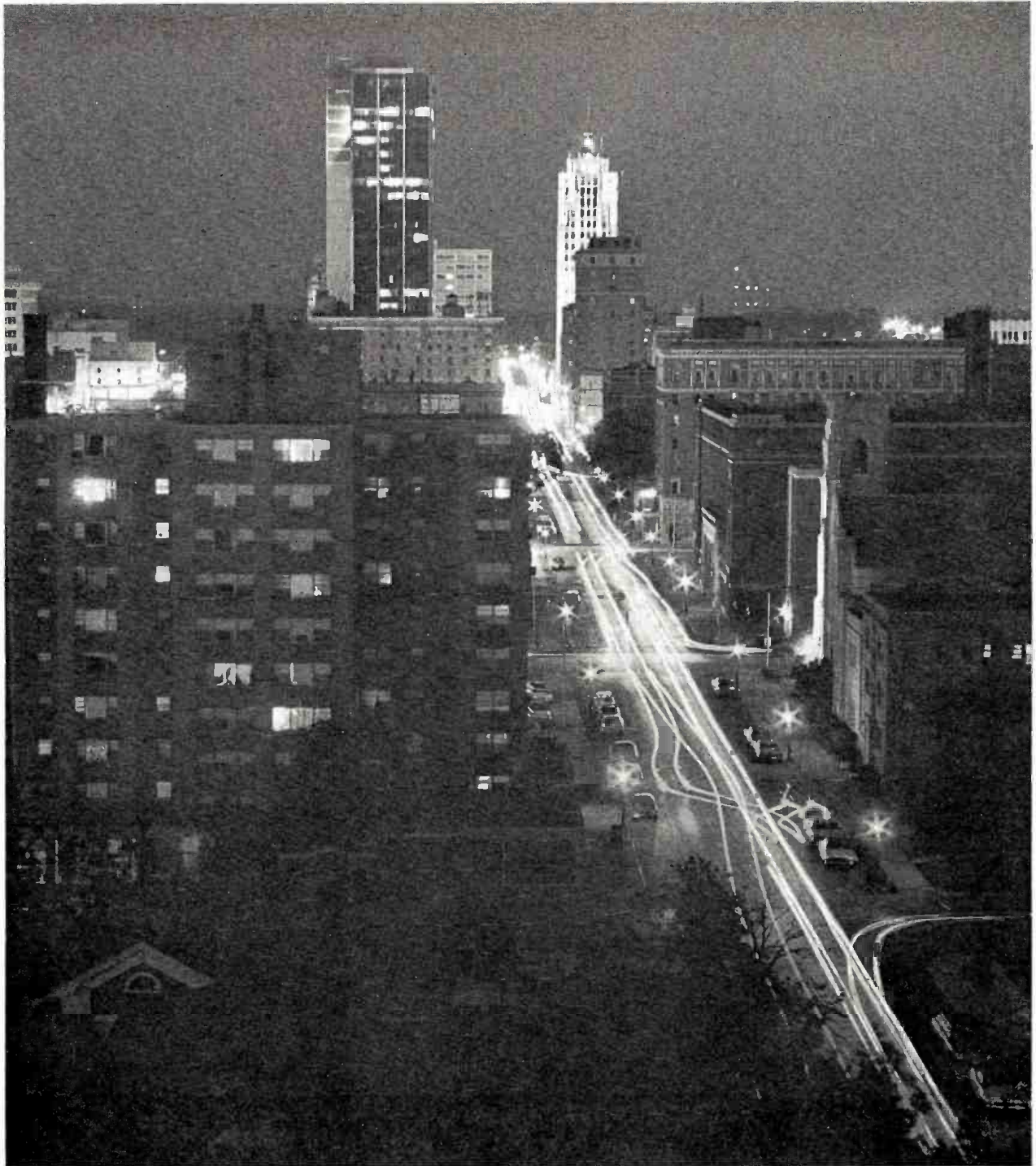
EDWARD G. ROBINSON—31 FEATURES



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Fort Wayne, Indiana

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JOHN F. DILLE, JR., PRESIDENT

## FCC seat as political payoff?

That's prospect in Indiana where Nixon strategist tries to build GOP front against Hartke re-election

John Snyder, a 49-year-old Republican party worker and state treasurer of Indiana, has suddenly achieved an eminence that his acquaintances might at one time have thought beyond his reach. Last week he was at the center of a power play involving the White House, the FCC, the national Republican strategic command and a seat in the United States Senate.

Involved too were some of President Nixon's closest aides. Whatever Mr. Snyder's fate, the relationships of those participants were bound to be affected.

It all started in the jungle of Republican politics in Indiana when Mr. Snyder announced his intention of seeking his party's nomination to run against Senator Vance Hartke (D-Ind.), who is up for re-election next November. As reported two weeks ago, Republican national strategists decided to back a five-term U.S. congressman, Richard L. Roudebush, as a more likely winner against Senator Hartke ("Closed Circuit," June 1). To induce Mr. Snyder to leave the field open to Representative Roudebush, several baits were reportedly extended, including appointment to the FCC seat that will be vacated by Kenneth A. Cox, Democrat, at the end of his term June 30.

The plan is reportedly being advanced by Murray Chotiner, one of the President's oldest and closest political friends, who is now White House liaison with the Republican National Committee. Inspiration for the plan, as reported in the *Lafayette* (Ind.) *Journal and Courier*, was provided by the Indiana national committeeman, L. Keith Bulen, who heads a faction of the state Republican party that is opposing Mr. Snyder's bid for the Senate nomination. Mr. Snyder's most prominent supporter is Governor Edgar Whitcomb.

However, the plan is being opposed within the White House by Peter Flanigan, the presidential assistant whose area of responsibility includes the regulatory agencies. He is understood to

feel that Mr. Chotiner is, in effect, preempting his authority. And like any good bureaucrat, he is fighting to protect his turf.

FCC Chairman Dean Burch, a former chairman of the Republican National Committee, last week declined to discuss his position in the controversy over the Snyder nomination. "I don't want to get in the middle of



John Snyder

that," he said. He would say only that the White House has submitted "names" to him for consideration and that he has "discussed names with the White House." He would not disclose what he had said about Mr. Snyder.

Mr. Flanigan, in seeking to block the Snyder appointment, is being aided by an anti-Snyder campaign being mounted in Indiana and elsewhere. The details of the campaign are not clear, but it is known to include some Indiana broadcasters and to involve letters to the White House critical of Mr. Snyder.

Such campaigns are not new. But what is different about this is the content. For Mr. Snyder is not being criticized for his views on regulation; he has never been in a position to express them. Rather, he is being characterized as lacking the necessary qualifications for the commission post and as being ultraconservative. Before his election as state treasurer he was a representative of a school-equipment firm.

Whether successful or not in blocking a Snyder nomination, the campaign is providing ample evidence that the White House would face a difficult fight in winning Senate confirmation. There is, first, concern in some Indiana quarters over what is regarded as the cynical circumstances in which the nomination was conceived.

Mr. Snyder has also been criticized by Indiana newspapers and broadcasters for the manner in which he has handled his duties as treasurer. There have been reports he switched state funds from one bank to another for partisan political ends. (This criticism is not universal. An insurance company executive in Indianapolis regards Mr. Snyder as an "able," "intelligent" man who has done a good job as treasurer and would probably be an asset to the commission.)

In addition, there are reports the black community would militantly oppose Mr. Snyder's nomination. He was once quoted as suggesting that a government subsidy be given to white homeowners whose property values declined as a result of blockbusting—a suggestion that was attacked as amounting to a call for government subsidy for discrimination.

There is also a report, which has been passed on to the White House, that a group is being organized in Indiana to urge Senate rejection of the nomination if it is made. The group reportedly is preparing "a long list of allegations regarding Mr. Snyder" for presentation to the Senate Commerce Committee. The allegations are said to

go "far beyond" those that played a part in the Senate refusal to confirm the Supreme Court nominations of Judges Clement F. Haynesworth and G. Harrold Carswell.

But Mr. Flanigan may find his strongest ally on the Senate Commerce Committee's Communications Subcommittee, which would hold hearings on the appointment. He is Senator Hartke, the target of the political machinations being plotted in Washington and Indianapolis.

Senator Hartke is known to hold Mr. Snyder in low regard and, given the convention of senatorial courtesy, could be a serious obstacle to confirmation of a Snyder appointment. According to Senate sources, the failure of a home-state senator to express approval of a nominee normally would seriously damage if not destroy his chances of confirmation. Senator Hartke is refusing all comment on the matter. Possibly complicating Mr. Snyder's chances further is the fact that Indiana's other senator is also a Democrat, Birch Bayh.

Among the Indiana media that have been critical of Mr. Snyder's performance as state treasurer is WFBM-TV Indianapolis, owned by Time-Life Broadcast, which has editorialized against him. Consequently, the prospect of Mr. Snyder's occupying a position where he would pass on matters effecting, sometimes directly, the fate of 13 Time-Life licenses cannot be a pleasant one for that licensee.

At least one broadcast-connected newspaper in Indiana is prepared to editorialize against confirmation of a

Snyder nomination to the FCC. Warren G. Wheeler, of the *South Bend Tribune*, which owns WSBT-AM-FM-TV South Bend and WDBJ-TV Roanoke, Va., said: "We would question his qualifications."

At week's end, there were conflicting signs regarding the imminence of a White House announcement regarding a Snyder nomination. It was learned that the FBI, which routinely checks into the backgrounds of all potential federal appointees, was widening its investigation of Mr. Snyder, presumably because of the comments flowing into the White House in the effort to block the nomination.

On the other hand, there were increasing indications that Mr. Snyder was ready to withdraw from the contest with Representative Roudebush and, presumably, make himself available for the FCC appointment. Governor Whitcomb was quoted as predicting Mr. Snyder would bow out, and Mr. Snyder himself promised an announcement on Friday (June 5) on his future plans.

Withdrawal from the Senate nomination contest would be painful for Mr. Snyder. Indiana observers credit him with putting together the winning state ticket in 1968 with the understanding he would seek the Senate nomination in 1970. He was the first to enter the race, in February, and he had denied interest in the FCC post, or that he had been offered it, even after suffering a serious setback in his contest with Representative Roudebush. That was in a state primary on May 5, when Roudebush

forces collected a substantial majority of delegates to the June 18 state convention, when the Senate nomination will be settled. Forces friendly to Governor Whitcomb still control the state party machinery, but political observers last week were saying there is "no way" in which Mr. Snyder can win the Senate nomination.

An appointment to the FCC, however, would mark another step in the political ladder Mr. Snyder has been climbing since 1932 when, at the age of 12, according to an Indiana GOP candidate profile of him issued in 1968, he "checked hats and coats at the fairgrounds rally for Herbert Hoover in Indianapolis."

He has served as a delegate to state Republican conventions, as Washington City GOP chairman and as a member of the Daviess county GOP finance committee. He was elected state treasurer in 1966, re-elected two years later, and earns \$16,500. An FCC commissioner's job pays \$38,000.

But, regardless of his qualifications for the commission—and there is no prescribed list of qualifications that suit a person for the job—his appointment would almost certainly be read as a sign that, in the Nixon administration, political considerations have a high priority in decisions on federal appointments. And it would offer considerable encouragement to Murray Chotiner in his job of helping the Republicans win elections.

The jockeying over Mr. Snyder has virtually obliterated speculation over the possibility that Commissioner Robert Wells would be nominated to the Cox vacancy. Mr. Wells, who is completing a term that expires on June 30, 1971, was reliably reported to have been offered the post (BROADCASTING, May 11). Commission Broadcast Bureau Chief George Smith would then have been named to fill out the remaining year of Commissioner Wells's present term. This, in turn, was part of a complex plan intended to bring a woman onto the commission in 1971. She is Charlotte Reid (R-III.), who would be barred by a constitutional provision from accepting commission appointment this year.

The White House apparently reconsidered the Wells-for-Cox and Smith-for-Wells move after Commissioner Wells made it clear that, if the political conditions were right, he intended to run for governor of his native Kansas in 1972. However, there were those in Washington who counseled against ruling out Mr. Wells's chances for the seven-year term, particularly if the move to nominate Mr. Snyder stalls. Commissioner Wells is known to have friends with influence with the administration who would like to see him remain on the commission.

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## Mollenhoff leaves post as Nixon investigator

Less than two weeks ago Clark Mollenhoff, special counsel to President Nixon, was in the news, charged with, engaging in a plot, which he denied, to discredit CBS News. The network was saying he had leaked the contents of a memorandum he had written indicating CBS newsmen had faked a Vietnam atrocity story, a charge the network denied.

The controversy was not the first in which the former prize-winning newspaperman had become involved since taking a job 11 months ago as President Nixon's investigator of suspected wrong-doing in government. But it was probably the last in that post.

In an announcement that caught Washington by surprise, the White House news office in San Clemente, Calif., on May 30, disclosed Mr. Mollenhoff was quitting to return to journalism with his old employer, the *Des Moines Register* and *Tribune*. He will

be its Washington bureau chief, replacing Richard Wilson, who is retiring from that job but will continue his thrice-weekly column.

Both Mr. Mollenhoff and the White House denied that he had been pressured into resigning. Their accounts agreed that it was simply a matter of Mr. Mollenhoff wishing to take advantage of a good job opportunity. And President Nixon, in a letter accepting Mr. Mollenhoff's resignation, expressed appreciation for Mr. Mollenhoff's performance as special counsel.

The White House said Mr. Mollenhoff's work would be carried on, although no decision had been made on whether a successor would be named or whether the duties would be shared by White House personnel. But in a sense, Mr. Mollenhoff will be carrying on the work himself; for he returns to journalism with information of the inner workings of government he was able to pick up as one who had a top security clearance and who had functioned as the President's investigator.



## Advertisers say radio is just great

Workshop hears how medium has solved problems from Pan American Airways to Plough's Di-Gel

Radio advertising was saluted by successful users, armed with new authority by researchers and hailed for both promise and performance last week before a record crowd of its most influential practitioners.

The occasion was the fourth annual radio workshop sponsored by the Association of National Advertisers and the Radio Advertising Bureau, and it drew an estimated 900 advertiser, agency and media people—"more than have attended any workshop held by any medium in association with ANA"—to New York's Hotel Plaza last Tuesday (June 2).

The seminar was "produced" like a radio program, with light and lively segments created by Mel Blanc Audio-media, Los Angeles, built around the live—and serious—presentations of advertising success stories, new research findings and confident appraisals of radio capabilities and prospects. Among the highlights:

- Radio was cast as the star in success stories for Pan American World Airways and for Di-Gel, Plough Inc.'s anticid preparation.

- It also was the star of two new research studies by TV-oriented firms, Schwerin Research Corp. and Gallup & Robinson, both showing radio's commercial impact to be comparable to TV's.

- It at least shared star billing with television in new four-week reach/frequency planners revealed by RAB, similar to the one-week planners developed a few years ago but this time with provisions for direct comparisons between radio and TV. RAB also detailed new research pointing up gains in reach and frequency achieved when radio is added to television in the advertising mix.

- Radio was depicted by Mike Slosberg, vice president and West Coast creative director of Young & Rubicam, as "a scalpel-sharp medium" with "fantastic definition from market to market and station by station."

- The evolution of "audio magazines," composed of similarly programmed radio stations banded together in cooperative selling, was also envisioned by Mr. Slosberg.

- Radio's special attractions in a

tight-money economy—high impact at low cost—were not overlooked. RAB President Miles David suggested, at the outset, that the current economy may have contributed to the record turnout for the workshop as well as to growing interest in radio generally.

Development of four-week cumulative audience data was hailed by RAB as "a major breakthrough" that puts radio ahead of TV in this area because it is based on people while TV's is based on households.

But TV "people data" developed by Dataplan Inc.—which also developed the four-week cumulative-audience planners through computer analysis of actual radio schedules—now provides a basis for direct radio/TV comparisons, the workshop was told in a joint presentation by Robert H. Alter, RAB executive vice president, and Richard J. Montesano, vice president for marketing and research.

"Now," Mr. Montesano said, "given either budget levels or rating-point goals, it is possible to make direct comparisons between radio and television in terms of audience delivered over a four-

week period."

He said that "in one week, at equal budgets, television will achieve a reach of 39% with a frequency of 1.3 while the reach with radio would be 59% with a frequency of 2.9. Over four weeks the reach achieved would be almost equal but radio would generate more than triple the frequency."

Mr. Montesano and Mr. Alter also reported a new study showing "what happens when you use radio and TV in a mix at various budget levels."

For instance, they said, it shows that a \$3,700-a-week TV budget could increase reach by 24% and frequency by 59% if the money were divided equally between radio and TV.

And a soft-drink advertiser spending \$7,200 on TV to reach adults and \$1,300 on radio to reach teen-agers, they said, found he could increase adult reach by 38% and teen-age reach 4% by cutting TV to \$3,600 and expanding radio to \$4,900 and using it to reach adults as well as teen-agers. Frequency and total impressions also increased among both target audiences, they reported.

"This data," Mr. Montesano said, "is available to advertisers and agencies who want to make similar types of analyses. In this era of rising costs and tight money it can guide the way to expanding the purchasing power of an advertising budget. And that's important in 1970."

All in all, President David said afterward, "availability of the four-week radio data, taken together with the development earlier of one-week cumulative audiences data, and the new measurements of the impact of radio commercials, bring radio to the point where we have every conceivable research documentation necessary to sell radio as a primary medium."

The studies of radio's commercial impact were presented by Mrs. Margaret Blair, executive vice president of Schwerin, and Ernest Rockey, senior vice president of Gallup & Robinson. The two companies were commissioned by RAB to adapt their TV commercial measurement techniques to radio. Their tests were conducted independently.

Mrs. Blair said Schwerin's tests found that radio's ability to change brand pref-



Mr. David

erence "compares well" with television's, and that using radio in combination with television doubled the brand-persuasion scores achieved by either radio or TV alone.

Mr. Rockey said Gallup & Robinson found a "proved commercial registration" of 8% among listeners exposed to the one-minute radio commercials in the G&R study, as compared with a 10% average for one-minute TV commercials placed within programs. (G&R did not release scores for TV commercials not within programs or shorter than a minute in length, but other sources indicated they range downward from 10%.)

Mr. Rockey called radio's scores "impressive," but said G&R's radio testing was too new for the averages thus far to be considered a norm, although he had no reason to think the commercials involved were atypically effective.

Mrs. Blair also said those tested by Schwerin were not considered atypically strong—and in at least one test would seem to be at a disadvantage because TV commercials for one product included a new-ingredient claim not present in the older radio commercials for the same product.

Y&R's Mr. Slosberg, in the workshop's keynote talk, predicted that television would "splinter off" under the impact

of UHF, cable television and pay-TV as radio did under the impact of television, and that radio, through such developments as "audio magazines," could again become the medium delivering mass but highly targeted audiences.

"A switching of roles is what I see," he said, "And the agencies are going to have to prepare for this. Right now. Starting this year. There is a vacuum which has been created that has to be filled.

"The vacuum is in the area of creating for radio, selling radio to clients and placing radio in the market place in a way which maximizes the advertiser's dollars, and in a way he can see and understand. And so what the agency must do is literally create a new advertising agency within an agency. The radio advertising agency."

Skimping on radio creative budgets must end, Mr. Slosberg said, belittling the client "who doesn't even shoot his cuffs over a \$70,000 TV spot [but] goes into sugar shock when you ask him to pop for two or three grand to do a radio spot. The day of the \$100 radio spot is over."

He saw several factors working in radio's favor:

"Big advertisers are cutting budgets, and the lower the budgets the better radio looks as an alternative. You've

got television costs skyrocketing—programming and production. And, finally, you have one hell of a disenchantment with television plus a bad case of commercial pollution."

He said it was the program specialization that radio adopted after "television blew it out of the water" that has made radio "a scalpel-sharp medium," and he thought television did it another favor in the 1960's by "getting so bad."

Mr. Slosberg did not spare radio entirely, however, saying it had neglected psychographics and over-stressed reach and frequency and too often offered "junk" and that stations all pull in different directions—the last as exemplified by the fact that fewer than a third of them are RAB members.

In the advertising case histories Howard K. McIntyre, advertising vice president of Plough Inc., said Di-Gel Antacid had employed radio "consistently, persistently and successfully" from the beginning and that, although it also used some other media secondarily, "radio has been the winner for Di-Gel."

He said radio was chosen to reach "the \$200-million antacid market which is heavily skewed to the over-35 age group and even more so to the over-45"; to point up the "significant competitive difference in a new product concept," to get "heavy frequency against the prime

## The radio sounds that sold best

### Pan Am, Esso, Pepsi-Cola multiple winners in Clio competition

The luncheon program at the radio workshop of the Association of National Advertisers and the Radio Advertising Bureau in New York last week (see page 25) was wired for sound and the radio commercial was star performer.

The sound—as played on tapes—previously sampled the current, trend-setting use of humor and music in commercials as a prelude to a presentation of Clio awards honoring 20 radio commercials judged to be the year's best (from among 833 entries in the U.S. and Canada) in the RAB-sponsored radio commercials festival. The radio awards event was held in conjunction with the annual American TV Commercials Festival at which the Clio statuettes for TV commercials were handed out two weeks earlier (BROADCASTING, May 25).

Four commercials were played as illustrative of types of humor now the vogue on radio: Random House, Re-

nault, General Foods' Jello pudding and filling and a David Frye album ("I am the President"). Also played were a commercial using music primarily for Pepsi-Cola and sung by Johnny Cash; a commercial using humor as product demonstration for Chug-a-Mug (a new soup drink) and specific commercials that employ unusual approaches to radio, such as a Forest Lawn Memorial Park message, and a group of retailer ads for McDonalds chain, for a department-store opening in San Francisco and a retailer commercial using parody.

Attention was also given to a sound process that uses the concept of overlap which exists in conversation and developed by producer Tony Schwartz. Examples included commercials for Vicks Formula 44 and for Warner Brothers' "Woodstock" motion picture.

In the radio commercials festival, Pan American World Airways (J. Walter Thompson Co.), Renault (Gilbert Advertising) and Esso gasoline (McCann-Erickson), won awards in two categories. Pepsi-Cola and its "A Lot to Live"-themed commercial through BBDO, took three Clios.

The list of winners (with agencies and production credits):

National campaign: American Express; Ogilvy & Mather, New York; Chuck Blore, Los Angeles.

National campaign: Pan Am; J. Walter Thompson, New York; Gavin & Woloshin, New York.

National campaign: Pepsi-Cola; BBDO, New York; Johnny Cash, Bobby Bloom, Joe Brooks.

Regional campaign: Chug-A-Mug; J. Walter Thompson, Toronto.

Regional campaign: Renault; Gilbert Advertising, New York.

Local large market campaign: Forest Lawn Memorial Park; Davis, Johnson, Mogul & Colombatto, Los Angeles.

Local small market campaign: The Glue Factory; WCHL Chapel Hill, North Carolina.

Automotive: Esso Gasoline—"Guitar"; McCann-Erickson, New York.

Beverages: Pepsi-Cola—"A Lot to Live"; BBDO, New York; Musical Sciences, New York.

Corporate: Eastern Airlines—"Air Force One"; Young & Rubicam, New York.

Cosmetics, toiletries, pharmaceuticals; Excedrin—"Short Order Cook"; Young & Rubicam, New York.

Media promotion; Random House—"Airport"; David, Oksner & Mitchneck, New York.

Packaged foods: Jell-O Pudding & Pie Filling, "Alexander Graham Bell"; Young & Rubicam, New York.

Personal items/gifts: Remington

target potential," to get "efficient utilization of every dollar of advertising," and "finally because we needed the most economical medium to achieve our frequency requirements at the lowest raw dollar investment."

In test marketing, he said, some other media were used along with radio, but "we always came back to the fact that radio met with our criterion best, for efficiency, economy and proved impact." Later tests, he said, confirmed that "radio was offering the best results for the dollars invested," and "we moved into 76 markets with radio."

By that time, he continued, "we were beginning to compound our sales increases by picking up new users and substantial pipeline filling. There is no question in our mind that radio was playing an important role in this pipeline filling: To wit, dealers were hearing the radio commercials and were a great deal more perceptive to our sales story."

By 1969, Mr. McIntyre said, Di-Gel was in both network and spot radio for "super-saturation," and when it recently added TV and *Reader's Digest* to the primary radio campaign it was "radio that had generated the sales that provided the dollars that enabled us to broaden our media coverage."

Warren Pfaff, senior vice president

and creative supervisor of J. Walter Thompson Co., agency for Pan Am, said his client is "up to his ears in radio advertising," buying about 4,000 radio spots a week in markets from New York to Honolulu.

"We've been doing it for years, because the impact on radio is loud and the bargain's clear, no matter how many times the name of the game may change—from total market to existing market, from over 35 to under 21, from a 707 to a 747."

Mr. Pfaff reviewed the creative strategy in a number of Pan Am radio campaigns over the years, leading up to radio's role in helping launch "the largest new product the world has ever seen," the Boeing 747.

## Study shows import of new advertisers

### CBS survey explains that 30% of all radio network sponsors were new in 1969

CBS Radio's seventh annual study of advertising on the four networks reveals that in 1969, 30% of all radio network advertisers used the medium for the first time.

George J. Arkedis, vice president, CBS Radio division and general manager, CBS Radio network, pointed out that the study, released today (June 8), underlines "the attraction of new advertisers to network radio" and "further supports the vitality of the medium."

Mr. Arkedis noted that "new" advertisers were those who had used network radio for the first time in 1969 or returned to that medium after an absence of at least three years. There were 57 new advertisers in 1969 under this definition and they accounted for 77 or 22.5% of all brands of services advertised on the four radio networks.

The CBS Radio study details radio network advertisers, their brands, advertising agencies and networks used. It was compiled by CBS Radio with the cooperation of ABC Radio, Mutual Broadcasting System, and NBC Radio. All figures in the study exclude religious advertisers.

There were 187 corporate advertisers on the four radio networks, compared with 199 in 1968, and 343 brands as against 407 in 1968.

Corporate advertisers totaled 109 on CBS; 93 on NBC; 82 on ABC (all four ABC networks) and 54 on Mutual. Of the 343 brands advertised, 212 were on CBS; 187 on NBC; 144 on ABC and 79 on Mutual, according to the study.

CBS's compilation showed that 64 advertisers used network radio for multiple-product campaigns and 32 ad-

vertised three or more products.

The leaders in this area were General Motors Corp. and American Home Products (12 products); Sterling Drug Inc. (8); Chrysler Corp., Plough Inc. and Renuzit Home Products Co. (7); Colgate-Palmolive, E. I. duPont de Nemours & Co., MacCabees Mutual Life Insurance Co. and Gillette Co. (6); Purex Corp. and Wynn Oil Co. (5).

Also Campbell Soup Co., Ford Motor Co., General Electric Co., The Hartford Insurance Group, 3M Co., Mutual of Omaha Insurance Co., Charles Pfizer & Co., State Farm Mutual Automobile Insurance Co. and J. B. Williams Co. (4) and Abbott Laboratories, Borden Inc., Bristol-Myers Co., Eversharp Inc., Kraftco Corp., Loew's Theaters Inc., Mennen Co., Phillips Petroleum Co., R. J. Reynolds Industries Inc., V-M Corp. and Watkins Products Inc. (3).

The study points up that of the 57 new advertisers on network radio in 1969, 27 were on CBS; 22 on NBC; 19 on ABC and nine on Mutual. It shows that 106 advertisers used one network exclusively; 35 used two; 22, three and 24, all four.

### Business briefly:

**The Connecticut Bank & Trust Co.**, Hartford, Conn., through Chirug & Cairns, New York, has begun a 30 and 60-second radio and television campaign that will continue into 1971. Seven new commercials using the theme, "The Bank That Listens," will be on WHNB-TV, WTIC-TV and WNHC-TV, all Hartford, and 10 area radio stations.

**General Foods Corp.**, White Plains, N.Y., through Ogilvy & Mather Inc., New York, is introducing four new flavors of Good Seasons Salad Dressing Mix in a daytime network, spot television and print campaign.

Purchases on NBC Radio include **The Seven-Up Co.**, St. Louis, through J. Walter Thompson Co., Chicago, on *News on the Hour*, *Emphasis* and *Monitor*, **Armour-Dial Inc.**, through Foote, Cone & Belding, both Chicago, for Dial soap, on *News on the Hour*, *Emphasis*, *Chet Huntley's Perspective on the News*, *Edwin Newman Reports* and *Monitor*, **General Electric**, through Compton Advertising, both Chicago, for Hotpoint air conditioners, on *News on the Hour* and **Master Lock Co.**, Milwaukee, through Campbell-Mithun, Chicago, on *Monitor*.

### Rep appointments:

■ **WLS-TV** Roanoke-Lynchburg, Va.: Blair Television, New York.

■ **WNBE-TV** Greenville-New Bern-Washington, N.C.: Avery-Knodel Inc., New York.

Electric Shavers—"Chambers Brothers"; DKG, New York.

Political: Tom Gola—"Who's The City Controller?"; Garth Associates/Elliott Curson, Philadelphia.

Retail Dealers: Burger King—"Singing Yumbo"; BBDO, New York; Nutone, New York.

Services: Police Recruiting—"Advantages"; N. W. Ayer, Philadelphia.

Travel and recreation: Pan Am—"The Lettermen"; J. Walter Thompson, New York; Gavin & Woloshin, New York.

Announcer's presentation: Elektra Records—"Silent Majority"; W. S. Advertising, New York.

Copywriting: Renault—"Brakes"; Gilbert Advertising, New York.

Humor: Esso Gasoline—"Guitar"; McCann-Erickson, New York.

Instrumental scoring: Bahamas Tourism—"Picnic"; McCann-Erickson, New York.

Station conceived: Grace Lutheran Church—"Snap Judgement"; WEAQ (AM) Eau Claire, Wis.

Use of sound: Scope Mouthwash; "When Johnny Comes Marching Home"; Benton & Bowles, New York; Don Elliott, New York.

Vocal arrangement: Pepsi-Cola—"A Lot To Live"; BBDO, New York; Musical Sciences, New York.

# Gains found in some summer viewing

Though prime-time levels fall off from winter, audiences at other times go up, TVB says

Television's drawing power in hot weather as well as cold is underscored in a new study being released today (June 8) by the Television Bureau of Advertising.

In terms of specific groups of people as well as homes, the study shows, TV's audiences in some day-parts are higher in summer than in winter, and in others hold close to the cold-weather levels. Even in early-evening and prime time, when some declines set in, average-minute audiences total 34.6% and 45.9%, respectively, of all TV households. In winter the comparable figures are 48.9% and 61.6%.

Harvey Spiegel, TVB sales and marketing vice president, said in releasing results of the study that "for many years, TVB has issued studies showing heavy home viewing in most time periods during hot-weather months. With these new A. C. Nielsen Co. figures, we can document an even more impressive story showing the viewing habits of *specific people*—women, working women, men, teen-age girls, teen-age boys, children 6-11 and children 2-5."

The results make clear, he said, "that when people are available, they view—regardless of the time of day, week or season. And with retail sales continuing strong during summer, television is an outstanding vehicle to reach the buying public during this season."

In weekday daytime (10 a.m. to 5 p.m. Monday through Friday), Mr.

Spiegel reported, the study found that in the average minute the number of viewing households went from 25.2% of all households in winter to 27.3% in summer, with even more spectacular increases among teen-age girls and boys and some gains in most of the other groups:

	Winter	Summer
Households	25.2%	27.3%
Women	18.1	18.2
Working women	9.3	9.7
Men	5.6	6.2
Teen-age girls	7.0	19.4
Teen-age boys	4.1	11.9
Children 6-11	6.9	17.4
Children 2-5	19.4	12.0

Teen-age boys and girls also showed "tremendous" summer gains in percentages viewing during late-evening hours (11 p.m. to 1 a.m. Sunday through Saturday), Mr. Spiegel said, while late-evening viewing in terms of households, women and men is "about the same" in summer as in winter:

	Winter	Summer
Households	28.6%	28.0%
Women	20.4	19.6
Working women	20.3	17.3
Men	18.4	18.3
Teen-age girls	4.1	13.0
Teen-age boys	2.4	17.5
Children 6-11	4.1	10.2
Children 2-5	2.4	2.9

Early-morning TV, Mr. Spiegel said, appeals to about the same number of adults in summer as in winter, attracts

slightly more teen-agers and older children but loses a substantial number of the pre-school set to other, presumably outdoor, activities. For 7 a.m. to 10 a.m. Monday through Friday, percentages viewing during the average minute:

	Winter	Summer
Households	12.0%	10.5%
Women	5.9	5.7
Working women	4.4	4.2
Men	2.5	2.7
Teen-age girls	1.7	2.9
Teen-age boys	2.1	2.9
Children 6-11	5.5	8.7
Children 2-5	21.0	12.0

Mr. Spiegel also noted that time spent viewing TV during the summer had increased strikingly over the years, rising from 3 hours 44 minutes per TV home per day in July 1950 to 4 hours 25 minutes in July 1965, 4 hours 41 minutes in July 1968 and 5 hours 7 minutes in July last year.

The summer/winter comparisons were based on Nielsen four-week figures for June 30-July 27, 1969, and Nov. 24-Dec. 21, 1969.

## 25 agencies set up new research firm

In a move to improve the quality of field interviewing and market research, 25 member-agencies of the American Association of Advertising Agencies have formed a non-profit company to

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 24, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 24	Total dollars week ended May 24	1970 total minutes	1970 total dollars
	Week ended May 24	Cume Jan.1-May 24	Week ended May 24	Cume Jan.1-May 24	Week ended May 24	Cume Jan.1-May 24				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ ———	\$ 113.8	\$ 2,628.1	\$ 327.9	\$ 6,782.1	85	\$ 441.7	1,766	\$ 9,410.2
Monday-Friday 10 a.m.-6 p.m.	1,761.1	36,685.0	3,012.2	66,165.2	1,890.4	38,662.5	973	6,663.7	17,663	141,512.7
Saturday-Sunday Sign-on-6 p.m.	761.4	23,583.6	915.2	30,888.5	747.3	15,116.6	297	2,423.9	6,128	69,588.7
Monday-Saturday 6 p.m.-7:30 p.m.	194.1	4,840.1	731.4	17,422.1	556.7	12,923.4	81	1,482.2	1,607	35,185.6
Sunday 6 p.m.-7:30 p.m.	83.1	2,715.1	200.4	6,004.6	175.9	5,338.7	21	459.4	454	14,058.4
Monday-Sunday 7:30-11 p.m.	4,966.7	114,968.4	6,585.8	151,053.2	6,181.9	150,062.4	456	17,734.4	8,961	461,084.0
Monday-Sunday 11 p.m.-Sign-off	193.5	6,225.6	440.7	8,026.9	616.6	13,985.7	129	1,250.8	2,278	28,238.2
<b>Total</b>	<b>\$7,959.9</b>	<b>\$189,017.8</b>	<b>\$11,999.5</b>	<b>\$282,188.6</b>	<b>\$10,496.7</b>	<b>\$242,871.4</b>	<b>2,036</b>	<b>\$30,456.1</b>	<b>38,857</b>	<b>\$ 714,077.8</b>

# GARBO

The consummate spy, Mata Hari. She made Grand Hotel great. And whether Anna Christie or Queen Christina, no one ever ruled the screen with her kind of mystique.

Fourteen Garbos are again available for imaginative programming. Check your MGM-TV representative for the best combination of titles from MGM's library of film greats—710 in all.



provide these services.

The establishment of the new organization, called Central Research Interviewing Service (CRIS), was announced at a news conference in New York last week. Dr. Benjamin Lipstein of SSC&B, chairman of the new company's operating committee, said the weaknesses of existing field research organizations include "a general lack of accuracy, uneven execution and, on occasion, cheating."

CRIS will maintain its own staff to control the verification of interviews and will train and certify personnel in the field. The service is expected to be operational by September and subscribers need not be members of the AAAA.

## Harrison to do TV for department stores

A new service to specialize in producing TV commercials for department stores was announced in New York last week.

Harrison Services Inc., a veteran sales-promotion agency in the department-store field, has formed a department-store television division and has appointed Louis M. Sirota to direct activities. Mr. Sirota some years ago was director of retail sales at Television Bureau of Advertising and until recently was sales manager in New York of HF/TV Division of Alderman Studios, High Point, N. C. HF/TV produces commercials for home-furnishings retailers.

Mr. Sirota said the new Harrison division will engage in "top-level commercial production with fashion flair for department stores." He said such a service would be of particular worth to those stores that cannot afford their own facilities.

Paul Nebenzahl, president of Harrison Services, said the company conducted a study that measured impact and sales effectiveness of various media among leading department stores in Washington, Cleveland, St. Louis and Los Angeles. He said the company concluded on the basis of the study that "TV fulfills an important function in the media mix of stores when highly professional commercials are used to repeat a strong story theme. We believe the time is right to enter the TV field now."

Major stores that are Harrison sales promotion clients include Higbee Co. and Halle Brothers in Cleveland, Garfinckel's in Washington, Bullock's in Los Angeles, The May Co. national chain and the Dayton-Hudson regional group.

The TV division is in Harrison's offices at 240 Madison Avenue, New York 10016. Phone number is Murray Hill 3-8030.

## Farmers' suit fails to sway Ky. court

### Kentucky tobacco farmers hoped to curb the scope of antismoking spots

Ruling that "the claim of the plaintiffs is tainted by prior conduct of the cigarette advertisers," a federal judge in Lexington, Ky., last week dismissed the class suit filed by Kentucky tobacco farmers seeking to limit the scope of anti-smoking messages broadcast on the ABC, CBS and NBC television networks.

The farmers have scheduled a meeting with attorneys for Thursday (June 11) to decide on whether to appeal, according to attorney Gladney Harville.

The farmers' suit, filed in Lexington last Dec. 19 (BROADCASTING, Dec. 29, 1969), had asked specifically that the three networks "be permanently enjoined from broadcasting . . . statements or pictures in words or substance either directly or by innuendo the message that cigarettes will kill persons who smoke them." They claimed lack of any "evidence of any causal connection" between cigarette smoking and such a death peril.

Judge C. G. Neese, shunning the farmers' claim that failure of the networks to discontinue such messages

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### Still hitting the weed

Despite strong antismoking campaigns in the last two years, culminating in the legislated deletion of broadcast cigarette advertising beginning next year, smoking among teen-agers has risen in the past two years.

Dr. Dan Horn, director of National Clearinghouse for Smoking and Health, sponsored by the U.S. Public Health Service, has reported that smoking among boys 12-18 years old has jumped from 14.7% in 1968 to 18.5% this year, with 18-year-olds moving up from 35.5% to 42.5%. For girls at the same age levels, the increase has been from 8.4% to 11.9%, with 18-year-girls up from 21.3% to 27.8%.

The 1970 study covered 2,640 boys and girls, selected randomly by computer from telephone listings. The 1968 sample consisted of 4,931 boys and girls with over 500 specially interviewed because they had no telephones. It was found, however, that the pattern of telephone-less teen-smoking did not differ from their peers with telephones. For 1970, therefore, the in-home interviews were dropped.

would "inflict irreparable harm" on the tobacco industry, chided cigarette advertisers.

The key point of the suit, said Judge Neese, was that the tobacco growers wanted anti-smoking commercials ended while "massive" cigarette advertising campaigns continued. Observed Judge Neese: these advertisements have "never bothered to drop even a subtle hint therein that the smoking of cigarettes may be hazardous to the health of those who smoke them."

The networks, in their replies, had cited several FCC and court rulings upholding their obligation to broadcast anti-smoking messages in response to the cigarette commercials (BROADCASTING, Feb. 23).

They also had referred to a ruling by the U.S. District Court of Appeals for the District of Columbia on Nov. 21, 1968 in the case of Banzhaf vs. FCC (BROADCASTING, Nov. 25, 1968): ". . . the danger [of cigarette smoking], though not established beyond all doubt, is documented by a compelling cumulation of statistical evidence. . . ."

Expected to attend Thursday's meeting are the eight farmers in whose name the class suit was filed: John A. Baker, William Balden, Tavner Dunlap Jr., R. C. Gray, George Lamb, Glen H. McCauley, Kemp Thompson and James W. Robinson, and attorneys Harville and Robert Odear.

When the ruling was issued last week, the farmers still were working on a second suit—for damages—against the networks. Fate of that suit, Mr. Harville said, would hinge on whether an appeal was filed from Judge Neese's ruling.

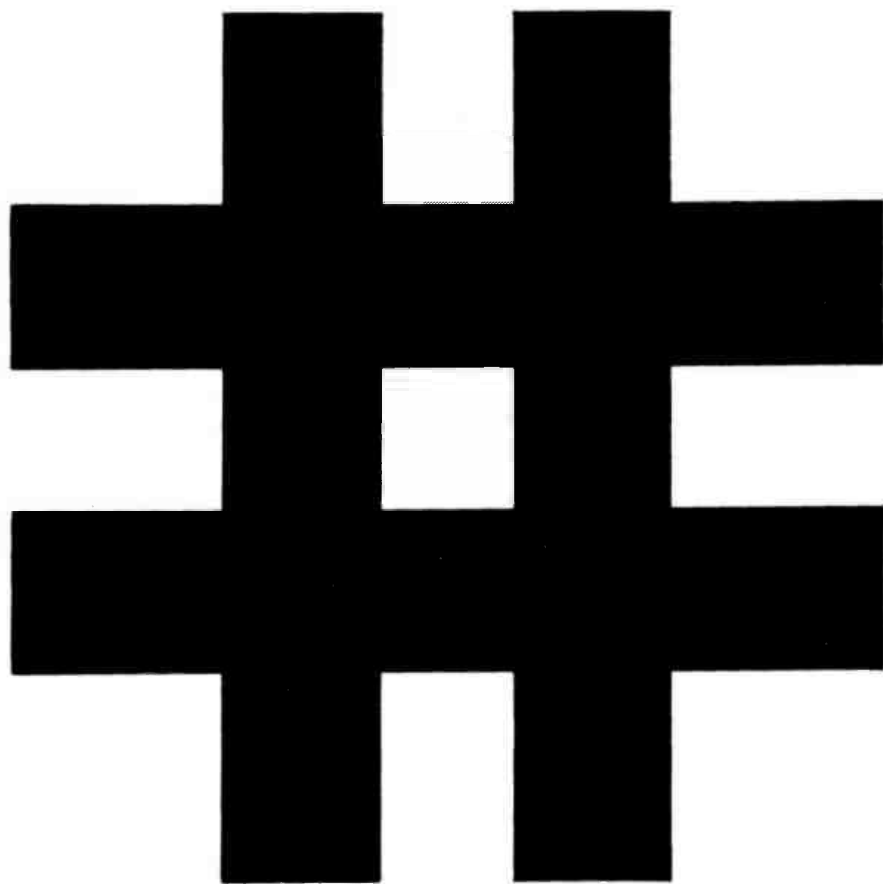
## 'We're involved' spots mark U.S. steel return

After a five-year absence, the U.S. Steel Corp., Pittsburgh, will return to TV advertising this month as part of its new "We're Involved" advertising communications program. The campaign, according to Robert C. Myers, U.S. Steel's director of marketing, will be presented in more than 20 major regional markets and will involve the sponsorship of local TV news, special events and sports programs.

A number of contracts for TV sponsorship have already been signed. On Detroit's WWJ-TV, U.S. Steel will sponsor the National Powerboat Regatta, July 26; a medical story about allergies this summer; a special preview of the Detroit Lions 1970 season in early fall; the J. L. Hudson Thanksgiving Day Parade and the Detroit symphony Christmas concert, among others. The campaign, by Compton Advertising, is designed to show that U.S. Steel contributes to a better life for all.



***we're***



***...and  
still climbing***

\*#1 TRTP-Hooper April-May 1970  
Subject to qualifications which  
CBS will furnish on request

**WCAU 121**

***CBS in Philadelphia ... represented by CBS Radio, Spot Sales.***

# Revamping of political bill urged

## Macdonald not happy over Senate version; radio-TV witnesses cite shortcomings; Burch has some reservations

"Personally, I don't think the bill the Senate sent over is a good bill. It's too vague. It needs changing. And I don't think we can just gulp and say that the bill is better than nothing."

The words are those of House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.); the occasion was last week's round of hearings on the Senate-passed political-broadcasting bill; and the tone foreshadows more maneuvering and hard-thinking on the most complicated broadcasting issue to confront the 91st Congress.

Chairman Macdonald wants some kind of bill. He supports the basic ideas embodied in the Senate measure. But he also wants to find a way to set spending limitations on production costs and on campaign broadcasts during primaries—both of which were left untouched in the Senate—and he wants to tighten existing language in more than one place. It will be at least a week before the subcommittee begins attempting to translate these and other concerns into hard proposals.

What the subcommittee has to work with is a bill (S. 3637) that would repeal Section 315 in presidential and vice presidential campaigns; would permit any legally qualified candidate for public office to buy time at a station's lowest unit rate for a particular time period, and would limit the amount candidates for national office could spend on broad-

cast time. They could spend no more than an amount equal to seven cents for every popular vote cast in the preceding election for the office they seek (or \$20,000, whichever is greater).

With this background, a parade of witnesses came before the subcommittee last week.

Broadcasters who appeared took their traditional stand on Section 315: They not only supported its repeal in campaigns for the Presidency but urged outright abolition of the entire section. (Representative Macdonald assured them they wouldn't get it; he has reservations about even a partial repeal.) They took varying positions on the other provisions.

Richard W. Jencks, president of the CBS Broadcast Group, said his organization did not oppose the enactment of cut rates for politicians, since "the public interest in an informed and involved electorate is served by affording political candidates ease of access to our facilities." He added that political announcements already receive much favorable treatment: They "are treated as non-pre-emptible," they can pre-empt already sold commercial time. Mr. Jencks opposed the spending limitation because, he said, the money could simply be transferred to other media and would therefore not limit campaign spending at all. He also said it would place an "impossible burden on broadcasters" unless the responsibility for staying within the limitation was clearly assigned to

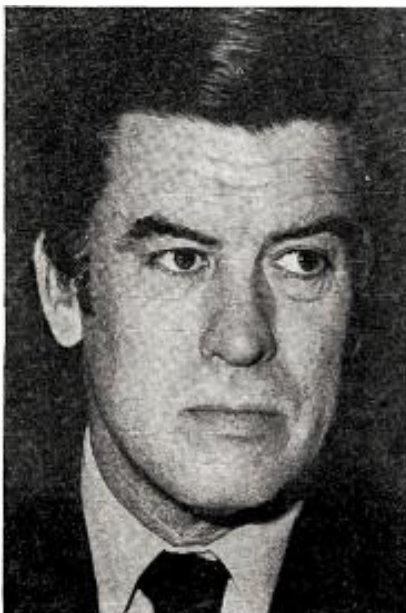
candidates and their representatives.

Everett H. Erlick, ABC group vice president and general counsel, also said limitations should be imposed only if they apply to all media. He also said that rate reductions should come from voluntary action rather than "the imposition of discriminatory financial obligations upon broadcasters."

In a statement submitted for the record, NBC President Julian Goodman also opposed legislation of reduced rates "on principle," because it would be discriminatory, and because of a "serious practical defect"—namely, that no matter how meticulously the records are kept and how resolute the FCC might be, there would be "endless disputes as to pricing practices and no one would ever be sure whether he was or was not complying with the statute." If rate reductions are to be legislated, he said, "it would be far simpler to adopt a fixed percentage reduction of published rate."

Strongest opposition to the bill came from Paul Comstock, vice president and general counsel of the National Association of Broadcasters. He opposed the reduced rates as discriminatory, and "extremely burdensome on less successful stations." He said profitable stations are providing voluntary reductions, and less profitable ones should not be forced to do the same.

Mr. Comstock also opposed spending limitations, arguing once again that they



Mr. Hemenway



Mr. Jencks



Mr. Erlick



would be discriminatory.

Representative Macdonald took sharp exception to NAB's testimony. "We have no control over billboards, newspapers and magazines," he said. "How can you say we should treat them the same as your industry, which we do control? . . . You're licensed to serve the public interest. If you can tell me something that more closely affects the public interest than the kind of people sent here to govern every American's life, please tell me. . . . Your bleeding for the small stations doesn't impress me one iota. Because the politician is going to go to the station in his area that will do him the most good, not to the smaller station with less audience and reach."

He also quarreled with Mr. Comstock's description of legislated price cuts as "rate-fixing." The reductions, he said, would be based on a rate schedule that has already been established.

When Mr. Macdonald asked the broadcasters and other witnesses for their opinions on spending limitations in primaries and limits on production costs, he got rather general answers. Most thought that limitations on primary spending seemed logical enough; their position on the issue was largely determined by their position on the bill itself. All agreed that limitations on production costs would be enormously difficult to enforce.

One witness who had some reservations about the bill's 315 proposal was FCC Chairman Dean Burch. He said the commission would prefer adoption of a draft proposal it submitted to amend existing 315 requirements.

That proposal would provide that a candidate for President would still be entitled to equal time if his party ap-

peared on the ballot in 34 states during the preceding election, and if the party's candidate received at least 2% of the vote. Alternatively, he would claim equal time if supported by petitions with signatures equal to 1% of the total vote cast in the preceding election, and if he got on the ballot in at least 34 states. Under the commission's proposal, George Wallace would have been a major candidate in 1968, and would qualify for equal time if he ran again in 1972 as a third-party candidate.

Additionally, the commission would allow a minor-party candidate to claim equal time within a particular state if his party got 2% of the state's vote in the preceding election, or if he obtains petitions with signatures equal to 1% of the vote in the last election. This would permit candidates with regional strength to gain a limited amount of equal time. Lesser candidates than these would be covered by the fairness doctrine. The commission took a similar approach to other elections.

If this provision is not adopted, Mr. Burch said, the FCC "would not object" to the pending proposal for partial repeal of 315.

The chairman also supported the concept of reduced rates as embodied in S. 3637, where the reductions would apply to all candidates. He took no position on spending limitations, but did suggest a means of enforcement if limitations are adopted.

"It seems to us," he said, "that the best means of aiding enforcement of the spending-limit provision would be to amend the statute to require the candidate or a designated representative to authorize in writing any spending for political broadcasts or other use of the electronic media, and to represent to the station or CATV system that the expenditure in question is within the limits specified by S. 3637.

"In that way, the candidate would be accountable for all funds expended by him or on his behalf for the electronic media. Broadcast stations or CATV operators would obtain and rely upon the assurance of the candidate or his authorized representative. We believe that this places the burden and responsibility where it properly belongs—upon the candidate."

Chairman Burch said that Commissioner Robert Wells dissented to the commission's position on reduced rates, in the belief that broadcast rates are but one of many problems in financing campaigns; Commissioner Kenneth A. Cox supported the statement but urged the subcommittee to give some consideration to the proposal of the Twentieth Century Fund for simultaneous nationwide broadcast of campaign programs by presidential candidates (BROADCASTING, Oct. 6, 1969 et seq); and Commissioner Robert T. Bartley dissented to

the commission's favorable assessment of a proposal to require "reasonable" amounts of prime-time availability for political broadcasts.

In other testimony, Russell Hemenway, national director of the National Committee for an Effective Congress, supported the Senate bill as an important step toward equalizing political opportunity. On reduced rates, he said: "Voluntarism has not worked. . . . The elected official . . . is in danger of becoming an indentured satrap, unable to serve the interests of his constituencies because of his commitments and obligations to a few special interests." On spending limitations, he said: "[They] may prove to be self-policing. The risks of violation will be far too high for a candidate for public office."

It was NCEC that drew up the original political-broadcasting bill introduced in the House and Senate, to provide heavy discounts and a number of required availabilities. The bill has faded into the background, and NCEC has put its weight behind the Senate bill instead. Mr. Hemenway won praise last week for his role as "catalyst" in bringing the issue before the 91st Congress.

### Agency appointments:

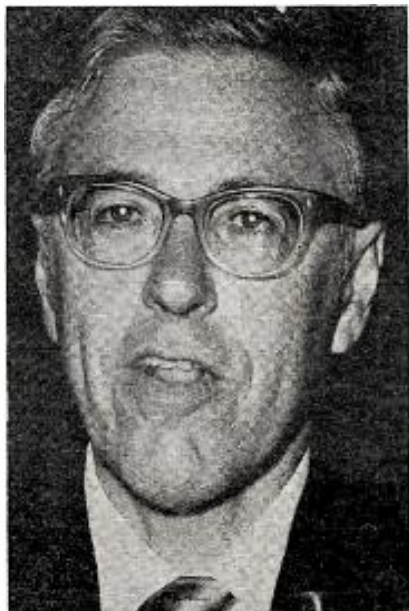
■ National Car Rental System Inc., Minneapolis, has appointed Knox Reeves Advertising Inc. there as the agency for its new Funwheels Division which will rent recreational vehicles such as campers and trailers. Initial trial campaign will utilize newspaper backed up by spot radio.

■ The Questor Corp., Education Products Division, New York, has appointed Gaynor & Ducas & Ads Inc. there to handle its \$800,000 account. A radio and television campaign for the firm's pre-school educational products and teaching devices is being planned. Former agency was E. A. Korchnoy.

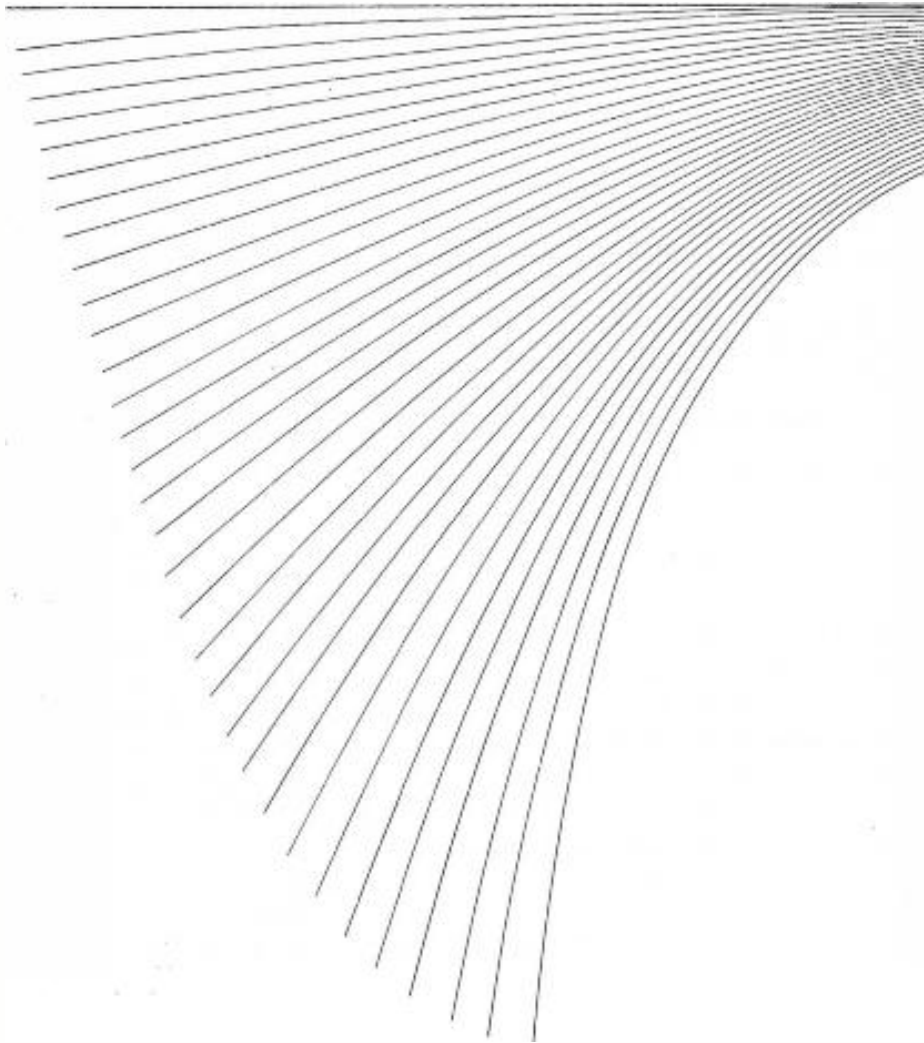
■ Helitzer Advertising Inc., New York, will handle advertising for a new product soon to be announced by Kransco Manufacturing Inc., San Francisco. A spot television campaign in Minneapolis and New York is planned beginning in August.

### Affection for TV grows

Between \$2 million and \$2.2 million out of an advertising budget of \$2.5 million has been earmarked by the Foundation for Full Service Banks, through Dancer-Fitzgerald-Sample, New York, to purchase co-sponsorship of four one-hour National Geographic specials on CBS-TV next season and to continue sponsorship of weekly National Football League games. The foundation, representing 6,200 banks, participated in 15 weekly NFL games last season, including post-season games.



Mr. Comstock



1971 Broadcasting  
CATV Sourcebook

## 1971 Broadcasting CATV Sourcebook Off Press Fall 1970

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

### *Most Complete and Up-to-Date CATV Data Available:*

The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada: —Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable —O-A for picked off the air, or Mic for microwave —Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and

owners, with ownership percentages—Finally, an *industry first*, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

*A Complete CATV Guide* —But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings: —Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada —FCC Rules and Regulations for CATV, including ARB top 100 markets —CATV Suppliers and

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

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

Special Prepublication Reservation  
Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for  copies @ \$6.00 each is enclosed. (Sorry, no charge orders.)

Name: two initials and last name

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Company Name  
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Title/Position

**Broadcasting** 1735 DeSales St., N.W., Washington, D.C. 20036

# TV promoting unleaded gasolines

## Different companies take various approaches introduction of low-pollution fuel

In response to the expressed interest of federal agencies, the surge of public concern over the environment, and the prodding of regional groups, oil companies are rolling up their corporate sleeves and getting down to the business of producing—and promoting—unleaded gasolines.

A number of auto fuel companies have already mounted regional introductions and test market activities, and among those who have not, many plan to launch lead-free or low-lead brands by the fall. Advertising, on the whole, has been an appeal to the public conscience, and, like most gasoline advertising, has relied heavily on the broadcast media.

A spokesman for the American Oil Co. termed the introduction of Amoco regular lead-free gasoline a "very big introduction campaign" beginning "in cities where the need is greatest."

American, which has always marketed a premium lead-free gasoline, took the wraps off its Amoco regular last week in Chicago and Detroit. Two 60-second radio spots and two 30-second radio spots plus one 60- and one 30-second TV spot feature Standard Oil Co. of Indiana board chairman John Swearingen, who says, "we've all said to ourselves, I'm just one man and what can one man do?" Mr. Swearingen, in the new Amoco spots, calls the product "a good step in the right direction."

These commercials will run for two to three weeks in each market, to be followed by a more hard-sell campaign. American Oil, with the assistance of its agency, D'Arcy advertising, is spending most of the launch money in broadcast. The introduction budget represents some new money, and the launch

of the brand accounts in part for the company's increased ad budget for the year 1970.

The oil companies must yet overcome a few technical problems to meet the demand for unleaded gasoline. Leaded gasolines are said to impair the effectiveness of pollution-control devices on newer cars, but lead-free gas cannot be used at all in cars that were manufactured before 1968. Only 60% of the cars currently on the road can use lead-free gasolines, and with lagging new auto sales the percentage could creep up rather slowly. To compound the problem, only a limited number of service stations—those equipped with a third pump—will be in a position to sell lead-free gas.

If California is getting the lion's share of test activity, it may be because that state appears at times to be the seat of consumer unrest over air pollution. At least four major oil companies are now or will shortly be selling low-lead or lead-free gasolines on the West Coast.

Lead-free Texaco has been available since April 3 in the Los Angeles market, "the heart of the pollution problem," as the Texaco campaign calls that city. Like most gasoline marketers, Texaco has not just eliminated lead, but has reformulated the product, so the advertising promotes additives as well as no-lead. The Texaco campaign in Los Angeles is primarily radio, 30- and 60-second spots, created by Benton & Bowles, Texaco's agency.

The Union Oil Co. of California introduced its low lead regular 76 in Los Angeles the second week in May and in San Francisco the week following. The campaign is of "introductory weight," according to a company

spokesman, with about two-thirds of the budget going into television. The three 60-second and eight 30-second TV spots, created by Leo Burnett Co., make a direct, public-service appeal. The buy is mostly prime-time with a heavy male orientation. The TV campaign is being bolstered by radio—30's and 60's in prime time with a substantial Dodgers baseball buy.

This initial thrust is expected to last two months, but the roll-out campaign will continue through the end of the year. Union Oil expects to have expanded throughout California within 60 days and is shooting for distribution throughout the Western states by the end of 1970.

Standard Oil of California is planning a West Coast introduction of its lead-free product to coincide with new-car introductions in the fall. While ad plans have not been completed, a big dose of spot radio and TV has been assured Californians, Alaskans and Hawaiians. This new product, according to an oil company spokesman, was not in the works last year when ad budgets were being drawn up for 1970, so the campaign is budgeted over and above Standard Oil's scheduled ad spending. Distribution in the other operating areas of Standard Oil of California is anticipated by the end of the year.

Atlantic Richfield Co. is accompanying its marketing overhaul—new name, new graphics, reformulated gasolines—with the trial marketing of a third, lead-free product in the Los Angeles area (see separate story). Premium-priced lead-free Arco will be marketed in Los Angeles for a six-month period and may take as long as five years for national introduction.

An exception to the rule that seems to be emerging—that oil companies introduce their lead-free blends in California—is Murphy Oil Corp., a company whose distribution pattern embraces many of the non-urban, relative-pollution-free sections of the U.S.

Murphy Oil, which markets auto

## Atlantic TV, radio spots to promote new fuels

Atlantic Richfield Co., New York, starts a new advertising campaign today (June 8) in support of a change it is making nationally in its marketing. Figuring high in the company's plans are heavy spot TV schedules and saturation radio on behalf of Atlantic Richfield's "new look."

The "new look," officials of Needham, Harper & Steers, New York, said last week, includes the marketing throughout the country of two new and improved gasolines under a single name of ARCO and the introduction of a

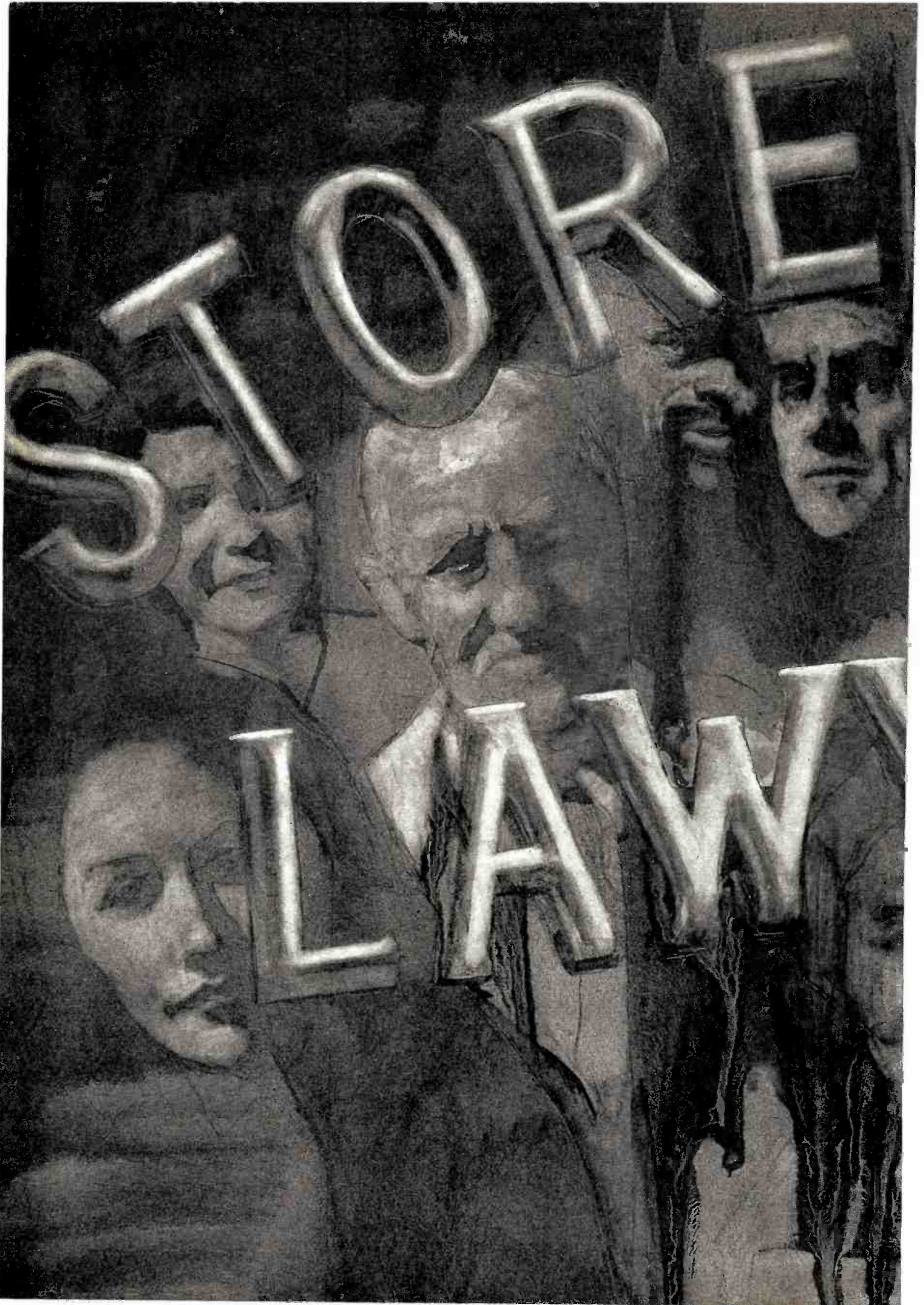
third, lead-free grade of gasoline in 250 service stations in the Los Angeles area (see above).

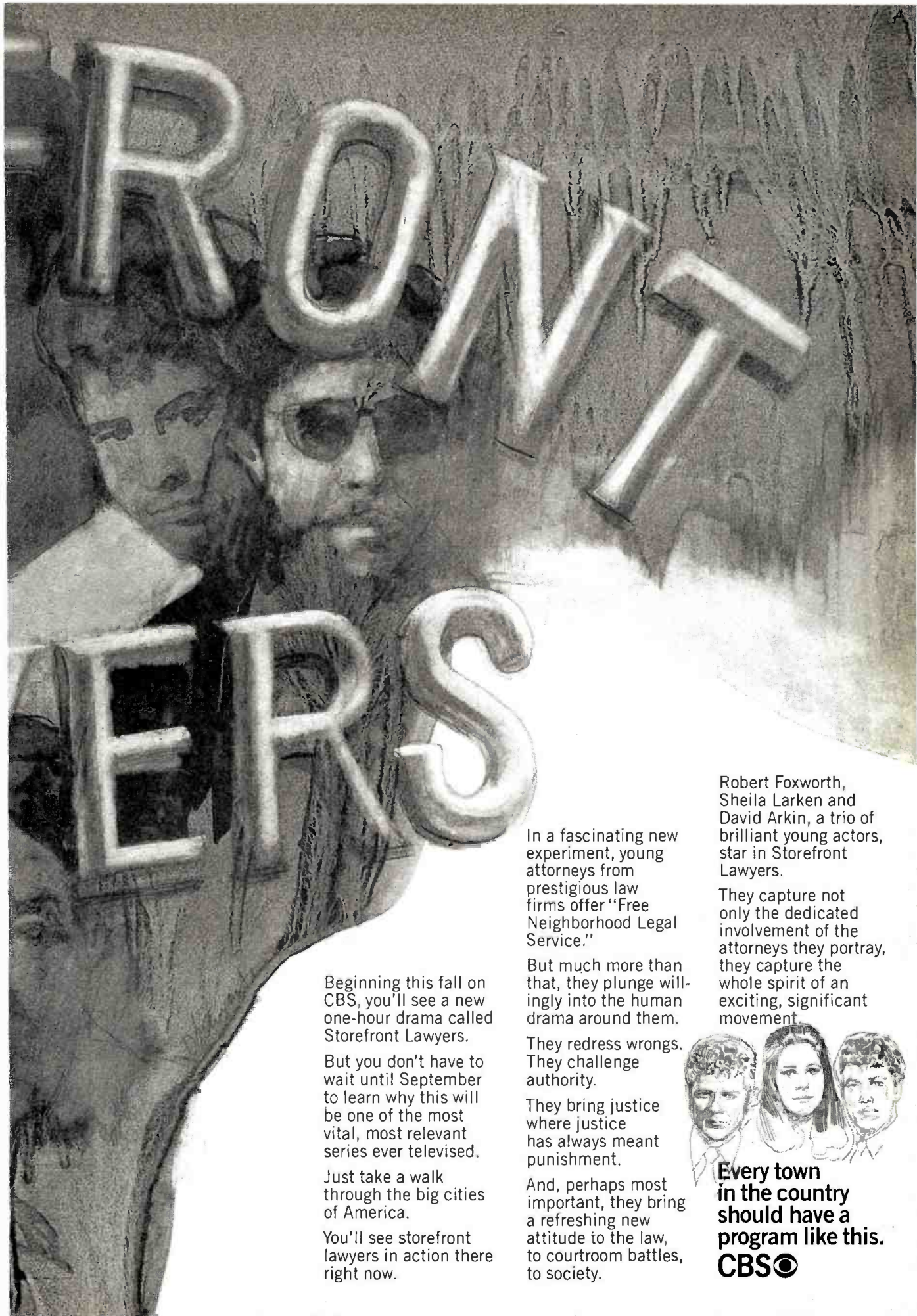
The main thrust of the Atlantic Richfield campaign is national and will involve a changeover for almost 24,000 service stations over a 10-month period. The new program envisions the expenditure of \$60 million.

NH&S, Atlantic Richfield's agency, said the program will begin in 12 areas across the nation today and that on a weekly basis, other areas of the country will be "phased in" with the full national coverage completed "early in 1971." The initial campaign, according to NH&S, is to run in areas that will include Los Angeles, Philadelphia, Pitts-

burgh, Columbus, Ohio, Fort Wayne, Ind. and Las Vegas.

In addition to broadcast, Atlantic Richfield intends to make use of regional editions of *Life* and *Look* magazines and full-page newspaper advertisements. The TV campaign, which will encompass 60-second, 30-second and 10-second commercials, is built around a theme of "ARCO supreme gasoline helps your car breathe in easy to breathe out cleaner." One of the spots shows a car traveling underwater, and another underscores the ARCO name, by depicting a gasoline station disappearing underground so that the station can "reappear as your local ARCO station."





Beginning this fall on CBS, you'll see a new one-hour drama called Storefront Lawyers.

But you don't have to wait until September to learn why this will be one of the most vital, most relevant series ever televised.

Just take a walk through the big cities of America.

You'll see storefront lawyers in action there right now.

In a fascinating new experiment, young attorneys from prestigious law firms offer "Free Neighborhood Legal Service."

But much more than that, they plunge willingly into the human drama around them.

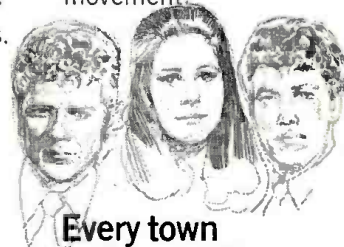
They redress wrongs. They challenge authority.

They bring justice where justice has always meant punishment.

And, perhaps most important, they bring a refreshing new attitude to the law, to courtroom battles, to society.

Robert Foxworth, Sheila Larken and David Arkin, a trio of brilliant young actors, star in Storefront Lawyers.

They capture not only the dedicated involvement of the attorneys they portray, they capture the whole spirit of an exciting, significant movement.



**Every town in the country should have a program like this.**

**CBS** 

fuel in the Southeast and Upper Midwest under the Spur trademark, announced last week that it would offer a lead-free regular gas at service stations in New Orleans and Baton Rouge, La., the Florida cities of St. Petersburg, Clearwater, Tampa and Orlando, and in Minneapolis and St. Paul, and in Duluth, Minn. and Superior, Wis. Some \$500,000 has been budgeted for this two-month special introductory effort, and 75% of that will be in television.

The TV campaign for Spur AP (anti-pollution gasoline) which began last week, features actor Fess Parker as spokesman. Fess Parker, known for his Davy Crockett and Daniel Boone roles, was chosen because he is associated with the unspoiled outdoors. Tucker Wayne & Co., Atlanta, made three TV spots for Murphy Oil, one 30-second commercial, one 60-second commercial and one two-minute commercial. The decision to use a 120-second spot rested on the complicated issues involved and the need for impact. The two-minute spots are concentrated in the first two weeks of the campaign, in local, prime-time movies, where the flexibility of buys is greatest, and in fringe-time news.

Other oil companies have indicated

that they are committed to the development of low-lead or lead-free brands, although many are reluctant to divulge plans. Speaking of the whole industry, the advertising manager of an oil company that claims not to have decided the course it will take, concedes that "most of the companies are going to move in that direction, either low-lead or lead-free, and I think most of that activity is going to take place in the fall."

## FTC wraps up case of marbles in soup

The Federal Trade Commission last week accepted a final consent order that will remove the marbles from Campbell Soup advertisements.

In a 3-to-2 decision, the FTC also rejected the contention of five Washington law students who charged that the order is inadequate. The students, organized as SOUP Inc. (Students Opposing Unfair Practices), had asked to intervene in a hearing on the adequacy of the order.

But the FTC, with Commissioners Philip Elman and Mary Gardiner Jones dissenting, said it did not intend to

proceed further — principally because there was no disagreement on the facts or the FTC's authority to act, and because the order does halt the questioned practice.

Last week's decision made final an order issued in September 1969. It grew out of a charge that Campbell and its advertising agency, BBDO, had placed clear glass marbles in the bottom of soup bowls shown in advertisements, in order to make solid ingredients rise to the top.

The order prohibits this specific practice and also bars Campbell from "misrepresenting the ingredients of any of its products in any manner."

Commissioners Elman and Jones wanted to let SOUP intervene in the proceeding. In separate statements, they agreed that the law students had raised legitimate issues, and that a seriously challenged consent order should not be accepted when the question of its adequacy has not been resolved in an evidentiary hearing.

The five petitioners are students who currently are studying under consumer-protection advocate John F. Banzhaf III, who teaches at George Washington University.

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## TheMedia

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# Crowded Chicago agenda faces NCTA

## FCC's new impetus to CATV to be prime topic; record number of exhibitors expected at convention

Cable TV operators began trooping into Chicago yesterday (June 7) for the 21st anniversary of CATV. They were the advance guard of an expected 4,000 attending the annual convention of the National Cable TV Association.

High on the list of subjects bound to be prime topics at the convention was the forthcoming FCC notice of rulemaking that promises to unleash cable TV from present commission restrictions. The "Public Dividend Plan," being urged by FCC Chairman Dean Burch, promises also to permit cable TV to enter the major markets, as well as to import distant TV signals—but at a price for copyright, for the Corp. for Public Broadcasting, for municipalities and with a crutch thrown in for broadcasters (BROADCASTING, May 25 et seq.).

So imminent is the Burch-backed plan that a delegation of CATV operators waited on Mr. Burch, FCC General Counsel Henry Geller and others early last week to discuss the proposed rule-

making.

They were not alone; throughout the past two weeks, visits and telephone calls on the subject have poured into the FCC from representatives of broadcasters and copyright owners.

A principal item in the CATV delegation's visit was, according to NCTA Chairman M. William Adler, to impress on the commission the problems of small cable operators on whom the added financial outlays would lay a burden. Those who met with the chairman and Mr. Geller for the 30 minutes were, in addition to Mr. Adler, Alfred R. Stern, Television Communications Corp.; Irving B. Kahn, Teleprompter Corp., Robert Beisswenger, Jerrold Corp., and Bruce Merrill, Ameco Inc. All except Mr. Merrill are also members of the NCTA's copyright committee; Mr. Merrill is from Phoenix, Ariz., Mr. Burch's home state.

Perhaps the most significant change convention participants will see in Chi-

cago this week is the increasing number of program suppliers exhibiting; they account largely for the 50% increase in exhibitors, up from last year's 70 in San Francisco, to 104 this week in Chicago.

The influx of program suppliers is exemplified by the announcement last week that Tele-Communications Inc., a Denver-based group cable firm, has signed an agreement with Jack Douglas, producer-host of travel and adventure TV programs, for distribution of his product for CATV. Distribution of 65 half-hour segments of the *America* series, 78 half-hours of *The Golden Voyage* programs and 39 half-hours of *Across the Seven Seas*, produced by Mr. Douglas for Bing Crosby Productions, will be made through TCI Programs, a new division of Tele-Communications. Also planned are 260 Douglas-produced and narrated, five-minute programs designed for women.

All of this, as well as cameras, monitors, video tape recorders, film and

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**NO**  
sounds!!!  
WNCAL  
127

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**NEWS**  
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**CBS in Philadelphia ... represented by CBS Radio, Spot Sales.**

slide chains, are aimed at providing cable operators with programs and equipment for the local origination many will be required to commence Jan. 1.

Highlighting the equipment area will

be the showing by several firms of two-way cable systems and amplifiers. And, promising a new and different system of cable TV is Rediffusion's announcement last week that the first "dial-a-program" installation is going in at Dennis Port

on Cape Cod, Mass.

Following is the program at the Chicago NCTA convention. All events are in the Palmer House, unless otherwise specified.

Exhibitors are listed on page 44.

## On tap at the NCTA convention

### Sunday, June 7

**Registration**, 8 a.m.-10 p.m., West Lounge (4th floor).

**Exhibits**, 1-9 p.m., 3rd, 4th, 5th, 7th floors.

**Exhibitors' Reception**, 6-8 p.m., exhibit areas. All registrants welcome.

### Monday, June 8

**Registration**, 8 a.m.-5 p.m., West Lounge.

**Exhibits**, 9 a.m.-6 p.m., 3rd, 4th, 5th, 7th floors.

**Eye Opener Sessions**. All 8-9 a.m.

*Summation Sweeping Method* (Tutorial Technical Session #1), Monroe Room, Vic Nicholson, Jerrold Electronics Corp., Philadelphia. Session chairman: John K. Lady, director of research, NCTA, Washington.

*Signal Level Meter; Calibration Techniques* (Tutorial Technical Session #2), Fred Schulz, Sterling Communications, New York. Session chairman: G. Norman Penwell, director of engineering, NCTA, Washington.

*Headend and Signal Multiplexing* (Tutorial Session #3), Walter S. Wydro, Walter S. Wydro Consultants, Pineville, Pa. Session chairman: Robert Loos, Dubuque TV-FM Cable Co., Dubuque, Iowa.

*Broadcasters Look at CATV and a Response*, Parlor B. Panelists: John Summers, chief counsel, National Association of Broadcasters, Washington; Martin E. Firestone, general counsel All-Channel Television Society, Washington; E. Stratford Smith, Smith, Pepper, Shack & L'Heureux, Washington; Harry M. Plotkin, Arent, Fox, Kintner, Plotkin & Kahn Washington. Moderator: Charles Walsh, assistant general counsel, NCTA, Washington.

*How to Distribute Programs to All Originating CATV Systems*, 8-9 a.m., Crystal Room. Panelists: Robert Weisberg, TeleMation, Inc., New York City; Herbert A. Jolovitz, director of government relations, NCTA, Washington. Alan Raywid, Cole, Zylstra & Raywid, Washington.

*CATV Training Programs*, 8-9 a.m., Wabash Parlor. Panelists: Harry Weaverling, National Cable Television Center, State College, Pa.; Robert Turkisher, Colorado Electrical Technical College, Colorado Springs, Colo.

**Opening Session**, 9:15-11:45 a.m., Grand Ballroom. Moderator: Ralph N. Demgen, convention chairman, Willmar, Minn.

Official Welcome: Richard Daley, mayor of Chicago.

Chairman's Annual Report: M. William Adler, NCTA national chairman, Weston, W. Va.

Keynote Address: *CATV: The Fourth Dimension in Communications*, Donald V. Taverner, president NCTA, Washington.

10:30 a.m. *The Market Looks at Cable and Vice Versa*. Panelists: Martin R. Smith, Malarkey, Taylor & Associates, Washington; Richard W. Kershner, Drexel Harriman Ripley Inc., Philadelphia. Moderator: Paul Kagan, Paul Kagan Associates, New York.

12:30-2 p.m., Grand Ballroom; **Luncheon**; Moderator: M. William Adler, NCTA national chairman. Invocation: The Right Reverend Monsignor John Banahan, director of radio and television, Archdiocese of Chicago. Address: Dr. Eugene V. Rostow, professor of law, Yale University;

*The Future of Cable Television*.

2:15 p.m., Grand Ballroom; **Management Session; New Regulatory Approaches**. Panelists: Sol Schildhouse, acting chief CATV Bureau, FCC, Washington; Bruce E. Lovett, vice president of corporate development, American Television and Communications Corp., Washington; Frederick W. Ford, Lovett, Ford, Hennessey and White, Washington; Newton N. Minow, Liebman, Williams, Bennett, Baird & Minow, Chicago. Moderator: Gary L. Christensen, general counsel, NCTA, Washington.

4 p.m., *Analyze Your Market for Cablecasting*. Panelists: Xenophon Mitchell, Ottawa TV Cable, Ottawa, Ill.; Edward A. Frey, Monitel, New York; Edward Drake, LVO, Tulsa, Okla.; Jay Silber, Documentary Broadcasting Syndicate, New York. Moderator: Gregory J. Liptak, LVO, Tulsa, Okla.

### Tuesday, June 9

**Registration**, 8 a.m.-5 p.m., West Lounge (4th floor).

**Exhibits**, 9 a.m.-6 p.m., exhibit areas (3rd, 4th, 5th, 7th floors).

**Eye Opener Sessions**, all 8-9 a.m.

*Sweep Techniques* (Tutorial Technical Session #4), Monroe Room; Ferrell Anderson, National Trans-Video Inc., Dallas. Session chairman: John K. Lady, director of research, NCTA, Washington.

*Intermodulation and Cross Modulation Testing* (Tutorial Technical Session #5), Adams Room; Walter Wydro, Walter Wydro Consultants, Pineville, Pa. Session chairman: George Meyer, Minnesota CATV Inc., Mankato, Minn.

*Frequency Measurement Methods* (Tutorial Technical Session #6), Parlor A; Warren Braun, Warren Braun & Associates, Harrisonburg, Va. Session chairman: G. Norman Penwell, director of engineering, NCTA, Washington.

*Do's, Don't and Why's of Labor Union Campaigns*, Parlor B; Panelists: Harold Berg, Benenson & Israelson, New York; Raymond Joslin, Continental Cablevision of Ohio, Findlay, Ohio; Geoffrey Nathanson, Cypress Communications, Los Angeles. Moderator: Marjorie Reed, counsel, NCTA, Washington.

*Understanding Your Market and How To Sell CATV Connections*, Crystal Room; Panelist: John Gault, American Television and Communications Corp., Denver.

*Understanding Your Market and How to Sell Advertising on Local Origination*, Wabash Parlor; Discussion leaders: Barry Stigers, Athena Communications Corp., New York; Gregory J. Liptak, LVO, Tulsa, Okla.

9:15-11:45 a.m., Grand Ballroom; **Management Session; Discussions and Demonstrations of Things You Haven't Planned For**; Panelists: Dr. William J. Thayler, Department of Physics, Georgetown University, Washington; William B. Gross, General Electric, Philadelphia; Herman Moeller. Moderator: Archer S. Taylor, Malarkey, Taylor & Associates, Washington.

9:15-11:45 a.m., Monroe Room; (Technical Session #3, Cablecasting Workshop), *Trade-offs in Local Origination*; Ken Lawson, TeleMation Inc., Salt Lake City, Utah. *Spatial-Frequency Encoding Techniques Applied to a One-Tube Color Television Camera*; Earle Jones, Albert Macovski,





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Stanford Research Institute, Menlo Park, Calif. *The CATV Modulator*; Alex Best, Scientific-Atlanta Inc., Atlanta. *Production Switchers for CATV*; George Petrilak, Telemet, Amityville, N.Y. Session chairman: Greg Liptak, GenCoE Inc., Tulsa, Okla.

2:15-5 p.m., Monroe Room; (Technical Session #1 System Design I), *Dial-A-Program*; Ralph Gabriel, Rediffusion, London, England. *Best Frequency Assignments Mid and Super Band Channels*, Mike Jeffers, Jerrold Electronics Corp., Hatboro, Pa. *Improving Reliability of CATV Systems*; Raymond St. Louis, Blonder-Tongue Labs., Newark, N. J. *What is a Good Ground?*, Leo Levisay, Teleprompter Corp., Mobile, Ala. Session chairman: John K. Lady, director of research, NCTA, Washington.

2:15-5 p.m., Adams Room; (Technical Session #2, The Coaxial Cable). *Effects of Nonuniform Coaxial Cable on CATV Signal Quality*; Walter Roberts, Frederic N. Wilkenloh, Superior Continental Corp., Hickory, N.C. *Copper-clad Aluminum Fine Wire Uses in Coaxial Cable*; John Fan, Frank Spexarth, Metal & Controls Inc., Division of Texas Instruments, Attleboro, Mass. *Pressurization and the Use of Air Dielectric Cable*; Ken Brubaker, Altoona Video Corp., Altoona, Pa. *Underground Construction* (panel). Panelists: Milton Lewis, Burnup & Sims, West Palm Beach, Fla.; John Groom, Valley County Cable, Newhall, Calif.; John Harris, Imperial Plastics Inc., Orange, Calif.; Walter Welch, South Florida Cable TV Corp., Ft. Myers Beach, Fla. Session chairman: Jack Arbuthnott, Times Wire & Cable Co., Wallingford, Conn.

9:15-11:45 a.m., Adams Room; (Technical Session #4 CATV Amplifier Design), *Dual Pulsed-Pilot Carrier ALC for Temperature Color Stability of CATV Signals*; O. D. Page, P. E. Treynor, Entron Inc., Silver Spring, Md. *The Use of Modulated Pilots in ALC Systems*; George Dixon, C-COR Electronics Inc., State College, Pa. *Hybrid Thin-Film Techniques Applied to Broadband Cable Communications Repeater Amplifiers*; Ralph Eschenback, Hewlett-Packard, Palo Alto, Calif. *Computer Aided Design of a CATV Amplifier Using Hybrid Integrated Circuits*; Brian L. Jones, Les Besser, Norman Gri, Fairchild Microwave and Optoelectronics, Mountain View, Calif. *Analysis of a CATV Amplifier Performance vs. Gain Reduction*; Donald Dworin, Vikoa Inc., Hoboken, N.J. Session chairman: Ferrell Anderson, National Trans-Video Inc., Dallas.

12:30-2 p.m., Grand Ballroom; Luncheon; Moderator: Donald V. Taverner, president, NCTA, Washington. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis. Address: Herbert Klein, director of communications, The Executive Branch, Washington.

2:15-5 p.m., Monroe Room, (Technical Session #5, Microwave for CATV), *CARS Band Remote to Head-end Link*; Tom Smith, John Dillon, Scientific-Atlanta Inc., Atlanta. *Reliability of Transmissions at Frequencies Above 6GHz*; James F. Roche, Raytheon, Norwood, Mass. *CARS Band Frequency, Conservation*; Russ Naugle, Collins Radio Co., Dallas. *Infrared and Optical Links for CATV*; Derald Cummings, C-COR Electronics Inc. State College, Pa. *Microwave Sequential Test Signal Systems*; Kenneth Schneider, TeleMation Inc., Salt Lake City, Utah. Session chairman: Charles Henry, Badger CATV, Iron Mountain, Mich.

2:15-5 p.m., Adams Room; (Technical Session #6, Two-Way Transmission Systems), *Two-Way Repeater Station Utilizing Hybrid Thin Film Amplifier as Building Block*; Gaylord Rogeness, Anaconda Electronics Co., Anaheim, Calif. *Two-Way Transmission*; Henry Marron, Andrew Barnhart, Jerrold Electronics Corp., Hatboro, Pa. *Diplexing of Information in CATV Amplifiers*; Daniel Lieberman, Sylvania Electronic Products, Seneca Falls, N.Y. *Design Considerations for a Closed-Loop CATV System*; Charles Sampson, Ross Telecommunications, Washington. *Two-Way*

*Amplifiers*; J. D. Cauldwell, HTV Systems Inc., East Rochester, N.Y. Session chairman: Miwe Rodriguez, Vikoa Inc., Hoboken, N.J.

2:30-5 p.m., Wabash Parlor; **Annual Membership**; (NCTA Members Only), Presiding: M. William Adler, national chairman, NCTA, Weston, W.V. Election of officers and directors; Proposed by-laws amendments; Reports of standing and special committees; Other Business; 1970 election committee: Harry Harkins, chairman, Sarasota, Fla.; Sanford Randolph, Clarksburg TV Cable Co., Clarksburg, W.Va.; Cal Sutliff, American Cable Television, Phoenix.

6:30 p.m., Pool Deck, 6th floor, Adams Room. **Chairman's Annual Reception**; Honoring new NCTA national chairman and wife and NCTA president and Mrs. Donald V. Taverner.

7:30 p.m., Grand and State Ballrooms. **Annual Banquet**; Program: Patrick Bresnan, Ironwood, Mich., master of ceremonies, Introduction of new officers and directors; Presentation of annual Larry Boggs Award, Al Ricci, Keene, N.H. Entertainment: Myron Cohen; Music By: Norm Krone Orchestra.

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## Wednesday, June 10

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**Registration**, 8 a.m.-1 p.m. West Lounge (4th floor).

**Exhibits**, Exhibit areas (3rd, 4th, 5th, 7th floors).

**EYE Opener Sessions**, all 8-9 a.m.

*Cable Amplifier Powering Methods* (Tutorial Technical Session #7), Monroe Room, I. Switzer, Maclean-Hunter Cable TV Ltd., Rexdale, Ont., Canada. Session chairman: John K. Lady, director of research NCTA, Washington.

*Noise, Noise Factor and Hum Measurement* (Tutorial Technical Session #8), Adams Room, Archer S. Taylor, Malarkcy, Taylor & Associates, Washington. Session chairman: G. Norman Penwell, Director of engineering, NCTA, Washington.

*Performance Testing Modulators and Demodulators and Vertical Interval Test Methods* (Tutorial Technical Session #9), Parlor A, Ken Brubaker, Altoona Video Corp., Altoona, Pa. Session chairman: Charles Henry, Badger CATV, Iron Mountain, Mich.

*Power Companies, Telcos and Their Regulators*, Parlor B, Panelists: Jay E. Ricks, Hogen & Hartson, Washington; Walter Kaitz, general counsel, California CATV Asso., Oakland, Calif.; John P. Cole, Cole, Zylstra & Raywid, Washington; Benjamin J. Conroy Jr., Communications Properties Inc., Austin, Tex. Moderator: Marjorie S. Reed, counsel, NCTA, Washington.

*Insurance Programs Available Thru NCTA, Crystal Room*; Panelists: Richard Erlandson, New England's Life Insurance Co.; Paul Armstrong, Combined Insurance Co.; Ed Sprague, American Insurance Marketing Corp.

*Tax Reform Act of 1969 and Its Implications*, (Compensation Plans Available), Wabash Parlor, Panelist: William Tiedermann, Arthur Anderson & Co., New York. Moderator: William Arnold, Communications Properties Inc., Austin, Tex.

9:15-11:45 a.m., Grand Ballroom, **Management Session; Cablecasting—An Insatiable Appetite**; Panelists: Barbara Ringeer, assistant register of copyrights, Copyright Office, Washington; John D. Matthews, Dow, Lohnes & Albertson, Washington; Arthur Scheiner, Wilner, Scheiner & Greeley, Washington; Arthur Stambler, Washington. Moderator: Charles Walsh, assistant general counsel NCTA, Washington.

10:30-11:45 a.m., *Watch The Bottom Line—But Cablecast*; Panelists: Gary Weik, TV Transmission Inc., Lincoln, Neb.; Tony Accone, Palm Springs TV Co., Palm Springs, Calif.; Frank Herman, FCB Cablevision, Newport Beach, Calif.; Moderator: Barry Stigers, Athena Communications

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9:15-11:45 a.m., Monroe Room, (Technical Session #7, Cablecasting Workshop); *A Flexible Medium for Local Origination*; John A. Pistor, Eastman Kodak, Rochester, N. Y.; *Low-Cost Color Van*; Kenneth K. Kaylor, Phillips Broadcasting Equipment Corp., Montvale, N. J.; *Design of the Local Origination Studio*; Larry Nelson, Century Lighting Inc., Los Angeles; *TV Studio Origination: The Professional Approach*; Matt Spinello, Ampex Video Institute, Elk Grove Village, Ill.; *The Feasibility of Low-Cost FM Cablecasting*; Richard Doering, Central Wyoming College, Riverton, Wyo. Session chairman: Robert Loos, Dubuque TV-FM Cable Co., Dubuque, Iowa.

9:15-11:45 a.m., Adams Room, (Technical Session #8).

*The TV Receiver—CATV Interface*. Panelists: Norman Parker, Motorola, Franklin Park, Ill.; Gene Walding, Oak Manufacturing, Crystal Lake, Ill.; Philip Hamlin, Hamlin International Corp., Seattle; Ed Chalmers, Zenith Radio Corp., Chicago; Fred Schulz, Sterling Communications, New York. Session chairman: G. Norman Penwell, director of engineer, NCTA, Washington.

*CATV Standards Proposals*. Panelists: Archer S. Taylor, Malarkey, Taylor & Associates, Washington; Robert Beaman, H&B American, Los Angeles; Sydney R. Lines, office of the chief engineer, FCC, Washington; Lawrence W. Templeton, Hammett & Edison, San Francisco. Session chairman: Herb Michels, Time-Life Broadcast Inc., New York.

12:30-2 p.m., Grand Ballroom, Luncheon Moderator: Ralph N. Demgen, convention chairman, Willmar, Minn. Invocation: Reverend Daniel Barrett, executive producer of the Commission on Communications, Church Federation Greater Chicago. Address: The Honorable Dean Burch, chairman, FCC, Washington.

2:15-5 p.m., Grand Ballroom, *Delivering on PR Promises*, Irving B. Kahn, president, Teleprompter Corp., New York.

Moderator: William Bresnan, chairman, NCTA public relations committee, Los Angeles.

2:15-5 p.m., Monroe Room, (Technical Session #9, System Design II), *System Improvement Via Phase Locked Signals*, Arie Zimmerman, Phasecom Engineering, Anaheim, Calif., and I. Switzer, Maclean Hunter Cable TV Ltd., Rexdale, Ont.; *Multi-Channel Display and Data Communications*, Thomas Chuang, Vikoa Inc., Hoboken, N.J.; *Filtered Pulse Width Modulation (FPWM) for Inter and Intra City Distribution*; Dr. Joseph Vogelmann, Ira Kamen, Laser Link Corp., New York; *The AML Microwave Link*; Dr. Nicholas Begovich, Hughes Aircraft Co., Culver City, Calif.; *The Use of Integrated Circuits in Cable Television*; Larry Roeshot, National Cable Television Center, State College, Pa. Session Chairman: Milford Richey, Collins Radio Co., Dallas.

2:15-5 p.m., Adams Room, (Technical Session #10, Headend Design), *Waveform Testing of Television Broadcast or Cable Transmissions by Means of Demodulated VIT Signals*; B. W. Osborne, Telemet, Amityville, N. Y.; *Evaluation of Intermodulation Distortion in Up Converters and Down Converters for CARS Band Systems*; Everett Guthrie, Fairchild Microwave and Optoelectronics, Mountain View, Calif.; *Determination and Evaluation of Available Signals in Antenna Site Selection*; James Summers, Scientific-Atlanta Inc., Atlanta; *Analysis of Minimum Headend Engineering Requirements for Satellite CATV Reception*; Steven Biro, Vikoa Inc., Hoboken, N. J.; *An Inside Look at Dynair's RX-4B CATV Headend Demodulator*; Myron Birmingham, Dynair Electronics Inc., San Diego. Session Chairman: George Meyer, Minnesota CATV Inc., Mankato, Minn.

## Thursday, June 11

9 a.m. Noon, Crystal Room, NCTA board of directors meeting.

# Who, what and where of the NCTA Chicago exhibits

**Aberdeen Co.**  
Booth 3-24  
Headquarters: Box 2663, Culver City, Calif. 90230.

On display will be construction materials for cable plants, lashing wire, clamps, pedestals.

Personnel: George M. Acker.

**Advanced Research Corp.**  
Booth 4-04  
Headquarters: 715 Miami Circle, N.E., Atlanta 30324.

Shown will be "Versacom," a systems concept providing a telecommunication network for a variety of nonvideo communications services, such as fire, burglar, emergency button, meter reading, etc. The system is also applicable for municipal services, such as fire call box, water system telemetry and many other applications.

Personnel: E. A. Rollor Jr., A. F. Bruns, L. A. Turner.

**AEL Communications Corp.**  
Booth 4-47  
Headquarters: Box 507, Lansdale, Pa. 19446.

Exhibiting a complete line of CATV amplifiers, etc. Also featuring demonstration of AEL's Superband tunerless converter.

Personnel: Conrad J. Fowler, Milton Nussbaum, I. A. Faye, D. Biberman, S. Colodny, P. Bartol, Joel Sacco, Dick Old, B. Stanton, B. Price, R. Bailey, G. Hebert, G. Kern, E. Dart.

**Ameco Inc.**  
Booth 3-02  
Headquarters: 2960 Grand Ave., Phoenix 85002

Featuring headend equipment, new Silver-Tap II directional tap, discrete cable transmission system and Pacesetter II series amplifiers.

Personnel: Bruce Merrill, Gay Kleykamp, Earl Hickman, Mike Hausman, Tom Straw, Ken Jones, Walt Hinck, Gene Wampler, Roland Pedigo, Jim Collins.

**American Pamcor Inc.**  
Booth 4-59  
Headquarters: Valley Forge, Pa. 19481  
Displaying line of CATV taps, line extenders, trunk and distribution line splitters and connectors. Also to be shown will be a complete line of heat-shrinkable products, including a heat-shrinkable tap cover.  
Personnel: Jack Bluerock, Ed Boland, Don Cox, Tom Davis, Ted Dalrymple, Arnold Johns, Joe LeBlanc, Clint Start, Bob Toner.

**Benco Television Corp.**  
Booth 4-25  
Headquarters: 724 Bugbee St., Jacksonville, Fla. 32207.  
Shown will be CATV and MATV equipment.

Personnel: C. J. Evans, D. H. Gray, G. Wakeman, J. Spoon, W. Seeley, J. Spisar.

**Belden Corp.**  
Booth 4-52  
Headquarters: 415 S. Kilpatrick Ave., Chicago 60644.

To be shown will be a complete line of aluminum TV ground wire, antenna wire, CATV systems cable, control cables, master antenna TV cables, RG/V transmission line cable, TV camera cables, video cables.

Personnel: B. Donahoe, E. Spull, R. Glende, H. Flanders, G. Hansbury, B. Zubrycki, F. Timmons, P. Miller, R. Seth, J. McMinnamen.

**Associated Press**  
Booth 4-53  
Headquarters: 50 Rockefeller Plaza, New York 10020.

On display will be AP news wire and DataVox character generator.

Personnel: Robert Eunson, Robert M. Sundy, Robert Sidman, John Dingman, Eugene Foster, R. V. Jenkins.

**Aqua Instrument Co.**  
Booth 4-68  
Headquarters: 109 Leo Ave., Syracuse, N.Y.

13206.  
On display will be cable television passive devices and closed-circuit television equipment.  
Personnel: Harold K. Garey, Michael E. Garey, Robert M. Brooks, Phillip Lopez.

**Andrew Corp.**  
Booth 3-21  
Headquarters: 10500 W. 153rd St., Oakland Park, Ill. 60462.

Displayed will be microwave antenna systems, transmission lines and associated equipment.

Personnel: Victor J. Andrew, Robert C. Bickel, C. Russell Cox, Rich Gaskins, Tom Glab, Bob Green, Ernest Heitsch, James Jesk, Lawrence Krahe, Bert LaBash, Robert P. Lamons, Henry Miller, William Moore, Raymond Orr, Ken Snyder, William Stansfield, "Woody" Woodbury, Scott Walker, Tom Charlton, Larry Hansen, Ernest Weber.

**Anaconda Electronics Co.**  
Booth 3-14/15  
Headquarters: 305 N. Muller St., Anaheim, Calif. 92801.

To be exhibited will be CATV amplifiers and special amplifier applications.

Personnel: A. Ginty, D. Crist, M. Emmick, K. Hollingsworth, J. Hubbell, S. Jennings, D. Nelson, W. Feguignot, D. Roberts, A. Shiel, T. Tomko, P. Chunks, B. Nelson, P. Ely, G. Modrell, C. Boschen, L. Brown, D. Knevel, M. McDaniel, M. Gunn, R. McIlvane, L. Duncan, J. McKay, G. Bodway, S. Koskinen, M. Hussack, G. Rogness, V. Tarbutton, D. Sprent, W. Ullrich, R. Eschenback, H. Abraham.

**Ampex Corp.**  
Booth 4-64/65  
Headquarters: 2201 Estes Ave., Elk Grove, Village, Ill. 60007.

To be shown will be a complete line of video-tape recorders, cameras and accessories for local origination.

Personnel: R. Elkus, B. Bond, E. Pessara, R. Quaid, E. Dietrich, C. Kennedy, J.

# THERE'S ROOM ON OUR AWARD WINNERS LIST FOR 10 MORE PRO'S.

## 1970

## 1969

Robert Lindsey  
John Lawrence  
Leonard Greenwood  
Jerry Hulse  
Brenton Welling, Jr.  
Ansel R. Talbert  
Richard Joseph  
John H. Secundari  
Jim Slade  
Joe Kordick  
Dean Conger

## 1968

Charles Ball  
Paul Friedlander  
Kermit Holt  
Richard Slawsky  
Charles J. V. Murphy  
Richard Joseph  
Jules Bergman  
Richard Neville  
Robert Kotalik

## 1967

James J. Fisher  
Kenneth L. Fox  
Harold Gold  
William Reddig, Jr.  
Jerry Hulse  
Leon Jaroff  
Brenton Welling, Jr.  
Thomas M. Self  
Richard Joseph  
Charles Knight  
Richard Knapp  
George Vicas  
Mike Stein

## 1966

Giles E. Wright  
Harold Gold  
Mort Cathro  
Leavitt F. Morris  
Jerry Hulse  
James Bishop  
Henry Hubbard  
A. von Muggenthaler  
Tom Nicholson  
Joseph S. Murphy  
Brenton Welling, Jr.  
William V. Henzey  
Richard Joseph  
John Q. Beauge  
Gene Pesek  
Jerry Weissman  
Ed Hanna  
Paul Cunningham  
James Pirner

## 1965

Robert J. Serling  
James Winchester  
Kermit Holt  
Joseph S. Murphy  
William B. Henzey  
Brenton Welling, Jr.  
Richard Malkin Air

Michael Frome  
Richard Joseph  
Mary Leatherbee  
Arthur Witman  
Bob East  
Cliff Adkins  
WBBM-TV, Chicago

## 1964

Robert J. Serling  
James Winchester  
Wade Franklin  
William V. Henzey  
Brenton Welling, Jr.  
Richard Joseph  
Lloyd B. Walton  
Jack Zehrt  
Andy Cassells  
Joseph Phipps  
Art Ciocco  
Jim Borman

## 1963

Leonard Victor  
William Henzey  
Paul Friedlander  
Anne Chamberlin  
Brenton Welling, Jr.  
David Gollan  
Richard Darcy  
Albert R. Madsen  
Don Riggs

## 1962

Robert Serling  
Clyde Shaffer  
Jerry Hulse  
Paul Friedlander  
Brenton Welling, Jr.  
Dero A. Saunders  
Richard Joseph  
William Schramm  
Arthur Witman  
John Hemmer  
Kenneth Snelson

## 1961

Burton Benjamin  
Walter Cronkite  
Richard Witkin  
Bernard Dresner  
Robert Serling  
Fred B. Stauffer  
Leavitt F. Morris  
Paul Friedlander  
Richard Joseph  
James H. Winchester  
Brenton Welling, Jr.  
Donald J. Frederick  
Sol Studna  
Joseph Costa

## 1960

William G. Osmun  
Robert Serling  
William Yates  
Kenneth Fox  
Jay Brashear  
Richard Kerr  
George Reiss  
Christopher Elias  
Eric Bramley  
Richard Joseph  
Gene Pesek  
Sol Studna  
Dante O. Tranquille  
Stewart Love

## 1959

Horace Sutton  
Robert Serling  
Kenneth Fox  
Richard Kerr  
John Black  
Jefferson D. Yohn  
Christopher Elias  
William G. Osmun  
Eric Bramley  
Richard Joseph  
Gerald J. Barry  
George Burns  
Morris Berman  
Dante O. Tranquille  
Arthur Witman

## 1958

Robert Serling  
James Toland  
Kenneth Fox  
Richard Kerr  
James Enking  
Minnie Enking  
J. Alvin Kugelmass  
Robert Loebelson  
Joseph Murphy  
Ogden Tanner  
Richard Joseph  
Charles French  
David Mann  
Dante O. Tranquille  
Carl Turk  
Martin Iger

## 1957

William W. Yates  
William J. Normyle  
Kenneth Fox  
Delbert D. Eaves  
W. Earl Hall  
William V. Henzey  
Brenton Welling Jr.  
Anthony Vandyk  
Richard Joseph  
Ray McCarthy  
Ben Kocivar  
Paul Krause  
James Enking  
Arthur L. Witman

## 1956

Richard Witkin  
John Bainbridge  
Joseph Murphy  
Lloyd Shearer  
Rube Samuelsen  
Francis P. Locke  
Jenkin Lloyd Jones  
Erylne Conel  
Frank M. Lockerby  
Theodore White Jr.  
Richard Joseph  
Brenton Welling Jr.  
Leonard Barnes  
Thel Burgert  
Dante O. Tranquille  
Howard Lyon

## 1955

W. G. Osmun  
Ivan H. Peterman  
Herb Carleton  
Marvin Miles  
Mary K. Flynn  
Herbert R. Miller  
Don Anderson

Paul Horn  
Clair C. Stebbins  
David Mann  
Frank Ross  
Richard Thruelsen  
William V. Henzey  
Peter J. Celliers  
Eric Bramley  
Richard Joseph

## 1954

Richard Joseph  
Eric Bramley  
Lawrence Odell  
George Gray  
Kenneth Eide  
Eliot Tozer  
Gilbert Love  
Robert E. Kennedy  
Mike Rotunno  
Minnie Mills Enking  
Clair Stebbins  
George Rhodes  
John R. (Kacy) Ward  
Dante O. Tranquille  
William V. Henzey  
Richard Tregaskis  
Jerry Cooke

## 1953

Robert Sibley  
Richard M. Machol  
Anthony Vandyk  
James Winchester  
Richard Witkin  
Robert S. Ball  
Joan Beck  
Carol L. Marx  
Erylne Conel  
William Dvyniak  
Richard Joseph  
Arthur Witman  
Eric Bramley  
Dante O. Tranquille  
John R. (Kacy) Ward

## 1952

Robert H. Estabrook  
Polly Noyes  
J. D. Bowersock  
Erylne Conel  
John R. (Kacy) Ward  
Clair Stebbins  
A. O. Cookman, Jr.  
James Winchester  
Eric Bramley  
James J. Haggerty Jr.  
William V. Henzey  
Lloyd S. Jones  
Morris Berman  
Dan Tortorell  
Richard Joseph

## 1951

Albert D. Hughes  
Stan Delaplaine  
Jack Williams  
Robert H. Estabrook  
Erylne Conel  
Jerry Hulse  
Clair C. Stebbins  
Dan Tort  
Hans Marx  
Edward Stiso  
Ralph Reppert  
Horace Sutton  
James Winchester

Keith Saunders  
William V. Henzey  
Richard Malkin

## 1950

Stan Delaplaine  
Leon Shloss  
Robert H. Estabrook  
Clair C. Stebbins  
Peter L. Stevenson  
Erylne Conel  
James Winchester  
Tom Bernard  
Richard Malkin  
Richard E. Stockwell  
Eric Bramley  
William V. Henzey  
Nat Fein  
David R. Wallin  
Emil Herman

## 1949

Leon Shloss  
Claude O. Witze  
James R. Patterson  
Clair C. Stebbins  
Al Leach  
Rollin C. Steinmetz  
Robert S. Ball  
Douglas J. Ingells  
Herbert O. Johansen  
Arthur W. D. Harris  
Nathaniel F. Silsbee  
William D. Perreault  
Russell Bull  
Mike Rotunno  
Morris Berman

## 1947-48

Robert Sibley  
Mary L. Hobar  
Mildred Diefenderfer  
Max B. Cook  
Russell Bull  
Don Hoster  
Joseph Costa  
C. B. Colby  
James J. Strebige  
William D. Perreault  
Nathaniel F. Silsbee  
Eric Bramley  
Erylne Conel  
Gerard B. Dobben  
Spencer A. Larsen  
William Reitz  
Katherine Burgum  
Robert S. Ball

## 1946

James J. Strebige  
Roger Williams  
Robert Sibley  
William W. Black  
Nick Moser  
John Baer  
John H. Frederick  
Eric Bramley  
George Hernick  
Nathaniel F. Silsbee  
Irving Stone  
Arthur W. D. Harris  
John Pagoria  
Bob Doty  
Herb Schwartz

## 1945

James J. Strebige

A. A. Bodine  
Wayne Parrish  
Albert Prince  
Robert Mountsier  
Reginald Cleveland  
J. Paul Andrews  
Gene Dawson  
New Aitchison  
Edgar Bauman  
Nick Moser  
Fred Hamlin  
Eric Bramley  
Lucien Zacharoff  
Arthur Harris  
Oscar Leiding  
Irving Stone  
Howard Ballew  
Einar L. Chindmark

## 1944

James J. Strebige  
Robert Mountsier  
Ralph Watts  
Albert Prince  
Nick Moser  
Herbert Shaw Jr.  
Wayne Parrish  
J. Paul Andrews  
Merlin Mickel  
A. A. Bodine  
William Dvyniak  
Fred Powers

## 1943

Robert S. Ball  
Reginald Cleveland  
Robert Helmer  
Nick Moser  
Francis Murphy  
Dan Park  
Robert Gerhart  
Wayne Parrish  
E. J. Foley  
Eric Bramley  
William Dvyniak  
J. Howard Cutler  
James Keen

## 1942

Robert S. Ball  
Scholar Bangs  
Reginald Cleveland  
Alex McSurely  
Nick Moser  
Helen Waterhouse  
Max Karant  
E. J. Foley  
Selig Altschul  
William Dvyniak  
W. E. Loeber  
Robert Seelig

## 1941

Fred Graham  
Sherman Altick  
Dick Kirschbaum  
Dick Darrow  
Albert Prince  
Alex McSurely  
Eric Bramley  
Selig Altschul  
Max Karant  
Edward Salamony  
Lloyd Jones  
Robert Seelig

We think a year's great work deserves applause. So every year we hold a competition to applaud the outstanding work done in the public service through coverage of commercial aviation and air travel.

You're eligible if, between September 15, 1969 and that date in 1970, you've been published in a newspaper or magazine or have

had something broadcast. Your judges will be three ranking professors of journalism who come from leading universities.

Just be sure your entries are postmarked by October 15, 1970. To earmark that applause.

For the details, write our VP in charge of public relations: Gordon Gilmore, TWA, 605 Third Avenue, New York, New York 10016.

**TWA'S 33rd ANNUAL WRITING AND PHOTOGRAPHY COMPETITION.**



Lasky, Ed Dowglalo, Don Chandler, John R. Thompson, Bert Arnold, Marshall Savage.

**Entron Inc.**  
Booth 4-50  
Headquarters: 2141 Industrial Pkwy, Silver Spring, Md. 20904.

To show strip amplifiers, pre-amplifiers, UHF converters, mixers, 20-channel trunk amplifiers, 20-channel bridge amplifiers, 20-channel ALC line extenders, splitters, multi-taps, universal spllices, puse, pilot carriers.  
Personnel: O. D. Page, John Lehner, Ken Lafferty, Bob Redden, Lloyd Tate.

**Essex International Inc. (Industrial Wire Products Division)**  
Booth 4-09  
Headquarters: 6235 South Harlem Ave., Chicago 60638.

Displayed will be CATV coaxial cable; Polyfoam and Superfoam (aluminum) trunk and feeder cables, and drop cables.

Personnel: J. M. Gerber, J. W. Holland, T. Knivel, D. L. Coombs, T. L. Gleason Jr.

**Fort Worth Tower Co.**  
Booth 3-04  
Headquarters: Box 8597, Forth Worth 76112.  
On display will be CATV and microwave towers, reflectors and equipment buildings.  
Personnel: T. W. Moore, A. C. Tilton.

**GBC Closed Circuit TV Corp.**  
Booth 4-15  
Headquarters: 74 Fifth Ave., New York 10011.

Showing closed circuit TV equipment, including cameras, monitors, lenses, consoles, tripods, housings, vidcons and accessories.  
Personnel: Howard Winch, Steve Lefkowitz.

**General Cable Corp.**  
Booth 4-20  
Headquarters: 730 Third Ave., New York 10017.

Featured will be wire, cable and accessory equipment, including aerial lift trucks, clamps, strand pressurizing equipment, etc.

Personnel: E. M. Kuklis, C. W. Fuhrer, W. W. Alving, C. W. Bodenstab, H. Lubars, J. F. Stock, John Cavanaugh.

**General Electric Co. (Visual Communication Products Dept.)**  
Booth 4-52A  
Headquarters: Electronics Park, Syracuse, N. Y. 13201.

To be shown will be the TE-201 live color camera with zoom lens and viewfinder; the general purpose TE-26 closed circuit camera; the TE-33 general purpose closed circuit camera, available in four models, and the TE-34 viewfinder studio camera with automatic light compensation and built-in master sync.

Personnel: H. E. Smith, A. P. Haase, P. D. Hauler, P. F. Schonewolf, J. P. Gunderson, W. A. Halbig, G. B. Marten, B. P. Ransom, H. B. Wallace, S. W. Wickliffe, J. P. Woodman, Don Perry, Jim McDonald, Jim Tillman, Al Keith, Phil Brooks, Bill Good, George Lively, Bob Cochran, Tom Bost, Roy Duncan, Bob Lauterbach, Vern Russell, George Hardy, Earl Platt, Harry Craig, Ed Turner, Dick Wheeler, Chet Syp, Archie Pronesti, Jack Painter, Max Diehl, Dave Kite, Stan Wickliffe, John Woodman, Sanford Parker, Chris Carver, Steve Walker, Dick Montmeat.

**Gilbert Engineering Co.**  
Booth 4-18  
Headquarters: 3700 North 36th Ave., Phoenix 85019.

On display will be the new line of seized-center conductor connectors and new universal right-angle connectors.

Personnel: E. Gilbert, R. Rhodes, J. Moulin, B. Hayward.

**Graybar Electric Co.**  
Booth 4-62/63  
Headquarters: 420 Lexington Ave., New York 10017.

On exhibit will be outside pole line construction hardware manufactured by Diamond Division of General Cable Corp., General Machine Products Co., Preformed Line Products Co., A. B. Chance Co., Utility Products Co., Mathias Klien & Sons Inc., Carlton Products Division and Hasken Inc.  
Personnel: A. J. Haeger, T. G. Gallatin.

**J. R. Hampton & Associates**  
Booth 4-03  
Headquarters: Box 1401, Englewood, Colo. 80110.

On display will be CATV bingo and lingo games.

Personnel: Jack Hampton, JoAnne Hampton, Marvin Conn.

**Houston Hoyle & Co.**  
Room 732  
Headquarters: 137 S. Almont Dr., Beverly Hills, Calif. 94711.

Featured will be a series of first-run, full-

## Comment on how cable can be a blessing

Cable television and commercial broadcasting can co-exist for the benefit of the general public, Alfred Stern, president of the Television Communications Corp., said in a speech prepared for delivery today (June 8).

He was to tell a meeting of the Florida Association of Broadcasters in Miami that CATV does represent competition but stressed that broadcasters "would be well advised to stop worrying about what CATV is going to do to you and start thinking, instead, about what CATV can do for you."

He dwelt on the complaints of UHF operators but said that CATV helps alleviate the U's signal problem. He added that when the FCC's proposed "public dividend plan" goes into effect, local U's may substitute their own commercials for those carried by distant stations and imported into their markets by CATV.

length feature motion pictures, and entertainment documentaries (adventure series and romantic entertainment series).  
Personnel: Houston Hoyle, Ben Novon, Janette Lewis.

**HTV Systems Inc.**  
Booth 3-12  
To be shown will be solid-state amplifiers, combination trunk-line and bridging amplifiers and line-extender amplifiers.  
Personnel: J. Confeld, D. Coe, E. Larson, G. Mierisch, J. Cauldwell.

**International Tele-Cable Productions Inc.**  
Room 787-3  
Headquarters: 115 West Rd., Towson, Md. 21204.

Featuring nine, new local-live program formats, including programs for youngsters, for day-time viewers, game shows and sports shows. Programs are designed for nine hours weekly, but, with repeats, would provide 24 hours of programming per week.  
Personnel: Burt Claster, John Claster, Jim McGarity, Herb Kaufman.

**International Video Corp.**  
Private Dining Room 17  
Headquarters: 675 Almanor Ave., Sunnyvale, Calif. 94086.

To show color TV cameras and color video tape recorders.  
Personnel: Ronald Fried, Charles Snider, Eugene Warren, Keith Reynolds, Carter Elliott, Hal Blakeslee, Coyle Dillon, Herb Van Driel, Chuck Nowell, Bruce Wallace, Bill Stickney.

**Jacobsen Manufacturing Co.**  
(Sod Master Division)  
Booth 4-23  
Headquarters: 3456 North Washington Ave., Minneapolis 55412.  
Shown will be the Pipe Piber models 100-A and 140 trenching machines.  
Personnel: D. R. Wittke, G. G. Fitzgerald, R. Johnson.

**Jerrold Electronics Corp.**  
Red Lacquer Room  
Headquarters: 401 Walnut St., Philadelphia 19105.

Featured will be the first showing of a new two-way cable system. Also to be shown for the first time will be a new origination package, consisting of control console and two cameras plus accessories.

Personnel: A. W. May, W. Grant, C. Anderson, F. Martin, J. Diekman, K. Fletcher, M. Moran, W. Mcleary, R. Santora, J. Conowall, D. Ashcroft, G. Fletcher, S. Manley, J. Zawojski, T. Slopey, M. Gray, A. DeLosa, R. Murdough, R. Lane, R. Garner, D. Brown, R. Pastie, J. Orwick, C. Moody, C. Holiday, F. Stone, J. Horton, D. Rutherford, A. Michell, L. Borin, H. Buffington, J. R. Bird, R. Pesick, S. Syverson, R. Arbinsi, J. Forgey, R. Friedman, Z. Grissinger.

**JFD Electronics Corp.**  
Room 703  
Headquarters: 15th Ave. at 62d St., New York 11219.

On display will be test equipment such as a systems analyst and field-strength meter and cameras, tape recorders, lenses, consoles and monitors.

Personnel: T. Shea, G. Sisson, R. Gimel-laro.

**Kaiser CATV**  
Booths 4-33/34 and 4-42/43  
Headquarters: 2216 West Peoria Ave., Phoenix 85020.

Displayed will be the Phoenician XR (extended range) Series capable of up to 36 channels.

Personnel: R. H. Behringer, R. MacMillan, J. Franke, J. Welch, W. Baxter, J. Taglia, R. Davis, B. Forte, R. Kerbaugh, F. Foster.

**Laser Link Corp.**

Booth 4-10  
Headquarters: 770 Lexington Ave., New York 10021.

Featured will be a pictorial display of Laser Link equipment. An operating system will be functioning at Alcon Metal Products, 175 North Kimball Ave., Chicago.

Personnel: I. Kamen, D. Rlesner, W. Baltin, D. Britton, H. Zioltnick, J. Vogelman.

**Leviathan Communications Inc.**  
Booth 4-31A  
Headquarters: 220 East 42d St., New York 10017.

On display will be Newspaper of the Air, equipment which includes complete receiving terminal for continuous news broadcast in fifteen-minute cycles, and local origination equipment.

Personnel: T. C. Levenson, D. W. Hanway.

**Listec Television Equipment Corp.**  
Booth 4-30  
Headquarters: 35 Cain Dr., Plainview, N.Y. 11803.

Featured will be Vinten lightweight camera mounting equipment and the E.D.S. caption roller.

Personnel: J. Littler, M. Stechly, H. Macken.

**3M Co.**  
Booth 4-51A  
Headquarters: 3M Center, St. Paul 55101.  
Showing a complete line of Scotch brand video tapes.

Personnel: Bill Madden, Paul Anderson, Jack Bondus, Arden Thompson, Jerry McCalla.

**Markit Communications Inc.**  
Booth 3-08  
Headquarters: 1801 Ave. of the Stars, Los Angeles 90067.

Markit will discuss its subscriber growth methods and introduce its origination concept.  
Personnel: B. A. Kittay, J. A. Marcus, M. M. Newburg, B. Kittay.

**Microwave Associates Inc.**  
(Communication Equipment Division)  
Booth 3-03  
Headquarters: South Ave., Burlington, Mass. 01803.

Featuring microwave relay for headend, distant signal importation and local live origination.  
Personnel: I. T. Corbell, Erik Stromsted.

**Monitel Inc.**  
Booth 4-66/67  
Headquarters: 200 Park Ave., New York 10017.

Demonstrated will be Monitel equipment. 24-hour information service programming and various local origination programming.

Personnel: R. L. Lawrence, H. S. Bonner, E. A. Grey, N. F. Smith, L. Thomas, J. Barry, H. Bower.

**National Cable Television Center**  
Booth 3-19  
Headquarters: J. O. Keller Bldg., Pennsylvania State University, University Park, Pa. 16801.

Displaying short courses, seminars, instructional material for CATV.  
Personnel: Harry Weaverling, Larry Roeshot.

**National Cable Television Institute**  
Booth 3-13  
Headquarters: 3022 N. W. Expressway, Oklahoma City 73112.

On exhibition will be materials relating to CATV technician correspondence courses.  
Personnel: P. T. Pogue, R. Hleb, H. Kasbaum, R. Titsch.

**National CATV Program Library Inc.**  
Room 730  
Headquarters: 1004 Stemmons Tower South,

Dallas 75207.  
Showing specialty program production and distribution for local origination available on 1-inch video tape, CBS-EVR cartridge or 16mm film.  
**Personnel:** Rodger Eaton, Don Kilbrith, George Harris, Terry Martin.

**Phelps-Dodge Communications Co.**  
**Booth 3-26**  
**Headquarters:** 60 Dodge Ave., North Haven, Conn. 06473.  
To be shown will be cable-TV system components.  
**Personnel:** K. W. Atkinson, J. J. Nevin, John Elsasser, W. C. Youkers, W. D. Furr.

**Philips Broadcast Equipment Corp.**  
**Booth 4-14**  
**Headquarters:** 1 Phillips Parkway, Montvale, N.J. 07645.  
Shown will be the Norelco studio/mobile origination system which includes monochrome and color cameras, film and slide pickup and audio.  
**Personnel:** K. K. Kaylor, R. F. Goodspeed, F. Bundesmann, R. Natwick, R. Protter, E. Manzo, J. McConnell, J. Bottali, A. Goldfarb, W. Wolthers, P. Loughran.

**Plastoid Corp.**  
**Booth 4-16**  
**Headquarters:** 42-61 Twenty-fourth St., New York 11101.  
Featured will be new line of 8 mil aluminum-shielded and aluminum polypropylene cables, tape-shielded 59U and 6U coaxial cables.  
**Personnel:** Bill Grant, Kerwin McMahon, Tom Gibbons.

**Preformed Line Products Co.**  
**Booth 3-09A**  
**Headquarters:** 5349 St. Clair Ave., Cleveland 44103.  
To be shown will be Guy-Grip deadend, false deadend, splices, lashing rods, guy guards, tree guards, tangent supports, Tele-Grip, Teletap, Telesplice, deadends for coaxial cable, deadends for figure-eight cable.  
**Personnel:** Robert Skilton.

**Pruzan Co.**  
**Booth 4-57**  
**Headquarters:** 1963 First Ave., S., Seattle 98134.  
Will feature hardware material, tools, safety equipment and CATV specialty equipment.  
**Personnel:** Jack Pruzan, Grace Pruzan, Herbert Pruzan, Lloyd C. Hannah, Ferris E. Peory, Max Evans.

**Quick-Set Inc.**  
**Booth 4-24**  
**Headquarters:** 8121 Central Park Ave., Skokie, Ill. 60076.  
To be exhibited will be a complete line of mounting equipment consisting of tripods, pedestals, crab pedestals, dollies, wall, ceiling, table mounts, spring-balanced pan and tilt heads, cradle heads, cam link heads, geared controlled heads.  
**Personnel:** A. J. Briglia, A. J. Weber.

**Raytheon Co.**  
**Booth 3-22/23**  
**Headquarters:** 1415 Boston-Providence Turnpike, Norwood, Mass. 02062.  
Featured will be communications and data-processing equipment for telecommunications systems. Displayed will be the KTR-3A long-haul, heavy-route heterodyne microwave radio system and a 402 digital display terminal.  
**Personnel:** Hugh Bannon, John Cheval, George Hinckley, Robert Keller, Gene Love, Chris Thomas.

**ECA Corp. (Commercial Electronic Systems Div.)**  
**Club floor (Room 14)**  
**Headquarters:** Camden, N.J. 08102.  
Demonstrations will feature a "live" studio using the PK-730 single-tube, color-TV camera; the PK-430 monochrome camera that is convertible to color; the PFS-710 single-tube color-TV film system, and the PFS-16 monochrome film system. Also to be shown will be a newly designed color film-slide-tape program origination system, operating from a single-section control console.  
**Personnel:** A. F. Inglis, J. P. Taylor, W. T. Collins, G. W. Bricker, E. J. Dudley, H. R. Henken, V. W. Riley, S. O. Swanson, N. M. Hunt, R. R. Yokes, G. McCannathan, P. L. Schwartz, W. S. Campbell, J. G. Heller, T. Wagner, J. L. Nichols, J. M. Salani.

**Redifusion International/Leghorn Corp.**  
**Club floor (Room 17)**  
**Headquarters:** Redifusion International, Ltd., 1010 St. Catherine's St., West, Suite 1004, Montreal, Canada; Leghorn Corp., 28 State St., Boston, Mass. 02109.  
Will demonstrate the Redifusion Dial-A-Program system.

**Personnel:** Redifusion—H. S. Dundas, R. P. Gabriel, G. A. Allard, J. Facey, A. Ossowski, E. Gargini, A. Taylor, Lise Benoit; Leghorn—R. S. Leghorn, G. H. Crawford, E. H. Logan, S. K. MacNow, J. H. Trotter, W. E. Langendorf, A. Weinrick, Janet Desmond.

**Riker-Maxson Corp.**  
**Room 701**  
**Headquarters:** 142 Central Ave., Clark, N.J. 07066.  
To be shown will be TV cameras, video-tape recorders, switching and test equipment.  
**Personnel:** George Foster, Bill Menefee.

**Rohn Communication Facilities Co.**  
**Booth 3-09**  
**Headquarters:** Box 2000, Peoria, Ill. 61601.  
To feature its line of CATV-microwave towers, obstruction lighting equipment, microwave passive reflectors and related tower equipment.  
**Personnel:** Dwight Rohn, R. A. Kleine, Grady Rooker, Mike Fleissner, C. A. Wright, Ken Cordrey, Gene Francis, Al Repsmer, James Rodney.

**Scientific-Atlanta Inc.**  
**Booth 4-58**  
**Headquarters:** Box 13654, Atlanta 30324.  
Featured will be two communications products—a high performance TV modulator, Model 6300, and the Busi-Link, a new portable CARB-band microwave system.  
**Personnel:** Jack Kelly, Tom Smith, Alex Best, Dick Walters, John Dillon, Jim Summers.

**Shibaden Corp.**  
**Booth 4-31**  
**Headquarters:** 58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377.  
Displayed will be video tape recorders, closed circuit television systems, including cameras, monitors and accessory equipment.  
**Personnel:** John Redding, Dave Lindsay, Jay Crane, Keizo Kiyohara, J. Tosaka.

**Sigma Industries Inc.**  
**Booth 3-20**  
**Headquarters:** 1115 O'Brien Dr., Menlo Park, Calif. 94025.  
Showing a full line of heat-shrinkable, self-sealing tubing and molded shapes designed for CATV, including a new family of tubing. Also on display will be a new cross-linked, butyl-tape sealant.  
**Personnel:** K. C. Monroe, R. W. Reardon.

**Sony Corp.**  
**Private Dining Room 16**  
**Headquarters:** 47-47 Van Dam St., Long Island City, N.Y. 11101.  
To be featured will be video-tape recording and closed circuit television equipment in both monochrome and color.  
**Personnel:** Robert E. Weissman, B. W. Hughes, John Jeffries, Bill Rochford, Bill O'Neil, Walter Cosseboom, Donald L. Wyckoff, Charles Morrison, Charles Patterson.

**Spencer-Kennedy Laboratories Inc.**  
**Booths 4-35/36/37**  
**Headquarters:** 2 Lowell Ave., Winchester, Mass. 01890.  
To be exhibited will be dual-pilot amplifiers, high-level distribution amplifiers, 12-channel oscillator, computerized systems analyses, line splitters, taps.  
**Personnel:** Robert E. Weissman, B. W. Hughes, Bill O'Neil, Donald L. Wyckoff, Bill Rochford, Walter Cosseboom, John Jeffries, Charles Morrison, Charles Patterson.

**Sylvania Electric Products Inc. (Electronic Components)**  
**Booth 4-28/29**  
**Headquarters:** 50 Johnston Street, Seneca Falls, N.Y. 13148.  
To be shown will be trunk amplifiers and line extenders.  
**Personnel:** James L. Dangremond, Wendell K. Boots, Dan Lieberman, Paul K. Habensch. Timothy S. Eller.

**Sylvania Electric Products Inc. (Lighting Products Group)**  
**Booth 4-26/27**  
**Headquarters:** 100 Endicott St., Danvers, Mass. 01923.  
Tungsten halogen-type studio lamps specifically developed for TV lighting requirements will be shown.  
**Personnel:** Jim Davis, Jim O'Keefe, Cliff Durkee.

**Systems Wire and Cable Inc.**  
**Booth 3-24A**  
**Headquarters:** 3500 South 30th St., Phoenix, Ariz. 85040.  
On display will be complete line of trunk, distribution and drop cable.  
**Personnel:** J. R. Woods, N. M. Marshall, M. K. White, R. Lamar Vosburg.

**Tape-Athon Corp.**  
**Booth 4-19**  
**Headquarters:** 502 S. Isis, Inglewood, Calif. 90301.  
To be shown will be automated background music systems.  
**Personnel:** George M. Anthony, David J. Anthony, Wally Rubin.

**Telemation Inc.**  
**Booth 3-27**  
**Headquarters:** Box 15068, Salt Lake City 84115.  
Shown will be two cablecasting studios and a TMP-2400 digital programmer.

**Personnel:** Lyl O. Keys, Jack R. Daniels, Robert C. Bacon, Kenneth D. Lawson, Ronald Hyman, Kenneth B. Schneider, Richard L. Williams, Ed Covington, Vicki D. Moffat, Betty Harris, Ronald Ward, Robert Erickey, Richard F. White, John Weeks, Mike Richardson Lawrence Brown.

**Telemet**  
**Booth 4-17**  
**Headquarters:** 185 Dixon Ave., Amityville, N.Y. 11701.  
On display will be the modulator Model 4400-A2 with 170 nanosecond chrominance-luminance advance; the chrominance delay equalizer, Model 4700-A1; the Model SS48 vertical interval switcher; Model 4600-A1 signal conditioner; Model 4702-A1 20T pulse generator; Model 4501-A1, precision demodulator.  
**Personnel:** Jack Roback, Eric King, Tony Bolletino, Bob Griffiths, Ed Lawson, Bill Osborne, George Petrlik.

**Television Presentations Inc.**  
**Booth 3-07**  
**Headquarters:** 43 West 61st St., New York 10023.  
Shown will be the Alphamatic character generator and the Alphamatic news service, an automated, all-electric display of the UPI International newswire for cable systems. Also on exhibit will be the Camu 23 set-top converter which permits ghost-free tuning of up to 26 channels on standard TV.  
**Personnel:** Ira G. DeLumen, Joe Assenheim, Alan Cowe; UPI personnel: Frank Beatty, Dale Johns.

**Texscan Corp.**  
**Booth 4-51**  
**Headquarters:** 2446 N. Shadeland Ave., Indianapolis 46219.  
To be shown will be test equipment.  
**Personnel:** Larry Dolan, Doyle Hayward, Arle Zimmerman.

**Theta-Com Corp.**  
**Booth 3-11**  
**Headquarters:** Box 90515, Bldg. 100, MSA 608 Los Angeles 90009.  
Displaying amplitude modulated link (AML) equipment.  
**Personnel:** J. W. Atwood, R. J. Harris, N. A. Begovich, J. W. Gershuny, T. Ichinokuchi, H. T. Ozaki, J. Powell, A. H. Sonnenschein, B. L. Walsh.

**Times Wire & Cable Co.**  
**Booth 4-44**  
**Headquarters:** 358 Hall Ave., Wallingford, Conn. 06492.  
Shown will be coaxial cables featuring foam-polyethylene and foam-styrene dielectrics; copper-clad aluminum and solid copper center conductors. Also exhibited will be cables for aerial or burial applications.  
**Personnel:** R. W. Burton, Ray V. Schneider, F. F. Desmond, Jack Arbuthnot, John Jerosé, Rex Porter, Mike Ganley, Frank Hamilton, Don Atchison, Dean Taylor.

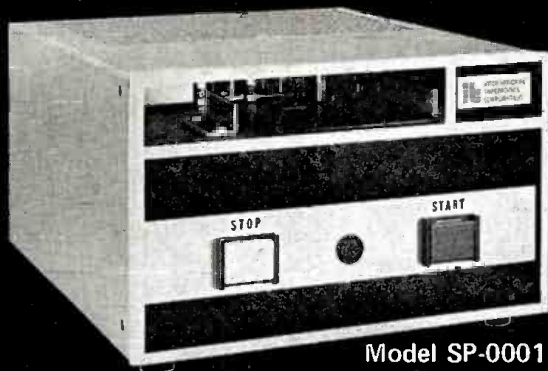
**Trans America Film Corp.**  
**Room 763**  
**Headquarters:** 1680 N. Vine St., Hollywood 90028.  
To be shown will be theatrical motion picture features, western features, half-hour series, TV specials and cartoons.  
**Personnel:** C. E. Feltner, David Bloom, A. R. Nunes, John Dallas, Robert Marcella, Claude Hill.

**Trompeter Electronics Inc.**  
**Booth 3-32/33**  
**Headquarters:** 8936 Comanche Ave., Chatsworth, Calif. 91311.  
To be exhibited will be patch panels, patch cords, jacks, looping plugs, power dividers, twinax and triax cable, RF connectors, switches, matrices. Advanced components will also be displayed for low noise pickup and radiation installations.  
**Personnel:** E. Trompeter, Stan Adams.

**U.S. Computer Systems Inc.**  
**Room 745**  
**Headquarters:** 2337 Auburn Blvd., Sacra-



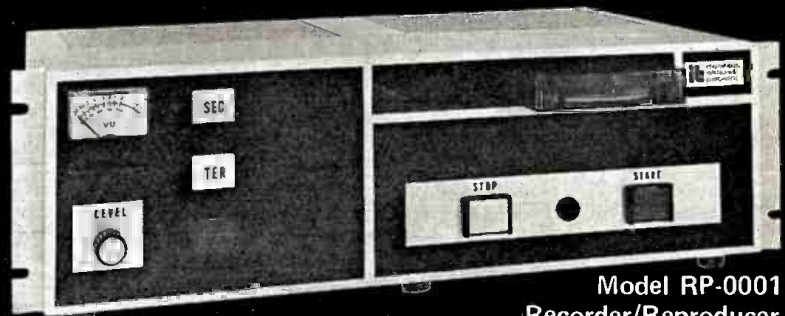
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Reproducer

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AND SIZE  
OF THINGS  
TO COME



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We think our equipment is the greatest . . . for performance, size and price . . . and our customers agree. If you're not yet a customer, we want you to agree.

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- Whisper Quiet Operation
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- All Plug-In PC Circuitry
- Long Life Nortronics Head
- Husky, Direct Capstan Drive Motor
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On display will be a 12-volt electric ladder for service vans and pickups.

Personnel: Gene Faulstich, Mary Faulstich, Aaron Anderson.

**View-All Television Products Corp.**

Booth 3-25  
Headquarters: 2510 Electronics Dr., Anniston, Ala. 36201.

Displayed will be active and passive distribution equipment.

Personnel: Walter Hotz, Robert Brake-man, Jack Servies, Bill Sonke, Sid Day, Don Whittemore, Hank Giest.

**Vikoa Inc.**

Private Dining Room 18  
Headquarters: 400 Ninth St., Hoboken, N.J. 07030.

To be shown will be new bi-directional mainline/AGC bridging, expanded range bridging amplifier; new Centurion 19 plus and Centurion 28 mainline/AGC bridging amplifiers with line-extender amplifiers; VHF-to-VHF converter, mid-band converter; dual pilot carrier generator; Chromodyne headend; co-channel filter; field strength meter calibrator; Stripline directional taps; aerial foam-filled Stripline directional taps; new Futura 21 main line/AGC bridging amplifiers (expanded range) and a complete new MATV, CCTV and ETV line of equipment.

Personnel: Allen Lipp, James J. Shmaltis, Michael J. Rodriguez, Carmine D'Ello, Joseph Einsidler, George Green, Sol Hirschorn, Donald Dworkin.

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Booth 8-18  
Headquarters: 8530 Wilshire Blvd., Beverly Hills, Calif. 90211.

To be featured will be turnkey local program origination packages of equipment and training, and on-site workshops in equipment operation and maintenance, program design and production skills.

Personnel: T. K. Vodroy, Charles Callact, Neil MacKenzie.

**Visual Electronics Corp.**

Booth 4-21  
Headquarters: 536 W. 40th St., New York 10018.

To be displayed and operated will be a new basic color television program origination system featuring pre-wired control console-rack containing an AC power strip, an audio mixer, remote projector control panel and two color VTR's. Also to be shown is a film island group made up of two JAN 16mm film projectors, Kodak Carousel slide projector, a three-vidicon camera, remote controlled three-input optical multiplexer and mounting pedestals for the camera, multiplexer, JAN and slide projectors. Also to be shown are Model 520 broadcast monochrome camera system, the Model 616 monochrome camera system, standard audio console and new triple-play and record-playback Rapid-Q cartridge tape equipment and Data-Vision V-5000 low cost electronic character generator for titling.

Personnel: Jack Burge, Gene Reich, Sig Belner, Carl Wenzlner, Harry Garber.

## Media General to be sole owner of WFLA

Through a complex corporate reorganization, Richmond, Va.-based group broadcaster and newspaper owner Media General Inc. plans to acquire the remaining 16% of the Tribune Co. (WFLA-AM-FM-TV Tampa, Fla., and Tampa Times and Tribune).

The acquisition by Media General,

which already owns 84% of the stock, will be subject to FCC approval and to a favorable tax ruling.

Media General will issue 59,482 shares of its \$5 cumulative preferred stock to certain Tribune Co. stockholders. The preferred shares are convertible into 178,446 shares of Media General common.

After the reorganization, Media General will be the parent of a new company—Southeast Media Inc.—that will operate the Media General newspapers (*Richmond Times Dispatch* and *News Leader*, *Winston-Salem [N.C.] Journal* and *Twin City Sentinel* and the Tampa newspapers), its Richmond printing company and its CATV system in Fredericksburg, Va.

Southeast Media will, in turn, have two subsidiaries—WRNL Inc., licensee of WRNL-AM-FM Richmond, and WFLA Inc., a new subsidiary that will operate the Tampa stations. A cable system in Lakeland, Fla., and the *Newark (N.J.) Evening News* will be operated separately by Media General.

## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 73).

▪ KCLS(AM) Flagstaff, Ariz.: Sold by Charles J. Saunders to Sidney L. and Robert H. Jaffe and others for \$530,000. Mr. Saunders owns KUPI(AM) Idaho Falls, Idaho, and has interest in KOAL-TV Flagstaff. Messrs. Jaffe have interest in Middle Atlantic Utilities Co., Union, N. J., owner of various water supply and sewage disposal companies and of real estate development firms. KCLS is full time on 600 kc with 5 kw day and 500 w night.

▪ WSNY(AM) Schenectady, N. Y.: Sold by Gene Seehafer, Francis J. Stratman, Lyle C. (Skitch) Henderson and others to Enrico F., Anthony J., Guy F. and Frank A. Bove; Henry Valentino and others for about \$400,000. Messrs. Seehafer and Stratman formerly held interest in WMWM(AM) Wilmington, and Mr. Stratman has majority interest in WLYK-FM Milford, both Ohio. Mr. Henderson is musician and conductor. Messrs. Bove have interest in WMRI(AM) Marion, Ind., and Mr. Valentino is with United States Information Agency in Washington. WSNY is full time on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ WOHI(AM) and WRTS(FM) East Liverpool, Ohio: Sold by Joseph D. Coons and others to Roger A. Neuhoff and others for \$360,000. Mr. Neuhoff

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owns WHAP(AM) Hopewell, Va.; WCVS(AM) Springfield, Ill.; WHUT(AM) Anderson, Ind., and is buying WBOW-AM-FM Terre Haute, Ind., subject to FCC approval. WOHF is full time on 1490 kc with 500 w day and 250 w night; WRTS is on 104.3 mc with 26 kw and and an antenna 330 feet above average terrain. Broker: Blackburn & Co.

■ WMAF(AM) Madison, Fla.: Sold by Norman O. Protsman to William R. Vogel for \$64,000. Mr. Protsman has interest in WNER(AM) Live Oak, WINT(AM) Winter Haven and WDCF(AM) Dade City, all Florida. Mr. Vogel has interest in WAMA(AM) Selma, WHOD-AM-FM Jackson, WBLO(AM) Evergreen, all Alabama; WGNB(AM) Murfreesboro, Tenn. WMAF is full time on 1230 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

## Former CATV applicant enters renewal hearing

Cheyenne Enterprises Inc., a former applicant for a CATV franchise in Cheyenne, Wyo., received permission from the FCC last week to participate in a hearing ordered earlier this year on the application of Frontier Broadcasting Co. for renewal of KFBC-TV Cheyenne.

Frontier's application was set for hearing in February to determine whether its other media holdings, including a CATV system in Cheyenne, result in an undue concentration of control of mass-media communications there.

At that time the commission denied Enterprises' petition to deny the KFBC-TV license renewal on the grounds that the firm lacked standing. The company subsequently repeteditioned for reconsideration of the action.

In granting the company's request, the commission noted that the renewal proceeding was based on allegations included in Enterprises' petition to deny, and that it would be in a position to aid the hearing examiner in determining whether a grant of Frontier's application would serve the public interest.

## Media notes:

**Singer services** ■ Offering a range of video services, Arthur J. Singer, former manager of Reeves Production Services Washington office, has opened a Boston office specializing in video and public relations. Emphasis will be on video tape and its applications for business, industry, institutions and the media. Address: 1330 Boylston St., Chesnut Hill, Mass. Phone: 277-7300.

**Joins ABC** ■ WMAR-FM Baltimore, has joined ABC Radio's American FM Radio Network.

# No startling changes in NAB position

## Executive committee vows stiff fight against divestiture, CATV liberation

The executive committee of the National Association of Broadcasters last week met, charted no new courses, fundamentally reiterated traditional positions and set up an agenda open for much lively discussion at the forthcoming meeting of the joint boards of directors.

The executive committee assured full support to moves under way by the American Newspaper Publishers Association to forestall the effects of the proposed FCC rule ordering divestiture by newspapers or broadcasters of ownership of other media in the same market.

The committee also endorsed NAB President Vincent T. Wasilewski's implacable stand against the recent proposed CATV rules as "the seeds of destruction for free broadcasting," condemned the recent rule limiting major-market use of network programming in prime time as "on principle . . . an intrusion of our fundamental areas of responsibility"; reaffirmed a long-standing policy of opposition to pay TV in the home and ordered the NAB staff to

prepare a complete history of the actions, the arguments and final deliberations that led to legislation that resulted in banning cigarette advertising from broadcasting.

Regarding what many consider a major threat to broadcasting as it exists today in the United States, Willard E. Walbridge, chairman of the joint boards of NAB, said of the one-to-a-market proposal of the FCC: "The executive committee of NAB has vowed it will continue close liaison with the ANPA on this issue." The main thrust of this [legislation] is to splinter broadcasting. We feel that newspaper influence, far from being bad . . . has been helpful. A blue-ribbon committee will be announced within the next week to represent a broad section of the industry. This committee will work with the ANPA committee and will make a full report to the NAB board," he said.

The ANPA committee, actually a subcommittee of ANPA's federal laws committee, is headed by Grover Cobb of Gannett Stations. The makeup of

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the committee had not been completed late last week but the first organizational meeting is set for June 12 in Washington. NAB President Wasilewski is scheduled to have lunch with the ANPA group this week to convey NAB thinking on the problem. Mr. Walbridge declined to confirm previously reported NAB contributions to the effort, set at \$100,000 ("Closed Circuit," May 25) but said NAB would do whatever was necessary. Although other members of the NAB liaison committee are to be announced this week, the NAB executive committee members will be ex-officio members of the group.

The NAB board of directors is scheduled to hold a meeting June 23-26 in Washington.

The decision to order a complete review of the cigarette advertising issue came as a reaction to continuing agitation from some areas of the industry, most recently Mutual Broadcasting System (BROADCASTING, May 25) to enter into legal action to prevent implementation of the law. Mr. Walbridge observed that NAB had been "down the road on the argument" but was willing to review the entire history, place it at the disposal of the members and let the board "take final action." Presumably this would be a decision whether or not to join MBS in any legal action. Mr. Walbridge said that to date other networks had indicated no disposition to join in a lawsuit to prevent the anticigarette advertising ban from taking effect.

Referring to the proposed CATV rulemaking of the FCC, Mr. Wasilewski had said "apparently, this new plan would permit the unlimited importation of distant TV signals into all markets and would expropriate broadcast programming under a small compulsory copyright fee allowing others to use this programming for profit. These actions would seriously damage local television service.

"In addition, we believe the ultimate result of these proposals would be to convert the present over-the-air television system to a wired pay-television system so that the public would pay for TV service which it now receives without charge," Mr. Wasilewski said. The executive committee, Mr. Walbridge said, strongly supported this view and recommended it be adopted by the NAB boards.

The executive committee authorized Mr. Walbridge to continue employment of Phil Dean Associates, which has operated as the Free Television News Bureau to promote NAB's position regarding CATV. Negotiations to renew the contract with Phil Dean were to be completed last Friday. Usually on a quarterly basis, the agency has been paid an estimated \$2,500 a month plus expenses.

## FCC issues warning about kickbacks

It explains how and why disclosures must be made about hidden payments

The FCC warned last week that kickback payments—to networks or producers as reimbursement for fees paid performers—that are not fully disclosed by licensees to their audiences constitute violations of the Communications Act's antipayola provisions.

In an anticipated public notice ("Closed Circuit," May 18), the commission pointed out that under the Communications Act, producers of programs who receive money or other consideration for including matter in a program are required to report its receipt to all licensees over whose facilities the program is aired.

The licensees, in turn, are required to announce that the matter contained in the program is paid for, and to disclose the identity of the person furnishing the money or other consideration. (For example, when a performer makes a payment to a producer to reimburse him for the fee paid to the performer, that fact must be disclosed by the producer to each licensee broadcasting the program.)

Such announcements by licensees must adequately inform the public of the "true nature" of the arrangement

## Foe of networks gets, accepts O&O's backing

New York Representative Richard L. Ottinger, seeking the Democratic senatorial nomination, appears to have adopted an "if you can't beat 'em, join 'em" philosophy.

Last week he readily accepted endorsement of WCBS-TV New York, a key station of CBS-TV—one of the networks which might not have been around had the bill he co-sponsored in 1968 passed.

The bill would have stringently restricted network operations by putting the networks out of any other business, banning network syndication of TV programs, and flatly prohibiting any network ownership of programs, except for those to be shown only on network-owned stations (BROADCASTING, Feb. 12, 1968).

As further evidence of his apparently new philosophy, Mr. Ottinger has spent more than any of his three opponents in promoting his candidacy on TV. His expenditures have been a campaign issue.

between the producer and the performer or other person furnishing reimbursement, and must be given prominence comparable to that afforded other sponsors of the program, the commission said.

"At the very least," the commission said, "an audio announcement must be made which states, in essence, that the performer or an identified person acting on his behalf has paid the program producer in order to appear on the program."

The commission added that announcements at the end of broadcasts stating merely that "promotional assistance" or "promotional consideration" has been received do not meet the requirements of the rules. Other types of unacceptable announcements include: "Miss X appeared through the courtesy of Y Recording Company;" "Miss X's appearance was by arrangement with \_\_\_\_\_," and "Miss X was brought to you through the cooperation of Y."

Aside from statutory considerations, the commission noted, kickback practices "appear to constitute attempts by licensees or producers to violate or evade the provisions of contracts into which they have entered with labor unions." Such practices raise "serious public interest questions," the commission cautioned.

The commission said it had received a number of complaints involving kickback practices by licensees, networks and independent program producers, and cited three types of cases:

- A program producer has arranged for a performer to appear on a program for the fee specified by the performer's union, on condition that part or all of the fee will be reimbursed to the producer. The so-called reimbursement has usually been made by a recording company or other business concern with which the performer is affiliated. The program involved has not included an adequate sponsorship identification announcement.

- Performing groups constituting a single act have been required to reimburse the program producer in an amount equal to the difference between the union scale for a single performer and the scale for a group; again, sponsorship identification was inadequate.

- Individual performers have been required to reimburse the producer for either a part or all of their fees paid by the producer pursuant to a union contract, or to pay for other expenses incidental to their performance.

The commission's inquiry into the practice of kickbacks was touched off last fall by trade-press reports of charges by Gerard W. Purcell, president of the Conference of Personal Managers, East. The inquiry came to light in January, in connection with an affidavit Mr. Purcell submitted assert-

ing that RKO General Inc. had required performers on some shows under its control to kick back their performance fees (BROADCASTING, Feb. 2).

The affidavit was filed with the commission by Community Broadcasting Inc. of Boston, one of two applicants seeking to supplant RKO General's WNAC-TV as occupant of channel 7 Boston. RKO denied that it required artists to kick back fees but said it had accepted reimbursement from recording companies whose artists appeared on one of its syndicated shows (BROADCASTING, March 23).

## ABC-TV affiliates to take cuts too

**Network, following others, will pass to stations increase in AT&T rates**

ABC-TV placed its affiliates on notice last week that it probably would not be able to continue absorbing that AT&T rate increase for network interconnection beyond Nov. 30 of this year.

In a telegram to the management of ABC-TV affiliates, Richard L. Bessemyer, vice president, affiliate relations, noted that both CBS-TV and NBC-TV passed on to their affiliates a major portion of the AT&T rise, which went into effect in October 1969. He added that only ABC-TV elected to absorb this increase for the one-year period beginning last Oct. 2 and said it would continue this policy for an additional two months through Nov. 30. The hike to ABC-TV amounted to about \$5.8 million.

Mr. Bessemyer told affiliates that the ABC management will continue to review the circumstances which appear to make a rate change necessary. He indicated that ABC interconnected affiliates would have their network station rates reduced by 6.5% and noninterconnected outlets by 3.25%, effective Dec. 1. But he said the company management would continue to review the circumstances in the hope that present station compensation can be continued or that a lesser reduction may be possible.

NBC-TV reduced compensation to its affiliates by 6.5% effective March 1 of this year, and in return, it lengthened 10 nighttime station breaks from 42 seconds to 62 seconds each and added a minute for local sales, effective last Jan. 5, (BROADCASTING, Nov. 24, 1969). The increase in line costs to NBC-TV totaled about \$7 million.

CBS-TV also instituted a 6.5% reduction in compensation to affiliates, effective Feb. 1, and made available additional time for local sale, starting

Jan. 4 of this year (BROADCASTING, Dec. 29, 1969). The additional station time in the CBS plan created 10 new 30-second positions for local sale, some of them created by lengthening 42-second announcements to 62 seconds. The AT&T boost to CBS-TV amounted to about \$6.8 million.

It is understood that ABC-TV does not plan to make more local time available to affiliates because it provided them with additional local commercial time in February 1969, in advance of the AT&T rate rise. At that time it expanded eight 43-second prime positions to 63 seconds.

Mr. Bessemyer's memo to affiliates said formal notification of the projected rate cut would follow shortly, effective Dec. 1. Both ABC and affiliate sources said they regarded this as a "protective measure," since affiliation contracts require six months' notice for such changes, and held out hope that the reduction might be lessened if not eliminated. A definitive decision is expected to be made at a meeting of network executives with the ABC-TV affiliates board, headed by George Koehler of Triangle stations, in August or early September.

## WHEC limits operations while strike continues

A strike of technicians, including news cameramen has caused some curtailment of operations at WHEC-AM-TV Rochester, N. Y., Gannett-owned stations.

The walkout, which began at 1 a.m. May 27, came after less than two weeks of negotiations on a new contract between the National Association of Broadcast Employees and Technicians and WHEC Inc. Talks were broken off last Tuesday and no further meetings were scheduled as of late last week. At issue are wages and some jurisdictional problems.

Glover Delaney, vice president and general manager of WHEC Inc., said he considered the strike "precipitous considering the short time in negotiation." He said WHEC-TV was delayed going on the air until 3 p.m. the first day of the strike and WHEC(AM) was delayed two hours until 9 a.m. Since then supervisory personnel have been operating the stations with WHEC-TV delaying its sign-on time two hours until 9 a.m. An early morning local show has been cancelled for the duration.

George Maher, special assistant to the president of NABET on the scene, said picket lines have been maintained and that local Rochester union members are observing the picket lines. However, members of the American Federation of Television and Radio Artists are continuing to work.

## Closing down an FM triggers a dispute

**Issues arise after KCSB in Santa Barbara is shut during April disturbance**

Does a law enforcement official, during a locally declared state of emergency, have the power to request a federally licensed radio station to close down? Would such closure be a violation of the constitutionally guaranteed freedom of speech? Are there any self-imposed limits a station should place on its news coverage of civil disturbances when that reporting may endanger lives? These are some of the questions being raised by the closing of KCSB(FM) Santa Barbara, Calif. The noncommercial station, licensed to the Regents of the University of California, was off the air from 3:37 a.m. to 6 a.m. April 18, at the order of Vice Chancellor Dr. Stephen Goodspeed.

The dispute outlined in a letter to the FCC by student station manager Cy Godfrey, centers on a request made by Santa Barbara county Sheriff James Webster to Dr. Goodspeed that the station be closed down. According to Sheriff Webster, news broadcasts concerning movements of law officers in the Isla Vista area were endangering the lives of those policemen. Specific broadcasts allegedly contained reports of exact numbers of police and their locations, direction in which they were headed and staging areas. Sheriff Webster, who discussed the action with the district attorney, believed that the public safety was endangered by the broadcasts. As a result, he requested the university close the station.

Following the station's return to the air that Saturday morning, the format was altered, according to Mr. Godfrey, at the sheriff's request to omit all news broadcasts. The net effect was to eliminate the station's one news broadcast, scheduled at noon that day. When newscasts were permitted to resume, reports about activities in or around Isla Vista, site of the disturbances, were not aired, again according to Mr. Godfrey, at the sheriff's request.

In his letter to the FCC, Mr. Godfrey notes that Sheriff Webster had told him he had the authority to ask the station be closed any time he deemed it necessary during the state of emergency.

"Of special significance in this matter," Mr. Godfrey's letter says, "is the sheriff's statement that county council advised him he had the right to demand any actions of KCSB whenever it seemed necessary to do so. Even though many of the direct actions concerning KCSB were made by the administration

of our campus on behalf of the licensee, the Regents of the University of California, the question of the sheriff's authority still remains."

Melbourn Weddle, county council member with whom Sheriff Webster spoke that evening, said that any direct action by the sheriff against the station was "outside his scope of operations." According to Mr. Weddle, the sheriff was told that the council had no authority to act in the situation. The sheriff reportedly then asked the university's administration to close KCSB.

During the period immediately preceding the shut down, KCSB had modified its previous music format to provide coverage of the civil disturbances

taking place in Isla Vista. "A station policy is to keep our listeners as much informed as possible," Mr. Godfrey says. "The type of reporting we were accused of, I heard on radio and television during the Chicago riots and in Los Angeles during the Watts disturbances.

"It's always been done in newscasting," Mr. Godfrey alleges.

According to the student station manager, an agreement had been reached with the sheriff's department following outbreaks of violence in Santa Barbara in February. Even more detailed information was being broadcast by KCSB at that time, Mr. Godfrey says. The sheriff had asked him to not

be as specific in the station's newscasts should future disturbances occur.

Late last month, a county grand jury investigated the Isla Vista riots and recommended that the administration of UCSB take more responsibility. Specifically, the grand jury suggested that KCSB be required to obey the FCC rules that time be given to both sides of controversial issues of public importance. "In times of emergency, the UCSB administration should supervise KCSB to assure that radio reporting is factual—not inflammatory," the grand jury report said.

However, the constitutional questions posed by Mr. Godfrey's letter to the FCC remain unanswered.

## Brechners get FCC examiner's nod

### 13-year battle for Orlando facility has involved great variety of charges

Mid-Florida Television Corp. took a giant leap forward last week in its 13-year struggle to operate a television station in Orlando, Fla., as an FCC hearing examiner recommended that it be awarded the license for channel 9 there.

The would-be licensee first received a construction permit for the facility in 1957. Since then the custodianship of channel 9 has been the subject of a tortuous FCC proceeding involving at various times *ex parte* charges, eight competing applicants, extensive litigation and adjudication and a series of interim authorizations to operate WFTV-TV on the channel.

Since April 1969 Mid-Florida has been operating the station under such an authorization jointly with the four remaining competing applicants, Central Nine Corp., Florida Heartland Television Inc., Comint Corp. and TV 9 Inc.

In recommending that Mid-Florida be awarded the permanent license for channel 9, Hearing Examiner Herbert Sharfman noted that management and control of WFTV-TV would be in the hands of Joseph L. Brechner and his wife, who together hold a 62% interest in Mid-Florida's stock. Of all the applicants, the examiner noted, "Mid-Florida proposes to integrate stockholders on a full-time basis in the day-to-day operation of the station through the Brechners, in a way which would best approach the quantitative ideal envisioned by the commission."

The Brechners formerly operated WGAY(AM) (now WQMR[AM]) Silver Spring, Md., the first station in the Washington metropolitan area to editorialize. In their operation of that station, the Brechners "evinced a highly

commendable concern for the needs, interests, and local identity of a suburban community," the examiner said.

In his book-length decision, Examiner Sharfman somewhat cynically noted that the commission, in its policy statement on comparative hearings, had dictated the "choice of an applicant by mechanically applied, simple, empirically untested standards" and had held integration of operation and ownership to be of "substantial importance."

The local residence of the Brechners, because of the "unhampered translation of its value in community knowledge into station operation," is of more value than the local residence, "however possessed by, or distributed among, their principals" of the other applicants, Examiner Sharfman found.

The commission's original license grant to Mid-Florida was vacated by a federal appeals court following allegations that improper contacts designed to benefit Mid-Florida were made to a former FCC commissioner. The court directed the commission to hold a hearing to investigate the charges. In January 1963 the commission found that Mid-Florida was unaware of and therefore not responsible for the *ex parte* communication, and reaffirmed the license grant.

That action was successfully appealed in court and the commission was ordered to hold a new hearing and invite new applications, which it did. In the meantime, the commission granted temporary operating authority to Mid-Florida. Of the seven other applicants who at one time vied for channel 9, three voluntarily withdrew from the proceeding.

In April 1969, the appeals court re-

versed the commission's grant of temporary operating authority to Mid-Florida and ordered it vacated. At that time the present joint operation of WFTV-TV commenced.

Mid-Florida pointed out that the initial decision in the case is subject to review by the FCC's Review Board, the commission itself, an appellate court and finally the Supreme Court. For the nonce, the station will continue under its present joint operation.

### Stanford unit opposes media combinations

The FCC's proposal to break up radio-TV and newspaper ownership in the same market would "substantially further the public interest," according to the Research Center in Economic Growth at Stanford University.

In comments on the commission's proposed rulemaking, the center also observed that while CATV has a "very great potential" for increasing diversity and quality in programming, it may constitute a "natural monopoly" with a concomitant potential of supplanting over-the-air broadcasting and newspapers and creating a serious economic problem.

The center suggested that the commission either confer common carrier status on cable or include it in its rulemaking, so that no more than one newspaper, TV station or CATV system could be jointly owned in the same market.

The center's comments were prepared under the aegis of Stanford's "Workshop in the Economics of the Press," which is supported by the Brookings Institution, Washington.

The center said it agreed with FCC

Chairman Dean Burch that the commission's one-to-a-customer rule (barring the owner of a full-time station from acquiring another in the same market) was of little public-interest value, while the case for breaking up newspaper-station combinations was persuasive.

Based on a "large" sample of TV stations and newspapers it studied, the center said, both media are able to charge "significantly higher" and anticompetitive rates for national advertising when they are jointly rather than separately owned.

Divestiture of a commonly owned TV station by a newspaper or vice versa "appears to us to be the only possible course of action for the commission if it is to achieve its desired aim of increased diversity and access to the media for all Americans," the center said, adding that joint media owners and investors would "almost certainly receive a fair market value for their (usually appreciated) property."

The center attacked the Litwin study—sponsored by the National Association of Broadcasters—which found that joint ownership has a beneficial effect on TV programming and newspaper quality—as suffering from partisan bias, and suggested the commission have before it an independent analysis acting on its proposal.

## Dynamiting moves NAB to look to the law

An increasing concern over extremism, given impetus by the recent dynamiting of a Pacifica Foundation radio station in Houston (BROADCASTING, May 18), prompted the National Association of Broadcasters executive committee last week to ask the Department of Justice for clarification of broadcaster's protection under federal law.

It was reported there was some question of federal involvement in the Pacifica case when its KPFT(FM) was destroyed by an explosion attributed to dynamite.

Willard E. Walbridge, NAB board chairman, said that many broadcasting stations in the nation have received threatening phone calls and letters from time to time from various obvious extremists or cranks.

Mr. Walbridge noted that many transmitters are located in remote areas and are vulnerable to attack. "The Pacifica case could happen again," he said. The executive committee action is a result of the belief that broadcasting as engaged in interstate commerce and as a key part of civil defense communications network, is under the protection of federal law and that federal enforcement agencies should be investigating such threats and bombings when they occur.

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### PROGRAM LOG

PAGE 1 DAY Wed DATE 12/3/69

Eastern Standard Time  Eastern Daylight Time

Time On 6:30 AM Time Off 10:00 AM

Time On 10:00 AM Time Off 10:00 AM

Time On \_\_\_\_\_ Time Off \_\_\_\_\_

Time On \_\_\_\_\_ Time Off \_\_\_\_\_

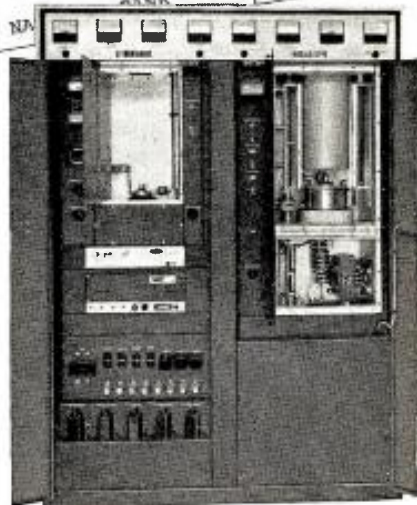
Time On \_\_\_\_\_ Time Off \_\_\_\_\_

IN FI ON E	PROGRAM TIME		PROGRAM TITLE-SPONSOR	SCHEDULED LENGTH			
	ON	OFF		COMMERCIAL		NON-COM L	
	MIN.	SEC.	MIN.	SEC.	MIN.	SEC.	
30	6:30	6:59:30	WAKE-UP (PART 1) Newark Carpet Carpenter Real Shoes XMITR ON 6:54:10	1			3
3:59:30	7:00	7:05	NEWS			1	
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Handwritten notes: *John H. Dickson*, *Barry Neil Dickson*, *XMITR OFF 6:37:29*

PROGRAM T  
A—Aerial  
E—Eastern  
N—News  
PA—Public  
R—Religi  
I—Instru  
S—Sport  
O—Other  
EDIT—  
POL—F  
ED—E

# the end of unscheduled sign-offs!



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# Too much Nixon on television?

**In latest manipulation of the fairness doctrine  
Fulbright wants Congress, too, to get time on demand**

At the height of the controversy touched off by Vice President Spiro T. Agnew's charges last fall that the television networks were unfair in treatment of President Nixon, the President himself said he would have no complaint as long as the networks allowed him direct access to the American public. As for the commentators' analyses that might follow, he said: "I'll take my chances" (BROADCASTING, Dec. 15, 1969).

On that basis, the President would seem to have little cause for complaint. His speech Wednesday night on Cambodia was the 11th that the three networks have covered live since he took office on Jan. 20, 1969. Number 12 is already penciled in: It is to be given before the end of the month on the scheduled withdrawal of all American troops from Cambodia. And Number 13 is in the foreseeable future—one the President has promised on the state of the economy.

The President, furthermore, expressed his appreciation of the platform the networks provide for reaching the American public in a televised news conference on Dec. 8—his eighth as President. Since then, he has held two more news conferences and opened them to live-camera coverage also.

But if the President has no cause for complaint, there has been increasing grumbling on the part of opponents of the policies the President is using the networks to promote—especially his Indochina policy. He has discussed the situation in Vietnam and Cambodia in speeches six times since May 14, 1969 (his first address to the nation after his inauguration); three times since April 20. In addition, he defended administration defense and foreign policies last June in an address to the Air Force Academy that all three networks carried.

Last week, Senator J. William Fulbright (D-Ark.), chairman of the Senate Foreign Relations Committee and one of the foremost congressional critics of the administration's Vietnam policy, called for legislation that would put Congress on an equal footing with the President in obtaining network time.

Mr. Fulbright expressed concern

over what he saw as the danger of television giving a President the power to upset the system of checks and balances on which American democracy is based and gain ascendancy over Congress. He said Presidents since Franklin Roosevelt have made increasingly effective use of the broadcast media, until today in the debate over the Vietnam war, "the executive has a near-monopoly on effective access to the public attention."

He has asked Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, to consider drafting legislation that would require broadcasters to provide time on demand both to the President and Congress. Congressional time would be divided equally between the two houses and the two major political parties.

The networks routinely accede, on a pool basis, to White House requests for coverage of presidential speeches. They also respond with live cameras to any indication that a presidential speech or

## Nixon's TV record

President Nixon has addressed the nation 21 times on television since his inauguration—11 times in set speeches, 10 in news conferences. The record of those appearances follows:

1969—Jan. 27, news conference; Feb. 6, news conference; March 6, news conference; March 14, news conference; April 18, news conference; May 14, speech on Vietnam; June 4, address at the Air Force Academy; June 19, news conference; Aug. 8, speech calling for overhaul of the welfare system; Sept. 26, news conference; Nov. 3, speech on Vietnam; Dec. 8, news conference; Dec. 15, speech on Vietnam.

1970—Jan. 22, State of the Union; Jan. 26, speech in connection with a veto of the Health Education and Welfare appropriation bill; Jan. 30, news conference; March 23, report on the postal strike; April 20, speech on Vietnam; April 30, speech on allied incursion into Cambodia; May 8, news conference; June 3, interim report on fighting in Cambodia.

appearance may be particularly newsworthy. (Nine of the 11 Nixon speeches covered live were carried by the networks following White House requests for coverage. The networks covered the President's State of the Union message, on Jan. 22, and his address at the Air Force Academy, on June 4, 1969, as special news events.) But in covering members of Congress, Senator Fulbright said, the media are so selective that they "create an impression of cranky carping at a heroic and beleaguered President."

Senator Fulbright's proposed solution to the dilemma in which the President's critics regard themselves goes further than that offered two weeks by a group of Yale University professors and law students and members of the New Haven Black Coalition. They are seeking an expansion of the FCC's fairness doctrine which would assure spokesmen for opposing points of view broadcast access similar to that given the President. In their view, this would be an offer of prime time in which a "connected discourse" to "apprise the viewers adequately" of the contrasting views could be presented (BROADCASTING, June 1).

The networks generally provide some commentary following a presidential address, as they did last Wednesday. Indeed, it was the so-called "instant analysis" following President Nixon's Nov. 3 speech on Vietnam that triggered Vice President Agnew's attacks on the networks. However, neither such commentary nor the assorted views stations and networks frequently carry on the conflict in Southeast Asia are apparently regarded by Senator Fulbright or the group from Yale as an adequate response to the President.

President Nixon's record of 22 live appearances on the three networks—including 12 speeches (counting one to be given later this month) and 10 news conferences—is 10 short of the mark established by President Lyndon Johnson in a comparable period of time, according to a study BROADCASTING made in November 1965 of presidential TV appearances (BROADCASTING, Nov. 8, 1965). But President Nixon's pred-





*President Nixon picked 9 p.m. last Wednesday night—in the heart of prime time—to give a situation report on his Cambodian venture. In the broadcast,*

*carried by all television networks, he also used film clips, made by Defense Department cameramen, to display arms and stores that had been captured.*

cessor was truly formidable in his use of the medium: In the five years and two months Mr. Johnson was in office, network pools covered his speeches, news conferences and bill-signing ceremonies close to 100 times.

President Nixon is using the medium more than Presidents John Kennedy and Dwight Eisenhower. President Kennedy, who was the first President whose election was credited in large part to the use of television and who was considered a master of the medium, was seen live in news conferences and delivering speeches 18 times in his first 17 months in office; a total of 33 times in his two years and 11 months as President. President Eisenhower, who permitted his news conferences to be filmed but not televised live, was covered by the television-network pool a total of 49 times in his two terms.

Whether President Nixon ever matches the record set by President Johnson remains to be seen. But it is clear that, like his predecessor, he has come to prefer the set speech, where he can make his point and elaborate on it, to the hurly burly of a news conference.

He held his first news conference as President seven days after he assumed office, and invited the live cameras in five more times for news conferences over the next five months. But he has held only four televised news conferences in the past year, the last on May 8.

The pace at which President Nixon has gone before the cameras to address the nation, on the other hand, has in-

creased. The networks covered his speeches live five times in 1969, following his inauguration—and six times thus far during 1970, with 1970 speeches numbers seven (on Cambodia) and eight (on the economy) virtually certain to go into the network news logs within a matter of weeks.

## Antiwar groups lose in fairness ruling

**Bid for air time to reply to recruiting spots is voted down by the FCC**

Three anti-Vietnam-war petitioners were rebuffed by the FCC last week in their requests for a ruling that the fairness doctrine entitles them to air time to respond to the broadcast of armed-forces recruiting announcements.

"The crucial question . . ." the commission held, "is whether armed forces recruitment messages constitute the presentation of one side of a controversial issue of public importance." It found the presentation of such messages, by itself, does not.

The commission made the comment in response to a petition filed by a San Francisco lawyer, Donald A. Jelinek, on behalf of the San Francisco Women for Peace, the GI Association, and the Resistance, against more than 20 San Francisco area stations. Four-

teen stations refused the groups' request for time; the remainder did not reply.

The other petitions were filed by Albert A. Kramer, of the Citizens Communications Center, in behalf of Professor David C. Green, chairman of the Peace Committee of the Baltimore Yearly Meeting of the Religious Society of Friends, against WRC-TV and WMAL-TV, both Washington; and by Alan F. Neckritz, against KFRC-AM-FM San Francisco.

Mr. Jelinek had argued that the commission's application of the fairness doctrine to cigarette advertising provided a precedent for its application to recruitment spots. The commission had held that cigarette commercials raised a controversial issue regarding the health hazard of smoking.

But the broadcast of recruitment messages, the commission said, raises no more controversial issue of public importance requiring presentation of conflicting viewpoints than would similar recruitment messages for policemen, teachers and others. It said that Mr. Jelinek had not questioned the power of the government to raise an Army but, rather, the use that was to be made of the Army and the manner of conscription of manpower.

In disposing of the Friends group's complaint, however, the commission said that "nonmilitary and honorable alternatives" to military service are of interest to the public and constitute an aspect of a controversial issue of public importance to which a broadcaster should devote air time.

Professor Green had complained to the commission after WMAL-TV and WRC-TV refused his group time to oppose the view "that a career in the armed forces is desirable, rewarding and the best way to serve one's country." Both stations denied the request for time to present spot announcements. And WRC-TV argued that the recruitment spots raised a fairness-doctrine issue.

However, the commission noted that both stations had offered the Friends group time to present their views on other programs, and were covering the issue of alternatives to military service "as a part of the requirement to devote a reasonable amount of time to issues of public importance."

This record, the commission indicated, was critical. Unless there was evidence that the stations had failed to achieve fairness in covering the issue, it said, it would not "disturb the licensees' determination as to how best to inform the public of the various facets of issues of controversial public importance."

The commission also upheld KFRC in its refusal to grant time to Mr. Neckritz. The station had rejected his contention that the armed forces spots

it carried raise the issue of the Vietnam war or of military involvement in foreign countries, or raise the issue of the draft. It said the spots advocate only voluntary enlistment.

The commission said it would not substitute its judgment for that of a licensee if the licensee acts reasonably and in good faith. The reasons given by KFRC in refusing the request for time, the commission added, "are not . . . unreasonable."

The commission rejected the petitions on a vote of 6-to-1, with Commissioner Nicholas Johnson the lone dissenter.

## FCC asked to order time to reply to Nixon

A complaint charging the three television networks with not allowing responsible antiwar groups to answer President Nixon's recent statements on the American involvement in Cambodia has been sent to the FCC by Business Executives Move for Vietnam Peace.

At a Los Angeles news conference Thursday (June 4), Albert Appleby, chairman of BEM, said his group was requesting the time under the fairness doctrine requirement of fair opportunity for balanced presentation of contrary views as upheld by the Supreme Court in the Red Lion decision. "We request that the commission immedi-

ately order CBS, ABC and NBC and their Los Angeles stations to provide that opportunity to BEM or other responsible spokesmen for antiwar views," Mr. Appleby said.

According to Mr. Appleby, the group had attempted to buy time on the Los Angeles stations owned by the networks but was turned down. As a result of a similar shutdown of BEM by WTOP-TV Washington, an FCC petition was filed asking that the station be forced to carry the antiwar messages (BROADCASTING, Feb. 2).

BEM, Mr. Appleby points out, is not a newcomer to the peace groups. "The organization was formed in 1967 and we now have 4,000 members nationwide from all areas, including retired military men," Mr. Appleby says. "If the FCC turns down our request, we would seek some kind of injunction to force the networks to give us time to reply to the next address by the President," the BEM chairman says. "If that fails, then we would consider an injunction against the networks to keep them from broadcasting any news program by Mr. Nixon."

Mr. Appleby noted that his group was not trying to attack the media; it was merely trying to make it more responsible. "This is the opening shot in a battle by us to bring about media responsibility," he says, "very much like the one launched against General

Motors recently. Our complaint is that under the present conditions, the President controls the format of the broadcasts with no chance for private citizens to question him on his decisions," Mr. Appleby says.

The only network on hand for the news conference was the NBC radio affiliate. None of the Los Angeles television stations was in attendance.

## Libel charged in suit against RKO, newscasters

A \$31 million lawsuit has been filed against RKO General, newscaster Baxter Ward, RKO's KHJ-TV Los Angeles and three members of a Los Angeles construction union charging them with libel and slander. The suit, filed in Los Angeles Superior Court, stems from broadcasts made by Mr. Ward on May 12-14 which included filmed interviews with the members of Local 12, International Union of Operating Engineers, named in the action.

The interviews alleged that illegal practices in connection with union activities and upcoming Local 12 elections were encouraged by Joseph H. Seymour, business manager, and Verne W. Dahnke, treasurer, of Local 12, the two who have filed the lawsuit.

A spokesman for KHJ-TV said that the union has demanded a retraction of the allegations made during the interviews by the dissident members of the local; however, the station has declined such action. Conversely, the union has refused an RKO General offer of equal time on KHJ-TV to reply to or refute the allegations.

No date has been set for the trial.

## Sloan safety awards given 8 broadcasters

Eight broadcasting organizations, including ABC Radio and NBC-TV last Tuesday (June 2) received Albert P. Sloan awards, presented by the Highway Users Federation for Safety and Mobility, for their efforts in promoting highway safety.

Nine awards also were given during the 22nd annual Sloan presentation ceremonies in New York to representatives of the print media.

Broadcast award winners and recipients were:

ABC Radio—Walter B. Schwartz, president.

Duhamel Broadcasting Enterprises Inc., KOTA-AM-TV, Rapid City, S.D.—Helen S. Duhamel, president.

KUON-TV Lincoln, Neb.—Joseph C. Dine, director, media relations, Corp. for Public Broadcasting.

NBC-TV—Joseph Cunneff, director nighttime programming.

WBZ-TV Boston—William W. Hillier,

## Changing Formats

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

■ KQXI(AM) Arvada (Denver), Colo.—Licensee, Radio Station KQXI, on June 1 switched from country-and-western music to gospel music. Station said reason for change was that another station in same market now programs country-and-western music 24 hours a day and that gospel music would serve the music tastes of the area.

■ WPEO(AM) Peoria, Ill.—Crawford Broadcasting Co. on May 4 dropped former emphasis on commercial religious programs for new format of middle-of-the-road music with commercials and records aired on cluster basis. Ten-minute news block starts at 40 minutes after each hour. Two-way talk hour runs each morning starting at 6 a.m.

■ WFMB(FM) Springfield, Ill.—Capital Broadcasting Co. in mid-March changed format to country music, except from 6 p.m. to midnight Sundays when it will continue with middle-of-the-road programming. Station said switch was made to gain audience and attract wider variety of sponsors.

■ WCAU(AM) Philadelphia—CBS Inc.

on June 1 switched from 24-hour talk programming to combination news-talk, with 6-9 a.m. and 4-7 p.m. periods devoted to "news and information." Phone-talk personalities take over rest of day, intermingled with CBS Radio features.

■ WAKN-AM-FM Aiken, S. C.—Radio WAKN Inc. in August will switch from middle-of-the-road AM format to "contemporary pop music" (40% rock, 40% soul and 20% country). FM will continue with MOR-pop programming but will replace 18% of it with religious music. WAKN(AM)'s contract with ABC expires in late summer and will not be renewed. Station will substitute for network with two three-minute local newscasts per hour, simulcasting them on FM until AM station signs off.

■ WYSH-AM-FM Clinton, Tenn.—Clinton Broadcasting Inc. on May 1 began simulcasting classical FM programming on AM station six days a week from 6-8:10 a.m. After this period AM station reverts to country format. Station said that power limitations in these hours, particularly during daylight saving time, had prevented AM from adequately serving certain areas near Clinton.

executive producer.

WHLs(AM) Port Huron, Mich.—John F. Wismer, president.

WJR(AM) Detroit—James H. Quello, vice president, station manager.

WNYC(AM) New York—Seymour N. Siegel, director.

The awards were presented by Howard Pyle, chairman of the Sloan Awards juries, and president of the National Safety Council.

Also present was Vincent T. Wasilewski, president, National Association of Broadcasters, who thanked the broadcasting winners for bringing "honor to the industry."

In opening remarks, Franklin M. Kreml, chairman, Presidential Task Force on Highway Safety, and vice president, Northwestern University, Evanston, Ill., praised the media for their "unique and lasting contributions" in the fight for traffic safety.

### Two stations share top arthritis awards

WKYC-TV Cleveland and WHAS(AM) Louisville, Ky., shared first-prize honors of \$400 each last Wednesday (June 3) in the annual Arthritis Foundation writing awards contest.

Awards were presented in New York for WKYC's *Arthritis: Man's Oldest Malady*, a five-part series broadcast March 17-21, 1969. Accepting for Joseph Varholy, program manager of NBC-owned WKYC, was Larry Johnson, manager of community affairs for NBC's WNBC-TV New York. Milton W. Metz, writer-producer, accepted the WHAS award for *The Crippler* broadcast Oct. 10, 1969.

Newspaper and writing awards went to the *Chicago Tribune*, *Los Angeles Times*, *Wichita (Kan.) Eagle & Beacon*, and to free-lancers Lester David, Lois Libien and West F. Petersen. The writing contest was established in 1956 to honor the late pioneer rheumatologist, Dr. Russell L. Cecil.

### News source protection is endorsed by NAB

Backing for the position that newsmen have an inherent right to refuse to disclose the sources of their information was given by the executive committee of the National Association of Broadcasters last week.

Acting in response to a growing concern among broadcasters that their rights under the First Amendment of the Constitution were in jeopardy because of recent attacks from the administration in Washington, and from the Department of Justice, the broadcast group issued a statement supporting such protection by law. The executive committee, Willard E. Walbridge,

chairman, said, did not endorse any specific measure. Several are pending in congressional committees. But the committee, he said, "endorsed the concept that news sources be protected by law," as a natural move toward full protection under the First Amendment, "vital to the free flow of information."

Mr. Walbridge noted that the action was taken not only in reaction to Justice Department subpoenas of reporters' notes but in requests by enforcement agencies for notes, film outtakes and similar material not used on the air or in print.

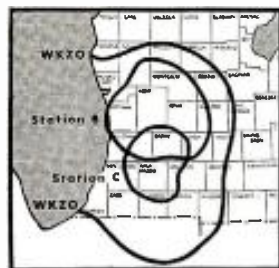
### Jimmy Stewart revived

Veteran motion picture actor James Stewart will star in a half-hour nighttime comedy series to be carried on NBC-TV in the 1971-72 season, it was announced last week by Don Durgin, president of NBC-TV. The series will be produced for Warner Bros. Television by veteran writer-producer Hal Kanter. Mr. Stewart also will star in several new features to be produced by Warner Bros. over the next few years. The series is the first for Warner Bros.' new television management which assumed control last fall.



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\*Ed "Bozo" Miller consumes up to 25,000 calories a day, once ate 324 ravioli at a sitting.

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WVAN/WVTA FM CASHTOWN

TELEVISION  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WTVY / CLEVELAND UNIVERSITY CITY  
WVPT-TV SAGINAW  
WZZM-TV / LANSING GRAND RAPIDS  
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# BMI pursues ratio with ASCAP

## BMI asks court for 70% of what CBS pays ASCAP and cites competitive dangers to its business

Broadcast Music Inc. asked a federal district court in New York last week to order CBS-TV to pay BMI 70% as much as CBS-TV pays the American Society of Composers, Authors and Publishers while CBS's suit against both music-licensing organizations is pending.

Otherwise, President Edward M. Cramer said in an affidavit accompanying the motion, "BMI could be driven out of business" by ASCAP through membership raids that he claimed are and will be substantially financed by CBS payments to ASCAP.

Mr. Cramer said the 70% figure was chosen because CBS-TV is and will be using approximately 70% as much BMI music as ASCAP music. By comparison, he said, CBS-TV paid ASCAP \$5.68 million for 1969 but refused—although it was then using over half as much BMI music as ASCAP music—to pay BMI more than \$1.3 million, or 23% as much as it paid ASCAP.

Currently, he said, CBS-TV is using

BMI music without a license—at a rate of about 189 uses a week—but is paying BMI nothing.

What CBS-TV will pay ASCAP for 1970 has not been decided. The question, involving "interim fees" pending the outcome of rate litigation, has been argued in court. Mr. Cramer noted that ASCAP was seeking either \$6 million or 1.05% of CBS-TV's gross receipts for 1970 and said CBS attorneys had indicated a willingness to pay \$4,172,000 for the year.

If the court fixes CBS-TV's interim fee within these limits, Mr. Cramer said, "BMI's present motion requests an interim award between \$2,920,400 and \$4,200,000 for the year 1970."

If no interim fee has been fixed for CBS-TV before the BMI motion is acted upon, BMI asked that CBS-TV be required to pay it an amount equal to 70% of the \$5.68 million paid to ASCAP last year. That would come to \$3,976,000.

In a different but related proceeding

last week, the issue of interim ASCAP fees appeared to be narrowing down.

In a session in chambers, District Judge Sylvester Ryan, who presides over litigation involving ASCAP's consent decree, was said to have indicated he would approve \$4.3 million as the 1970 interim ASCAP fee for NBC-TV, if NBC-TV and ASCAP would agree to that sum.

He also indicated, according to participants, that he would favor the same sort of interim deal between CBS-TV and ASCAP. Neither NBC nor ASCAP responded immediately to the suggestion however, and CBS was apparently not present because the session dealt with a specific NBC-ASCAP dispute—NBC-TV's request for a license covering only about 2,200 specific ASCAP compositions.

The \$4.3 million fee suggested by Judge Ryan would give NBC blanket use of the entire ASCAP repertory pending court determination as to whether NBC-TV is entitled to the

## Aubrey's plan for recovery at MGM

### Studio will place greater emphasis on TV production, may make features for ABC

Metro-Goldwyn-Mayer's highly publicized auction of properties and recurrent speculation about the financial woes of major stockholder Kirk Kerkorian may have raised some questions about MGM's future. But James T. Aubrey, MGM president, attempted to lay these reports to rest at a Thursday (June 4) news conference when he not only outlined the studio's future movie ventures, but also told BROADCASTING that there would be a greater involvement in production of shows for television than had been the case in the past. "We have several projects under discussion with all three networks right now," Mr. Aubrey said, "including talks aimed at having us provide two *Movie of the Week* features for ABC."

Paul Picard, named vice president-television for MGM less than three months ago, confirmed the studio's resurgence into TV production. "In addition to our present shows, we've

gotten network commitment to go to pilots on two new series for airing in the 1971-72 season," Mr. Picard said. The shows, according to the MGM vice president, are an hour-long dramatic series and a one-hour "true action adventure and are among six or seven major projects being discussed with the networks.

Mr. Aubrey pointed out that while the studio was negotiating with ABC for two movies for television, there was no major move under way for continued production beyond the initial two features. "Unless there appears to us a more substantial profit from such motion pictures, it does not pay to concentrate on television at the expense of theatrical motion pictures," Mr. Aubrey said. "After all, that is our primary business."

The studio announced that its transfer of corporate operations to the Culver City facilities would be completed by the end of August, leaving only 35 people directly involved with studio operations in New York. Total savings for the company are estimated by Mr. Aubrey at \$2 million per year from the Culver City consolidation.

An additional \$10-million reduction was made in the company's payroll; \$7.5 million in domestic cuts and \$2 million overseas. The studio's 32 branch



Mr. Aubrey

offices were reduced to 10. Speculation on which parts of MGM's land holdings would be disposed of was stopped with the announcement that lots 2-6, comprising approximately 120 acres in Culver City, would be sold. Negotiations are currently under way with interested parties, according to the company, with MGM asking \$17 million. The company also announced a \$1-million renovation to lot 1, its main complex in Culver City.

limited license it is seeking or until NBC notified ASCAP that it was no longer using the full repertory.

Judge Ryan could issue his decision on the limited license in weeks or months, but the appeal that would almost inevitably follow—no matter which way he rules—could take years.

A Justice Department attorney at the chambers session was said to have renewed the department's advocacy of an interim fee for NBC based on only those compositions it has specified, arguing that this interim experience would provide an opportunity to test the limited-license approach, never before tried.

Judge Ryan was quoted as saying, in rejecting this argument, that it would not be right to experiment with ASCAP's money.

ASCAP is so deeply opposed to the limited-license approach—and to a per-use license innovation for which CBS is suing both ASCAP and BMI—that in answering CBS's suit it asked the court to forbid both NBC-TV and CBS-TV to transmit any programing other than news and public affairs and to put them out of TV station ownership altogether (BROADCASTING, June 1).

The CBS suit—the one in which BMI was responding last week—has been assigned for trial by District Judge Morris E. Lasker rather than Judge Ryan. It was filed under antitrust laws, not the ASCAP consent decree over which Judge Ryan has jurisdiction.

In still another filing, BMI denied the charges and claims in the CBS suit for per-use licenses and filed a counterclaim for at least \$6 million in punitive damages from CBS for "thousands" of infringements of BMI copyrights since CBS-TV's BMI license was terminated as of Jan. 1.

In his affidavit supporting BMI's motion for interim CBS-TV fees equal to 70% of ASCAP's, Mr. Cramer said the combination of no current income from CBS-TV and increased CBS payments to ASCAP last year was already causing "serious competitive injury" because BMI "is losing some of its principal affiliates to ASCAP."

He said that "the fact that CBS agreed in 1969 to pay ASCAP almost \$6 million at a time when it refused to pay BMI more than \$1.3 million was of substantial detriment to BMI. The fact that CBS is committing infringements of the copyrights on the music in the BMI repertory at the average rate of approximately 189 a week, and is now paying BMI nothing, is therefore aggravating this detriment and injuring BMI's ability to compete with ASCAP.

"In May 1969, ASCAP commenced and is continuing to run a series of advertisements in all of the major

trade publications . . . announcing that ASCAP has a great deal of money and will pay an author, composer on publisher a great deal more per performance than BMI can pay him . . . ASCAP threatens to run 11,000 such advertisements. . . .

"CBS' current performance of BMI music without paying for it obviously aids ASCAP in its advertisements since it lessens the amount of money per performance available to BMI for distribution [to its own writers and publishers].

"As a result of CBS' refusal to make more equitable payments to BMI and the fact that it has made no payments at all since Jan. 1, 1970, BMI affiliates who would normally benefit from licensee royalty payments are being injured, and BMI is suffering serious competitive injury in that it is losing some of its principal affiliates to ASCAP. The actions of CBS and ASCAP will have a snowball effect, because the less CBS pays BMI, the easier it becomes for ASCAP to induce BMI affiliates away, and the more affiliates BMI loses, the less its repertory is worth."

Mr. Cramer also said that by the time his affidavit was prepared, CBS-TV infringements of BMI copyrights had reached the point where statutory damages, even if the infringements had been innocent, would amount to \$8 million, or an annual rate of \$19.5 million. "The fact that CBS' infringements are willful and deliberate, among other things, warrants BMI's recovery of a great deal more," he asserted.

But the current BMI motion, Mr. Cramer noted, does not request at this time "the multiple damages ultimately sought by BMI," but asks only "a small portion of the damages ultimately recoverable, the equivalent of a fair and equitable share of music-license fees to be paid by CBS-TV network, which is necessary in order to maintain the status quo. . . ."

If the court denies the bid for CBS fees equal to 70% of those paid ASCAP, BMI asked that CBS be restrained from infringing BMI copyrights.

Unless something is done, Mr. Cramer contended, other music users may also start infringing. Indeed, he said, NBC-TV has been using BMI music since April 4 without a license and without paying for it, leading BMI to file a \$6 million infringement suit against NBC last month.

Mr. Cramer's affidavit reviewed in detail what he said were repeated and repeatedly fruitless efforts to get CBS-TV to negotiate an "equitable" contract during much of last year, denied that BMI is required to issue the per-use license that CBS-TV seeks and said CBS-TV's use of BMI music had in-

creased from 46.7% to 67.4% of CBS-TV's ASCAP total in "little more than one year." Further increases, he asserted, are predictable for the 1970-71 season.

## New prime-time rule had better work—Cox

### If it doesn't, he foresees federal antitrust action on FCC program control

Networks and their affiliates that are unhappy over the FCC's new rule aimed at limiting network domination of prime-time programing would be well advised to grin and make the best of the situation. For if they succeed in weakening the rule, or if the rule does not lead to the emergence of a strong program-syndication industry, they will probably face tough new action by the Justice Department or the commission.

This was the advice offered last week by Commissioner Kenneth A. Cox in a statement concurring in the commission action last month prohibiting major-market stations from taking more than three hours of network programing between the hours of 7 and 11 p.m. (BROADCASTING, May 11).

Commissioner Cox, whose 13-page statement was devoted principally to answering the arguments of Chairman Dean Burch in his dissenting opinion, said the rule is "not guaranteed to produce" the results the commission is seeking. But, he said, it appears to be the "most logical and effective step" that can be taken "to correct a serious problem."

Chairman Burch had said the economics of the program-production industry militate against the appearance of much syndicated programing of network quality. Furthermore, he predicted, the programing that did emerge would be "more of the same"—that is, talk shows and light entertainment now seen on network television.

But, Commissioner Cox said, the situation the rule seeks to modify "slightly" is "just not desirable"—it is one in which a producer with programing to sell "has only three potential buyers." The commissioner has no illusions about better programing appearing, he said. "I simply hope that we will get somewhat more varied programing, with more people involved in the creative process, and without forcing everything through the network funnel."

Furthermore, he said, the networks and their affiliates may face "even more drastic action" if the new rule does not succeed or if the commission waters it down on reconsideration. He said the

Justice Department, which has expressed misgivings about the state of the television program market, may proceed against the networks under the anti-trust laws. He suggested it may apply the policies developed in the course of forcing motion-picture companies to

divest themselves of theaters.

"Or the commission itself, if faced with the permanent prospect of a slowly constricting program production industry, may decide that the only alternative is to attempt some kind of detailed regulation of the networks' program

practices," he added.

However, he said that alternative "would be far less satisfactory—and far more dangerous to our free society—than trying to restimulate competition in the program market as a partial corrective for the networks' dominance.

## Tragedy on lonely road in Asia

### Sad tale rises with death of CBS's Syvertsen and disappearance of NBC's Hangen with news

The U.S.-South Vietnamese war operation in Cambodia that began May 1 has claimed what appears to be its first death of a broadcast newsman, CBS News correspondent George Syvertsen.

Word of the presumed death of Mr. Syvertsen came last Wednesday (June 3) only a day after CBS News President Richard S. Salant issued an order forbidding CBS newsmen to travel on Indochina roads without military escort.

Mr. Salant's order was issued following the disappearance on May 31 of Mr. Syvertsen and seven other newsmen—another from CBS, one from NBC, and five non-Americans serving as camera crewmen. "I'd rather lose the story than the men," Mr. Salant commented in revealing his order. Mr. Salant last week also dispatched CBS News Vice President Gordon Manning to Saigon to ascertain the need for changes in coverage of the Cambodian war.

The eight newsmen, en route in three cars to Takeo, disappeared about 31 miles south of the Cambodian capital of Phnom Penh. The others who still were missing late last week are: from CBS, Gerald Miller, producer; Tomoharu Kshii and Ramnik Lekhi, crewmen, and Kojiro Sakai, soundman. From NBC, correspondent Welles Hangen and Roger Colne and Moshihiko Waku, cameramen.

State and Defense Department officials in Washington said Mr. Syvertsen was believed to be the first American broadcast journalist presumed dead in the Vietnam conflict. Official sources list 10 foreign correspondents killed in Indochina and 11 U.S. correspondents known dead. Prior to the Cambodian operation no correspondents were known to have been captured.

Reports of the death of Mr. Syvertsen who had been covering the Vietnam war since November 1967, came from searchers who found a body in a freshly dug grave near where he had been reported missing. Positive identification was withheld pending final medical checks.

The abandoned cars of the newsmen

reportedly were spotted in the same area in which two newsmen were captured and held for eight hours on May 24, and where CBS News correspondent Don Webster and a two-man crew were detained by North Vietnamese soldiers for a day. At least 15 other non-Cambodian newsmen have been reported captured or missing since the Cambodia fighting began. One other CBS representative—cameraman Dana Stone—and Sean Flynn, free-lance photographer, have been missing in Vietnam for about eight weeks. Mr. Flynn is the son of the late actor Errol Flynn.

NBC News President Reuven Frank who, along with Mr. Salant, is exploring several diplomatic paths to learn the fates of the still-missing newsmen, announced last Wednesday that he had been told that Mr. Hangen and the other two NBC representatives had been captured by Communist forces. He said the information came from Cagy You Leng, NBC's Cambodian driver who had escaped from the Viet Cong.

Mr. Frank said he did not anticipate any change in the way NBC News will cover the Cambodian operation. "We have a responsibility to cover the news," he said. And, he added, from what he has learned of the situation, the newsmen "could not have prevented nor could have anticipated" what happened.

In a touch of irony, CBS's reporter Miller on May 30, the day before he and the others vanished, commented in a CBS Radio network report: "One of the odd aspects of the war in Cambodia

### Meredith goes upstairs

Don Meredith, former quarterback for the National Football League Dallas Cowboys, has joined ABC Sports as commentator on the *NFL Monday Night Football* series scheduled for the 1970-71 season, ABC announced last week. ABC also reported that Chet Forte, Jim Feeney, Dennis Lewin and Lou Volpicelli, will head the production team for the weekly telecasts.

is the role being played by newsmen trying to learn where the Communist forces are and what they are doing. This is not like South Vietnam, with its wealth of supplies and information sources. The Cambodian army has no intelligence service to speak of, and often has no idea who is where. Newsmen often find themselves out alone, driving down unknown roads and crossing rivers trying to discover what the Cambodian army itself doesn't know. In this confused and dangerous situation, 15 journalists have been captured so far . . ." [The State Department last week said 24 journalists were believed captured up to that time.]

Steve Bell, an ABC correspondent, who was captured in Cambodia at the end of April just before the official drive started—and was released after only 40 minutes thanks to the help of his Vietnamese-speaking driver—echoed Mr. Miller's sentiments.

In a report from Saigon last Thursday (June 4) broadcast on the ABC radio network, Mr. Bell observed: "The first reaction to the death of Syvertsen is a sense of sorrow and loss, but the death and growing list of captured newsmen in Cambodia has triggered arguments here on how to cover such a story. In Vietnam we travel with allied troops—often by helicopter. In Cambodia, private car is the only way to get to a story, and it often is impossible to know the potential danger ahead because of sketchy or false information. The feeling here is that Cambodia must be covered, but it's time to find ways to improve the odds."

ABC News's strategy in covering the fighting in Cambodia was spelled out by ABC News President Elmer Lower last Friday (June 5) in an address prepared for the National Institute for Religious Communication in New Orleans.

Mr. Lower said ABC newsmen who consent to cover the Cambodia operation are told, "Do not risk your lives unnecessarily." And, expressing thoughts similar to those of Mr. Salant, Mr. Lower observed, "it is better to miss a

story, than to get killed, wounded or captured trying to get one." Added Mr. Lower: "Our methods will not change. They are humane; they are earmarked by caution . . . our personnel in Southeast Asia are there to cover the war, not to become military heroes . . ."

Mr. Salant said in an official statement concerning Mr. Syvertsen: "He was killed trying to get information, as he noted in his last report to us, 'that the Cambodian army could not supply,' so that the American people could know what was going on in that confusing war. George's death is a loss to all of us in journalism and to all Americans who want to exercise their right to know."

Continued Mr. Salant: "When CBS news correspondent George Polk was killed while covering the civil war in Greece in 1948, Edward R. Murrow said of him: 'His whole record shows that he didn't fear anything. He had that honesty and integrity—the reverence for fact and indifference to criticism—which gave him the respect of men in his trade. What happened he reported, without fear and in a language all could understand.'

"That's all anyone can say about a talented and dedicated reporter, which is what George Syvertsen always was. That these qualities are so typical of so many men involved in the profession of journalism is fortunate for our nation; that these qualities are expected, even taken for granted, is the stimulus that attracts so many exceptional men to this profession . . ."

On the diplomatic front, Mr. Salant and Mr. Frank last week sent a joint cablegram to deposed Cambodian leader, Prince Norodom Sihanouk, urging him to help in determining the whereabouts of the still-missing newsmen. "I presume he has some influence with Hanoi," Mr. Salant speculated.

Mr. Frank said people are being "approached wherever we've had contacts. We're asking our guys to ask several governments to use their good offices," he said. For example, he noted, NBC personnel have approached contacts at the French foreign office in Berlin, and NBC newsman John Rich is working through the offices of the International Control Commission in Phnom Penh.

Mr. Salant reported that CBS News

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correspondent Marvin Kalb is working with State Department officials, and that Charles Collingwood, CBS News chief European correspondent, is conferring in Paris with North Vietnam representatives. "We have everybody working on it," he declared. "We'll appeal to everyone we can talk to."

And, last Thursday, the Overseas Press Club of America cabled Le Duan, first secretary of the party, Democratic Republic of Vietnam, Hanoi, urging him "to come to the aid of our colleagues who have been captured in Cambodia in the course of their truly neutral pursuit of news wherever it happens." A copy was sent to Prince Sihanouk in Peking, the Red Chinese capital. It was signed by Will Oursler, president, and Victor Riesel, chairman of the Freedom of Press Council, Overseas Press Club, New York.

Mr. Syvertsen, 38, had covered the battles of Dak To, Khe Sanh, the Communist Tet offensive, and the May offensive in South Vietnam. From January to November 1967, he was Washington producer for the *CBS Morning News* with Joseph Benti.

He joined CBS in January 1966 after stints as a reporter with the *Times-Herald*, Middletown, N. Y., and the Associated Press in New York and Warsaw, Poland.

Mr. Syvertsen is survived by his wife, Gusta; his mother, a brother and sister.

## Animated series agreement

Metromedia Producers Corp., Los Angeles, has made two co-production agreements covering an animated series and a program with an international background, it was announced last week. The animation project is a co-production with Marvin Worth Productions on a series titled *Suzuki Beane*. In addition, MPC is associated with Stirling Silliphant and his Pingree Production Co. in the development of an untitled program dealing with the activities of several U.S. government agencies.

## Capp series offering gets heavy response

"*The Al Capp Radio Show*," being offered by Pepper & Tanner, Memphis, has been picked up by more than 100 stations, "with more being added each week" according to a company spokesman.

P&T has signed the well-known cartoonist-commentator to an exclusive one-year radio contract, with a renewal clause. The syndicated show is based on a question-and-answer technique used in campus appearances, consisting of one question posed to Mr. Capp and his reply.

Mr. Capp, who appears regularly as a guest on TV shows, was for three years a weekly commentator on NBC's *Monitor* series.

## Program notes:

**Toomey charts destiny** ■ Bill Toomey, world and Olympic decathlon champion, has signed a longterm performing contract with Destiny Productions Ltd., Hollywood. First program for the athlete is a television special which will trace the history of the Olympic Games, with special emphasis on the decathlon. Destiny Productions, which is half-owned by Yvette Mimieux, star of *The Most Deadly Game*, premiering on ABC-TV this fall, announced plans for syndication of the Olympic special.

**Uncle Milty is back** ■ Milton Berle returns to television as the star of a one-hour special called *The Milton Berle Show: For the Love of Life*. The program is one of four specials being prepared by Screen Gems Inc., Hollywood for Faberge. Jackie Barnett, producer of the specials, notes that plans call for the shows to be syndicated.

**Paar special offered** ■ Metromedia Program Sales is placing into syndication the one-hour special, *Jack Paar and his Lions*, which was presented originally on NBC-TV last fall. Mr. Paar wrote, produced, edited and narrated program.

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## Join the FCC and see the world

That could be the agency's recruiting slogan, according to new report of members' travels

Whatever other prerequisites may be attached to membership on the FCC, the job provides a way to get around the country—and, for resourceful members, the world. Since Jan. 1, 1969, FCC members have made 148 trips away from Washington. One, H. Rex Lee, went around the world. Another, Nicholas Johnson, has been to Japan twice and to England. Chairman Dean Burch just got back from going about as far as he could go without touching foreign soil, to Seattle, Los Angeles and Juneau and Anchorage, Alaska.

H. Rex Lee's tour topped all others in price and time on the road: \$2,316 paid by the State Department (\$1,590 of it in counterpart funds), March 25-April 28. He was discussing educational television in the Philippines, Singapore, Malaysia, Thailand, India, England and Ireland.

Mr. Johnson found private financing for his two latest trips to Japan, from the Ford Foundation for a September 1969 meeting of the Japan Council for International Understanding and from the host organizations for a 22-day excursion last April for the Japan Society for Futurology in Kyoto and the Japan Techno-Economics Society in Tokyo. His first trip to Japan in 1968 was made at State Department expense (\$1,527, of which \$942 was in counterpart funds), but that doesn't count in this compilation going back only to the beginning of 1969.

Mr. Johnson was on the FCC's own tab last January when he went to London and Oxford, England, for a conference on the responsibilities of the communications media. That trip cost the agency \$705.03.

The most footloose domestic tourist on the FCC turns out to be Kenneth A. Cox, who stands to lose his travel vouchers at the expiration of his term June 30. From Jan. 1, 1969, through May 1970 Mr. Cox made 35 trips at a cost of \$5,096.31. Commissioner Robert E. Lee got out of town almost as often—on 34 trips at a cost of \$4,446.36.

As a domestic traveler Mr. Johnson ranked third, with 25 trips at a total of \$3,835.53. Commissioner Robert

Wells made his first trip last December, soon after he took office. He has been away 14 times and has spent \$2,453. H. Rex Lee has made 11 trips for \$2,078.73.

Chairman Burch first left town in November 1969 right after taking office on Oct. 31. He has made only eight trips, but they have tended to be long ones, at a total cost of \$2,697.54. Commissioner Robert T. Bartley, the agency's stay-at-home, has been on seven trips for \$1,251.19.

In the period under study two other members left the FCC: Chairman Rosel Hyde, who made 10 trips for \$1,457.70, and Commissioner James J. Wadsworth, who went nowhere at FCC expense.

Following are the individual records of travel, as compiled by the FCC staff at BROADCASTING's request. The dates are those of departure. Commissioners are listed in descending order of expense charged to the FCC.

**Commissioner Cox:** 1/23/69, Newark, N.J., \$76.79 to inspect Bell Labs; 1/29/69, Las Vegas, \$291.00, to address annual meeting of the National

### Saturday in Topeka

FCC Commissioner Robert Wells has called on the nation's broadcast newsmen to do their job in aggressive fashion without worrying too much about outside pressures, including those from government.

"You are facing pressures from all sides these days to conform to varying ideas as to how you should be doing your jobs," the commissioner said, in remarks prepared for delivery Saturday (June 6) before the Radio and Television News Directors Association regional conference in Topeka.

Some of the criticism may be justified and it is healthy to be forced occasionally "to justify what we are doing," he said. "But in the long run I hope you will resist pressures to make you compromise your journalistic standards, whether it comes from the public, the government, or—and I realize that this is particularly delicate area—your sales manager and station manager."

Telephone Cooperative Association; 2/19/69, Williamsburg, Va., \$93.50, to participate in Brookings Institution second conference for presidential appointees to independent boards and commissions; 2/24/69, New York, \$65.72, to attend the Mike awards dinner of Broadcast Pioneers; 3/14/69, Villanova, Pa., \$54.00, to participate in symposium at Villanova University; 3/20/69, New York, \$43.25, guest speaker at annual meeting of Department of Radio and Television of the Council of Churches of the City of New York; 3/25/69, Lansing, Mich., \$99.00, to participate in symposium on regulatory pricing policies at Michigan State University.

Also 4/30/69, Columbus, Ohio, \$59.00, addressing annual convention, American Council For Better Broadcasts; 5/9/69, Lexington, Ky., \$82.00, addressing the SECA-NAEB convention; 5/15/69, Seattle (Mr. Cox's former home) and Portland and Corvallis, Ore., \$318.85, addressing students at Oregon State University; 5/22/69, Pittsburgh and Meadville, Pa., \$42.50, inspection of pre-opening showing of Meadville master antenna office, workshop and cablecasting studio facilities; 5/23/69, New York, \$56.10, addressing the Wall Street Communications Association; 6/9/69, Jacksonville, Fla., \$104.50, addressing convention of the Florida Association of Broadcasters.

Also 6/20/69, Indianapolis, \$102.00, addressing the Indiana Broadcasters Association; 6/22/69, San Francisco, \$327.60, participating in breakfast panel at the National Cable Television Association convention; 7/23/69, Seattle, \$314.85, addressing the Forestry, Conservation Communications Association; 8/10/69, Dallas, \$218.10, participating in a session on mass media: rights of access and reply at a meeting of the American Bar Association; 8/6/69, Des Moines, Iowa, \$146.50, addressing and participating in a panel discussion at the 1969 National Associated Public Safety Communications Officers conference; 9/5/69, Ossining, N.Y., \$50.75, participating in a General Electric broadcasters forum.

Also 9/11/69, Duluth, Minn., \$162-



.85, addressing Minnesota broadcasters convention; 9/23/69, New York, \$38.00, attending luncheon of the International Radio and Television Society honoring Chairman Hyde; 10/9/69, New York, \$56.25, addressing the conference on communications media, the New York board of rabbis; 10/14/69, Richmond, Va., and Lexington, Ky., \$105.00, participating in seminar of the United Presbyterian Church (Southern) and addressing Kentucky Broadcasters Association fall meeting; 11/14/69, St. Louis, \$166.25, addressing students and faculty of Lindenwood College, addressing board of governors, St. Louis chapter, Academy of Arts and Sciences, and appearing on the *Bill Fields Show*, KPLR-TV.

Also 11/12/69, Syracuse, N.Y., \$98.30, participating in state industry advisory committee meeting; 11/20/69, Portland, Ore., \$328.00, attending and participating in a state industry advisory committee meeting and participating in a 1969 NAB fall conference; 2/13/70, Columbus, Ohio, \$63.00, speaking to the Ohio Newspaper Association; 2/27/70, Cleveland, \$62.25, speaking to the City Club of Cleveland; 3/3/70, Ann Arbor, Mich., \$92.50, participating in seminar at the University of Michigan Law School; 3/8/70, Chapel Hill, N.C., \$99.50, participating in a colloquium "The Broadcaster and His Society" at the University of North Carolina.

Also 4/12/70, Denver, \$222.35, speaking to the Operating Section Transmission Conference of American Gas Association; 4/5/70, Chicago, \$277.05, attending and participating in the annual convention of the NAB; 5/7/70, Seattle/Pullman, Wash., \$435.00, to attend seminar and speak at the radio-television awards banquet at Washington State University; 5/16/70, New York, \$70.00, participating in annual meeting of the American Jewish Committee Symposium; 5/25/70, Laramie, Wyo., \$274.00, to attend CATV meeting.

**Commissioner Johnson:** 1/21/69, Atlanta, \$89.15, to speak to Georgia Association of Broadcasters and participate in seminars at University of Georgia; 1/23/69, Murray Hills, N.J., \$76.54, to tour Bell Labs; 2/19/69, Williamsburg, Va., \$78.00, to attend conference for presidential appointees to independent boards and commissions sponsored by Brookings Institution; 3/7/69, New York, \$97.55, to participate in weekend seminar at General Theological Seminary; 3/26/69, San Antonio and Austin, Tex. (where Mr. Johnson attended college), \$323.64, to tour radio station and meet with public official, to meet with University of Texas faculty and students, and to speak to annual Texas Law Review banquet.

Also 4/15/69, New York, \$67.70,

for meetings with academia and industry officials; 5/8/69, New York, \$63.50, to visit ATT in morning and speak at Columbia University School of Journalism seminar in the afternoon; 5/25/69, Milwaukee and Racine, Wis., Toronto, Canada, New York, \$330.60, in Racine, to participate in Council on Communications Conference; in Toronto, participate in trade regulation round-table meeting; in New York visit Ford Foundation; 4/9/69, Iowa City (where he grew up), \$169.00, to speak at the annual membership meeting of the Iowa Civil Liberties Union; 6/25/69, Milwaukee, \$95.75, to participate in the Kettering conference on public television programing.

Also 7/24/69, Iowa City, \$120.75, to participate in National Association of TV and Radio Announcers seminar at the University of Iowa; 7/30/69, Los Angeles, \$352.75, to inquire into programing restraints on artists and

and speak to students at Graham Junior College; 12/28/69, San Francisco, \$321.30, to participate in trade regulation roundtable; 1/2/70, London/Oxford, England, \$705.03, to participate, as a member of the American team, in the conference on responsibilities of communications media; 1/26/70, New York, \$77.85, to tape TV show.

Also 3/1/70, New York, \$111.75, to address American Women in Radio and Television and participate in National Book Awards seminar; 3/16/70, New York/Ottawa, \$208.55, to tape show in New York and testify before the Canadian special Senate committee on mass media in Ottawa; 4/2/70, Philadelphia/Princeton/Chicago, \$267.00, to do TV show in Philadelphia; speak in Princeton/Chicago; 4/26/70, New York, \$114.00, general appointments, tapings (radio and TV).

**Commissioner Robert E. Lee:** 1/3/69, New York, \$69.60, to represent FCC



*FCC Commissioner Nicholas Johnson (l) has been a frequent traveler to production centers for appearances on television shows—especially since pub-*

*lication of his book, "How to Talk Back to Your Television Set." Here he appears on Dick Cavett Show on ABC-TV, in New York, last Aug. 25.*

creative freedom in the television industry; 8/25/69, New York, \$60.35, to appear to *Dick Cavett Show* and other scheduled meetings; 9/24/69, Detroit/Ann-Arbor, \$120.50, to participate in seminar at University of Michigan and speak to Radio-Television News Directors Association; 10/2/69, Denver, \$223.90, to participate in seminar at University of Denver and meet with broadcasters.

Also 11/6/69, New York, \$57.00, to deliver speech at luncheon of National Citizens Committee for Broadcasting; 11/14/69, Chicago, \$110.00, to deliver speech to Broadcast Advertising Club of Chicago; 11/16/69, Cedar Rapids/Iowa City, \$158.15, to address students in law school and communications school at University of Iowa; 12/14/69, Boston, \$140.25, to participate in seminar on public television at Harvard

at actors youth fund benefit dinner; 1/16/69, New York, \$49.28, to attend Red Cross luncheon for broadcasters as a representative for Chairman Hyde; 1/22/69, Newark, N. J., \$73.65, to visit Bell Labs; 1/31/69, Pittsburgh, \$70.00, to attend and participate in dedication of new super-power UHF station, WPGH-TV; 2/6/69, Durham, N. C., \$78.00, to attend and participate in dedication of WRDU(TV); 2/25/69, South Bend, Ind., \$169.50, to attend and participate in seminar at Communication Arts Department at University of Notre Dame.

Also 3/6/69, New York, \$75.95, to attend final meeting of the Committee for the Full Development of All-Channel Broadcasting; 3/18/69, Philadelphia, \$32.95, to be the luncheon speaker at the Poor Richard Club; 4/23/69, Boston, \$108.55, to speak before the

Broadcasting Executives Club of New England; 5/7/69, Springfield, Ill., \$145.60, to speak before the Illinois Broadcasters Association; 5/15/69, Dayton, Ohio, \$91.00, to speak before the Ohio Association of Broadcasters; 5/19/69, Detroit, \$103.00, to speak before the parishioners of Gesu Parish.

Also 5/27/69, New York, \$73.87, to speak and participate in the Cunningham & Walsh (advertising) forum; 6/9/69, Detroit, \$96.20, to speak before the Station Representatives Association; 6/12/69, Williamsburg, Va., \$144.20, to participate in and speak at seminar conducted by FCC Bar Association; 6/19/69, Indianapolis, Chicago (Mr. Lee's hometown), \$177.25, to speak before the Indiana Broadcasters Association in Indianapolis and attend a panel meeting of spot representatives in Chicago; 7/31/69, Dallas, \$254.75, to speak before meeting of Association of Broadcasting Executives of Texas; 8/18/69, New York, \$46.00, to attend special program inspection of The World Trade Center.

Also 9/23/69, New York, \$41.25, to attend with other commissioners the FCC Newsmaker Luncheon of the International Radio and Television Society; 10/2/69, Memphis, \$164.00, to speak before Tennessee Broadcasters Association; 10/6/69, Boston, \$118.00 to appear on panel discussion at Massachusetts Broadcasters annual meeting; 10/23/69, Greensboro, N. C., \$82.00, to speak before the Piedmont Triad Advertising Club; 10/28/69, St. Louis, \$141.00, conference with police department and educators to resolve conflicting clearance for an instructional television channel; 10/29/69, Elmira, N.Y., \$107.00, speak at dedication ceremonies of WENY-TV; 1/15/70, New York, \$69.60, represent FCC at annual Red Cross broadcasters luncheon; 2/4/70, Kings Point, N. Y., \$94.75, to participate in environment of federal operations seminar.

Also 2/12/70, Dallas, \$160.75, to attend a broadcasters awards banquet; 3/11/70, Detroit, \$113.00, to participate in seminar conducted by Department of Radio-Television, University of Detroit; 4/4/70, Chicago, \$459.23, to attend the convention; 4/12/70, Absecon, N. J., \$116.43, to address the Association of National Advertisers at Seaview Country Club; 4/23/70, New York, \$79.00, meeting, World Trade Center; 5/4/70, San Francisco/Berkeley, \$448.00, seminar; 5/20/70, Milwaukee, \$176.00, to speak at Bernardine Communications Guild, Department of Instructional TV; 5/22/70, New Orleans, \$217.00, to speak at Holy Cross School.

**Chairman Burch:** 11/10/69, New York, \$114.00, to receive award, Columbia University; 1/9/70, Phoenix, Los Angeles, \$342.40, to speak before the Rocky Mountain Cable Television

Association; 1/29/70, San Francisco, \$506.58, to make a speech; 2/12/70, Palm Springs, Los Angeles, Tucson, Ariz. (Mr. Burch's former home), \$492.75, midwinter meeting, California Broadcasters Association; 3/5/70, New York, \$79.30, to visit Teleprompter Corp. and AT&T; 4/6/70, Chicago, \$225.51, to address the NAB and attend the convention; 4/23/70, New York, \$87.75, to visit Bell Labs; 5/24/70, Seattle/Juneau/Anchorage/Los Angeles, \$849.25 to fill speaking commitments.

**Commissioner Wells:** 12/27/69, Wichita, Kan. (Mr. Wells's home is Garden City, Kan.), \$211.75, to participate in program taping of opening day ceremonies for KPTS; 1/28/70, Kansas City/Topeka, Kan., \$199.85 to speak at annual banquet of Native Sons and Daughters of Kansas and meet with the Kansas educational telecasters; 1/26/70, Birmingham, Ala.; Atlanta and Athens, Ga., \$166.35, to attend and speak at the fall conference of Alabama Broadcasters Association and the Georgia Radio and TV Institute of University of Georgia; 2/5/70, Tulsa, Okla., Albuquerque, N. M., \$293.75, to attend and speak at the Oklahoma Broadcasters convention and the convention of the New Mexico Broadcasters; 3/5/70, New York, \$78.05, to visit Bell Labs and CATV facilities; 3/3/70, New York, \$60.45, to attend Broadcast Pioneers' annual Mike awards program honoring KLZ Denver.

Also 4/12/70, Gainesville, Fla., \$151.54, to address Florida Association of Broadcasters and participate in Broadcasting Day 1970; 4/4/70, Chicago, \$258.75, to attend and speak at the annual meeting of APBE; the NAFMB and participate in the 48th annual convention of the NAB; 4/20/70, St. Louis/Tulsa/Manhattan, Kan./Los Angeles, \$412.25, to attend and address annual conferences of Missouri Peace Officers, Petroleum Industrial and Electrical Association and Kansas State University and California Association of Broadcasters; 5/4/70, Peoria, Ill., \$103.00, to address Advertising and Selling Club on FM Radio Day; 5/7/70, Fort Dodge, Iowa/Topeka; Kansas City, \$247.50, to address Iowa Broadcasters Association and the Kansas Association of Radio Broadcasters;

## What the FCC allows

While traveling on government business, FCC commissioners are paid for transportation and given a per-diem allowance. Since last November per diem of \$25 a day has been allowed. Before that it was \$16. In special cases the law provides up to \$40 daily in validated expenses.

5/18/70, Wilkes-Barre, Pa., \$65.00 estimated, to address annual meeting of the Pennsylvania Association of Broadcasters; 5/21/70, Rock Island, Ill./Akron, Ohio, \$158.00 estimated, to address Illinois Broadcasting Association and Ohio Association of Broadcasters; 5/25/70, Cherry Hill, N. J., \$46.76 estimated, to speak before N. J. Community Cable TV Association.

**Commission H. Rex Lee:** 1/23/69, Newark, N. J., \$65.94, to accompany chairman and commissioners on visit to Bell Labs; 1/27/69, Oklahoma City, \$173.60, to address Oklahoma Broadcasters Association; 2/17/69, Philadelphia, \$42.10, to address Philadelphia chapter of American Women in Radio and Television; 2/25/69, Seattle, \$341.75, to address conference of Western Radio and Television Association and West Coast Instructional Television; 4/1/69, New York, \$58.00, to inspect Long Lines office of AT&T.

Also 5/8/69, Los Angeles, \$335.15, to address seminar of the Southern California Broadcasters Association, California Institute of Technology, Pasadena; 8/3/69, Coeur d'Alene, Idaho (his native state), \$299.84, address Idaho State Broadcasters Association; 8/22/69, White Sulphur Springs, W. Va., \$86.40, to address West Virginia Broadcasters Association; 9/19/69, Salt Lake City, \$263.60, to address Utah Broadcasters Association; 2/26/70, San Francisco, \$339.10, to preside at meeting of National Committee for the Instructional Television Fixed Services; 5/27/70, Philadelphia, \$73.25, to speak at annual meeting of TriState Instructional Broadcasting Council.

**Commissioner Bartley:** 1/23/69, Newark, N.J., \$68.69, to inspect Bell Lab; 2/19/69, Williamsburg, Va., \$114.50, to attend and participate in conference for presidential appointees to independent boards and commissions conducted by the Brookings Institution; 4/20/69, Cleveland, \$55.50, to preside over and participate in annual international meeting of the Radio Technical Commission for Marine Services; 5/25/69, Dallas, (where Mr. Bartley grew up), \$236.60, to address and participate in Texas Association of Broadcasters' FM management meeting; observe microwave television network of the Association for Graduate Education and Research of North Texas; 6/15/69, Miami, \$142.00, to address and participate in the 13th annual Television Program Conference; 4/5/70, Chicago, \$166.75, to attend and participate in annual convention of the National Association of Broadcasters; 4/28/70, San Francisco, \$467.15, to conduct 1970 assembly meeting of the RTCM.

**Former Chairman Hyde:** 1/23/69, New York, \$54.50, for information regarding technological research and de-

velopment affecting communications—Bell Labs, Murray Hill and Homedale; 2/24/69, New York, \$54.00, to attend Golden Mike awards dinner; 4/21/69, Dallas, \$194.00, to address Petroleum Industry Electrical Association; 5/15/69, Madison, Wis., \$154.00, to attend

(and address) the president's dinner, University of Wisconsin, WHA 50th anniversary dinner; 6/12/69, Williamsburg, Va., \$56.00, to attend FCBA seminar; 6/23/69, Chicago, \$138.00, to address convention of EIA; 7/16/69, Rockland, Me., \$143.90, to attend meet-

ing of executive committee of NARUC; 8/7/69, Denver, \$268.00, to address NARUC regulatory commission development course, University of Colorado; 9/23/69, New York, \$58.30, to address IRTS; 10/6/69, Denver, \$337.00, to attend meeting of NARUC.

## Promotion

### Call for Action is called a success

**Volunteers help callers get around red tape; Burch offers high praise**

Real problems often remain hidden from view until somebody immortalizes them in some giant, forbidding abstraction. Everyone is deeply concerned about the Ghetto Crisis (well, almost everyone)—but what about the guy who lives in a slum where he gets shafted by his landlord and ignored by City Hall? A shame, of course, but...

If you look at the world through that particular porthole, then we are about to discuss a very small problem. A lady telephoned a major-market radio station to report that a house in her neighborhood had been torn down by the authorities and just left to sit there. The result was several things at once: a colossal eyesore, a breeding ground for "rats as big as squirrels," a dangerous place for children even without the rats-as-big-as-squirrels. The lady and her neighbors had called somebody in the government, with a spectacular lack of success.

No war, no crisis—just the sort of problem that makes lives a little poorer. Fortunately, it is easier to grab hold of this kind of difficulty than to embrace an abstraction. The volunteer at the radio station suggested a more direct government channel, and promised further help if necessary. (When the red tape gets particularly burdensome, the volunteer may step in personally.) The caller is pleased. She has something to work with.

Multiply this incident many times over, add a number of more significant cases and an occasional off-beat call, throw in some radio editorials on particularly tough problems, and you have Call for Action. It is conducted in 22 cities, in cooperation with the Urban Coalition, participating stations and civic groups. It is in the planning stage at 17 other locations. It reached a formal milestone when FCC Chairman Dean Burch offered his congratulations

last week, at a Washington luncheon of Call for Action broadcasters.

Noting that the FCC is constantly urging broadcasters to provide public service, Chairman Burch singled out Call for Action as an example of real public service. He praised "the combination of your skill," referring to broadcasters, "and the exuberance and willingness of volunteers to do that which is good. . . . What more perfect union could there be?"

"This is not eyewash for the sake of the commission," the chairman said. "This is not going out and interviewing people you maybe didn't want to interview, because the commission asked you to. This is not one of those things I know many of you regard as pure applesauce. . . . What this boils down to is giving the individual—the forgotten individual—a chance to be heard. And I hope our society never becomes so bland, so complex and so impersonal that we lose the individual."

Chairman Burch in effect invited other broadcasters to implement new ideas in the same spirit. "This is not the only way it can be done," he said. "This is a way it can be done and has been done."

Call for Action began at WMCA(AM)

New York, as the brainchild of Ellen Straus, the wife of broadcaster R. Peter Straus. At that station, the concept has enjoyed sustained success and has produced some of Call for Action's more striking individual success stories. In one case, the volunteers were directly responsible for uncovering an illegal slumlord syndicate.

Currently, the stations range from WMCA—where the problems and the volume of calls are, of course, enormous—to a projected operation at WCFR(AM) Springfield, Vt., where the calls may number four a day but the problems are still real. In between are stations in cities such as San Francisco, Chicago, Providence, R. I., Binghamton, N. Y., Philadelphia, Pittsburgh and Baltimore. The stations are generally strong AM's with substantial audiences.

Call for Action begins with the recruiting of volunteers, the determination of a "target problem" and the broadcast of spot announcements soliciting complaints. Volunteers—usually married women recruited from established organizations such as the League of Women Voters—collate calls, gather information and attempt to help listeners cut through red tape. In a case such as the landlord scandal in New York, the



In Washington last week to attend a luncheon for Call for Action broadcasters were (l-r): Ellen Straus, co-chairman of Call for Action; Townsend Hoopes, former under secretary of the Air Force and author of *The Limits of*

*Intervention*, co-chairman; FCC Chairman Dean Burch, featured luncheon speaker; John Gardner, chairman of the Urban Coalition; R. Alexander Grant, the executive director of Call for Action.

station may move in and apply its own patented brand of pressure, as WMCA did—through editorials.

None of the actual telephone talk goes on the air, of course. The station regularly broadcasts spots providing the Call for Action telephone number. For example, WBAL(AM) Baltimore tells its listeners: "Do you have problems concerned with sanitation? Abandoned cars, dead animals, bulky trash? A trained Call for Action volunteer is waiting to help you solve problems like these." The number and the hours of operation are then repeated.

The stations provide free air time for the spots, office space, furniture, and a few typewriters and telephones. In some cases they may provide further promotion such as billboards, newspaper advertisements or sound trucks. The results do not necessarily translate directly into dollars or ratings. They have much more to do with community identification and respect, in 22 cities across the country.

(Rights to Call for Action are assigned under an agreement issued by the Urban Coalition and the Call for Action office. For information call Virginia Stuart, national coordinator of Call for Action, 2100 M Street N. W., Washington.)

### Promotion tips:

**Telethon crusade** ■ The 17th annual WHAS-AM-FM-TV *Crusade for Children* grossed \$544,002 in a 20-hour, 52-minute, continuous colorcast at Louisville, Ky. The show's proceeds will aid mentally and physically handicapped children. Those participating in the program were Merv Griffin, singers Eloise Laws, Chuck Woolery and Bill Pickett, jazz organist Milt Buckner and the WHAS staff.

**An audience of winners** ■ FCC Commissioner H. Rex Lee (below) doubled as host and luncheon speaker at the Capitol in Washington for winning teams in WTAE-TV Pittsburgh's *Junior*



**High School Quiz.** Pittsburgh National Bank is sponsor of the year-long competition that earns a trip to Washington for the two finalist teams.

**KPOJ is OK** ■ A mixed-media cam-

paign announcing a change in the call letters of KPOJ(AM) Portland, Ore., to KPOK has been started by the station. The changeover is scheduled for June 9, with Mayor Terry Schruck pulling a mythical switch to change the call letters. The campaign, costing \$35,000, includes billboards, television, newspapers, bus cards, delivery trucks and posters. In addition, KPOK "pickets" will carry signs in major traffic centers during peak periods, and at noon in the downtown district.

### RCA Records and ABC help youth assembly

The ABC-owned radio stations and RCA Records have volunteered to raise funds within their respective industries for the July 9-18 World Youth Assembly scheduled at the United Nations in New York.

RCA Records, a member of World Youth Assembly Fund Inc., responded to an appeal from UN Secretary General U Thant, with this comment from Norman Racusin, its president: "Since our industry is so involved with young people and music has become so important a means of imparting youthful expression, I feel that we, as an industry, should lend our total support to this forum."

ABC reportedly has committed more than \$12,000 of public-service time to help raise funds, with ABC talent making spots for other networks and stations.

### Smithsonian, NAB confer on exhibit

Enthusiastic at the prospect of an elaborate exhibit on broadcasting in the famed Smithsonian Institution's Museum of History and Technology, but a bit wary of the cost, the National Association of Broadcasters executive committee last week gave its support to the project.

Conceived by NAB's vice president for public relations, John Couric, and backed by other NAB executives, the project found warm reception at the venerable Smithsonian last week. At a luncheon meeting, Mr. Couric, NAB President Vincent T. Wasilewski, NAB Board Chairman Williard E. Walbridge, the executive committee and other staff members of NAB met with Smithsonian officials. Representing the custodian of the sprawling establishment on the Mall in Washington was Daniel Boorstin, director of the Museum of History and Technology and members of his staff.

Mr. Walbridge said the aim is to set up "a considerable exhibit of the history of broadcasting, bringing to life the operations and values of the industry as a part of the fabric of American

society." It also would be a repository for certain artifacts including programs on tape and records, documents and other items that are part of the history and growth of the industry from the earliest days to the present.

The Smithsonian will, within a few days, present NAB with an estimate of the cost of the project. All that remains is the providing of the money, previously estimated at from \$30,000 to \$50,000. The exhibit would be created this year to top off the celebration of broadcasting's 50th anniversary.

### NAB's PR study finds slow going

The National Association of Broadcasters ad hoc committee studying the organization's public image, its goals and its efforts to attain them, will hear several witnesses this week as it prepares a report for the June 23-26 meeting of the NAB board in Washington. It appeared late last week the list of witnesses was far short of original plans of the committee which had hoped to hear from 25 to 30 persons representing various facets of the industry.

Scheduled to present some of their views on broadcasting, its troubles and obligations, to the committee in Washington are seven men: Donald H. McGannon, president of Westinghouse Broadcasting Co.; J. William Roberts, Time-Life Broadcasting Co., president of the Radio-Television News Directors Association; Howard Bell, president, American Advertising Federation; Kenneth Harwood, dean of the School of Communications at Temple University, Philadelphia, and former member of the NAB radio board; Charles Crutchfield, president of Jefferson Standard Broadcasting Co., Charlotte, N.C.; and John Jacobs, Jr., president and general manager WDUN-AM-FM Gainesville, Ga. and Lawrence H. Rogers II, president of Taft Broadcasting Co.

The committee is to meet June 10-11 and plans to come up with at least the outline of a report to present to the joint boards of directors. Early plans to hold hearings on NAB's problems concerning its organization and public image were altered at its meetings in April (BROADCASTING, May 4) when it became apparent that a witness list that had expanded to 100-150 would make such a procedure impracticable. Other procedures adopted involved the use of questionnaires and personal interviews which are to be evaluated this week.

The committee had hoped to produce a 10-year plan for the development of NAB and broadcasting's public image. It is expected that the final product will involve an increase in NAB's public relations budget which now is \$900,000-plus a year.

## More time to get stations on the air

**New rule gives 18 months for TV and up to 12 months for AM or FM outlets**

Permittees of radio and television stations will be allowed more time to construct their facilities under a rule amendment adopted last week by the FCC.

However, in adopting it by a unanimous vote, the commission warned that permittees will be expected to closely adhere to the new rule, which provides 18 months for TV station construction and 12 months for construction of an AM or FM station. The rule, which goes into effect July 13, also requires a television permittee to file a progress report nine months after grant of a construction permit.

The present rule dates from enactment of the Communications Act of 1934 and provides two months to begin construction and six months to construct.

The commission explained that it adopted the modified rule not only to provide more realistic construction time, but also to make clear that permittees will have to closely adhere to Section 319, which provides for automatic forfeiture if the station is not constructed within the time specified or within further time allowed by the commission, unless construction is prevented by causes not under control of the permittee.

Despite the language of Section 319, the commission noted, courts have ruled that forfeiture of a CP requires affirmative action by the commission and is discretionary.

The FCC said that, in many of the larger and medium markets where there are no unassigned broadcast channels, failure to construct promptly may be detrimental to the public and to the prospective applicants. It added that applications for additional construction time will be carefully studied and granted only if "compelling circumstances" prevail.

### Technical topics:

**Field tested** ■ The RCA video tape cartridge machine, shown last April at the annual convention of the National Association of Broadcasters, is being

field-tested at WDCATV (ch. 20) Washington. The machine was installed last week and is being used in regular, day-to-day operation of the UHF station. The RCA TCR-100, holding up to 22 cartridges, is priced at \$89,500 with deliveries promised late this year.

**Character generator** ■ Datavision Inc., Rockville, Md., announces new Datavision D-1500 character generator, portable, compact keyboard-memory-display terminal with external tape storage capability that also accepts information from standard teletypewriter. Price is \$3,900 for broadcast titling unit.

**Agency named** ■ Ampex Corp., Redwood City, Calif., has placed its corporate advertising account with Allen and Dorward, San Francisco. The account had been with Young and Rubicam there until a consolidation closed that agency's northern California offices. (Note: Ampex consumer products remain with their present Chicago agency.)

**Ampex brochures** ■ Two brochures describing VHF and UHF television transmission products are available from Ampex Corp., Redwood City, Calif. Technical description and specifications of transmitters, translators, coaxial products, antennas and antenna accessories are provided along with space requirements and a description of the Ampex antenna test range in Westfield, Mass. Brochures V256 and V257 may be obtained from Tom Williams, M.S. 7-14, Ampex Corp., 401 Broadway, Redwood City, Calif. 94063.

## Metromedia to help in TV time-signal tests

Metromedia Inc. last week received FCC permission to transmit special coded signals in the visual transmissions of WTTG(TV) Washington and KTTV(TV) Los Angeles. The signals are to assist the U.S. Naval Observatory and the National Bureau of Standards in conducting precise-time dissemination experiments in the Washington and Los Angeles areas.

The tests will explore the possibility that television can relay time signals more accurately than the presently widely-used radio-time service.

No interference to regular program reception will result from the tests, which involve time-interval measurements between two local clock pulses and the arrival time of a horizontal blanking interval for the purpose of transmitting the coded time information.

## TV set sales drop off 21%

**However, imported color and AM-FM models buck general downward trend**

Total TV sales to retailers slumped by 21.1% for the first three months of this year compared to the same period last year, the Electronic Industries Association reported June 1.

Color-TV sales were down by some 500,000 units and monochrome sales by almost 270,000 units.

Foreign label color-TV imports, however, increased by more than 23,500 units, while U. S. manufacturers brought in almost 75,000 more monochrome sets for domestic labeling.

Total radio sales for the period registered a gain of 900,000 units, principally through increases in foreign-label AM-FM receivers, up by more than 1.3 million units, and U.S.-labeled AM imports, up 80,000. Other radio categories registered declines.

The January-March report, as issued by EIA's marketing services department:

### Television

	1970	1969
<b>Color Television</b>		
U.S.-produced	979,596	1,442,546
Imports (U.S. label)	89,372	94,651
Imports (foreign label)	91,451	67,758
<b>Total</b>	<b>1,160,419</b>	<b>1,604,955</b>
<b>Monochrome</b>		
U.S.-produced	822,060	1,160,841
Imports (U.S. label)	340,027	265,673
Imports (foreign label)	327,970	332,219
<b>Total</b>	<b>1,490,057</b>	<b>1,758,733</b>

### Radio

<b>Home AM</b>		
U.S.-produced	380,819	927,856
Imports (U.S. label)	850,701	770,349
Imports (foreign label)	1,727,674	2,912,029
<b>Home AM/FM or FM</b>		
U.S.-produced	188,670	507,603
Imports (U.S. label)	430,198	498,636
Imports (foreign label)	4,004,106	2,653,480
<b>Auto AM</b>		
U.S.-produced	1,886,558	2,458,649
Imports (U.S. label)	—	—
Imports (foreign label)	447,571	374,384
<b>Auto AM/FM or FM</b>		
U.S.-produced	373,908	401,834
Imports (U.S. label)	—	—
Imports (foreign label)	45,310	37,763
<b>Total AM</b>		
U.S.-produced	2,267,377	3,386,505
Imports (U.S. label)	850,701	770,349
Imports (foreign label)	2,169,187	3,286,413
<b>Total AM/FM or FM</b>		
U.S.-produced	562,578	909,437
Imports (U.S. label)	430,198	498,636
Imports (foreign label)	4,019,861	2,691,243

## Broadcast stocks dropped even more

The BROADCASTING index of 101 selected stocks registered a loss in May that eclipsed the substantial decline of Standard & Poor's average of 500 issues.

By Wednesday, May 27, before the over-all market was on the upswing after a sharp plunge the week before, the S&P was down 10.2% and BROADCASTING issues had suffered a 25% drop.

Programming stocks led the losers with a 32% decline, followed by service

stocks with a 22.3% slump and manufacturing issues, down 22.3%. CATV stocks declined 16.2%, the broadcasting group dropped 16% and the broadcasting-with-other-major interests category was off 11.2%. The strongest of the few gainers were Sterling Communications, up 2.5% and Cypress Communi-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 4	Closing May 27	% change Month of May	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	27	23 1/4	- 7.8	39 1/4	19 1/4	7,073	166,215
ASI Communications		O	4 1/4	3 1/4	-30	7	3 1/4	1,789	6,262
Capital Cities	CCB	N	24 3/8	22	-18.5	36 1/4	19 1/4	6,061	133,342
CBS	CBS	N	28 1/4	25 1/4	-20.5	49 1/2	15 1/4	26,512	682,684
Corinthian	CRB	N	24 3/8	21 3/4	- 3.3	33 1/4	9 1/4	3,384	73,602
Cox	COX	N	14 1/4	13	-18.7	24 1/2	10 1/4	5,789	75,257
Gross Telecasting	GGG	A	12 1/4	10 3/4	-20.4	17 1/4	10 1/4	803	8,632
Metromedia	MET	N	12 3/4	11 1/4	-29.4	22 1/2	10	5,731	63,729
Pacific & Southern		O	9	8 1/2	-34.6	23	8 1/2	1,636	13,906
Rahall Communications*		O	7 1/2		*	7 1/2	1,040	7,800	
Reeves Telecom	RBT	A	5 1/4	4 1/4	-10.8	15 1/4	3 1/4	2,288	9,427
Scripps-Howard		O	18	15 1/4	-11.4	24	15 1/4	2,589	40,130
Sonderling	SDB	A	18 1/4	13 1/4	-27.4	34 1/2	10 1/4	991	13,131
Starr Broadcasting		O	8	8	-19	18	8	461	3,688
Taft	TFB	N	17 1/4	16 1/4	-18.4	29 1/4	15	3,585	57,790
							<b>Total</b>	<b>69,714</b>	<b>\$ 1,355,595</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	15	14	-11.8	25 1/4	12 1/4	11,469	160,566
Bartell Media	BMC	A	6 1/4	4 1/4	-37.9	14	4	2,292	10,314
Boston Herald-Traveler		O	25	25	-10.7	43	25	574	14,350
Chris-Craft	CCN	N	7	5 1/4	-27.6	11 1/4	4 1/4	3,660	19,215
Combined Communications		O	7 1/2	7 1/4	-16.2	16 1/4	7 1/4	1,938	15,020
Cowles Communications	CWL	N	4 1/4	5	-16.7	10 1/4	3 1/4	3,969	19,845
Fuqua	FQA	N	11 1/4	9	-34.7	31 1/4	9	6,069	54,621
Gannett	GCI	N	21 1/4	19 1/4	-14.1	29 1/4	19 1/4	7,117	140,561
General Tire	GY	N	14 1/4	14 1/4	-14.3	20 1/4	12 1/4	18,434	262,685
Gray Communications		O	5	4 1/4	-22.7	7 1/4	4 1/4	475	2,019
Lamb Communications		O	3 1/4	2 3/4	- 8.4	6	2 1/4	2,650	7,288
Lee Enterprises		A	14 1/4	13	-10	20 1/4	12	1,957	25,441
Liberty Corp.	LC	N	15 1/4	14 1/4	-16	21 1/4	13	6,744	97,788
LIN		O	4 1/4	3 1/4	-39.2	11	3 1/4	2,174	7,609
Meredith Corp.	MDP	N	21 1/4	20 1/4	-21.7	44 1/4	18 1/4	2,779	56,608
Outlet Co.	OTU	N	13 1/4	11	-24.2	17 1/4	10 1/4	1,342	14,762
Plough Inc.	PLO	N	60 1/4	55 3/4	-19.8	85	55	6,880	380,946
Post Corp.		O	11 1/4	8	-30.4	17 1/4	8	713	5,704
Ridder Publications		O	10 1/4	9 1/4	-20.8	22	9 1/4	6,217	59,062
Rollins	ROL	N	24 1/4	22 3/8	+ .1	40 1/4	21 1/4	8,029	233,768
Rust Craft	RUS	A	21 1/4	19	- 7	32 1/4	18 1/4	1,168	22,192
Storer	SBK	N	17 1/4	15 1/4	-16	30 1/4	14 1/4	4,223	66,512
Time Inc.	TL	N	28 1/4	28 1/4	- 6.5	43 1/4	25 1/4	7,257	205,010
Trans-National Comm.		O	1 1/4	2	-20	4 1/4	1 1/4	1,000	2,000
Turner Communications*		O	3 1/4	*	*	3 1/4	3 1/4	1,328	4,980
Wometco	WOM	N	16 1/4	15 1/4	-17.3	20 1/4	13 1/4	5,814	90,117
							<b>Total</b>	<b>116,272</b>	<b>\$ 1,978,983</b>
<b>CATV</b>									
Ameco	ACO	A	7	5 3/8	+ 1.1	16	4 1/4	1,200	7,044
American TV & Comm.		O	12 1/4	10 3/4	-17.3	22 1/4	10 3/4	1,775	19,081
Cablecom-General	CCG	A	10 1/4	9	+ .9	23 1/4	7 1/4	1,605	14,445
Cable Information Systems		O	1	3/4	-57.1	2 1/4	3/4	955	716
Citizens Finance Corp.	CPN	A	11 1/4	10 1/4	- 9.9	17 1/4	10 1/4	1,094	11,214
Columbia Cable		O	9	8 1/4	-15.4	15 1/4	8 1/4	900	7,425
Communications Properties		O	5	6	-15.7	10 1/4	6	644	3,864
Cox Cable Communications		O	13 1/4	12	- 9.4	24	12	3,550	42,600
Cypress Communications		O	9 1/4	9 1/4	+ 2.2	17 1/4	8	854	8,327
Entron		A	4 1/4	2 3/4	-35.2	8 1/4	2 3/4	1,320	3,788
General Instrument Corp.	GRL	N	33	14	-11.8	30 1/4	11 1/4	6,238	87,332
H & B American	HBA	A	17 1/4	14 3/4	-12.6	30 1/4	12 1/4	5,129	75,653
Sterling Communications		O	4 1/4	3 1/4	+ 2.5	7 1/4	3	500	1,875
Tele-Communications		O	1 1/4	1 1/4	-86.2	20 1/4	1 1/4	2,704	3,380
Teleprompter	TP	A	62 1/4	50 3/4	-22.5	133 1/4	46	1,007	50,723
Television Communications		O	5 1/4	5 1/4	-17.9	18 1/4	5 1/4	2,816	16,192
Vikoa	VIK	A	10 1/4	8 1/4	- 2.9	27 1/4	6 1/4	2,000	16,740
							<b>Total</b>	<b>34,291</b>	<b>\$ 370,399</b>

supervisor, Pittsburgh office of BBDO, appointed regional manager of agency's Los Angeles office. He will succeed William M. Starkey, who retires at end of year. Mr. Funkhouser will join Los Angeles office about July 1.

**Gilbert Dannehower Jr.**, former assistant to president, Shulton, New York, manufacturers of cosmetics and toiletries, joins Media Corp. of America there as senior account supervisor.

**Robert B. Hance III**, general sales manager, WTTG(TV) Washington, named VP.

**Tom Battista**, national sales manager, KNXT(TV) Los Angeles, appointed to newly created position of sales manager. **James Sowards**, assistant national sales manager, replaces Mr. Battista.

**David Bell**, formerly with CBS Spot Sales, Chicago, joins WKBS-TV Philadelphia, as local sales manager, newly created position.

**Tony Thompson**, with WKBG-TV Boston, appointed sales manager, at sister station WCAS(AM) Cambridge, Mass., Kaiser Broadcasting properties.

**Tom O'Connor**, principal of Tom O'Connor & Associates, Chicago agency, joins Waldie and Briggs there as account manager-writer.

**John S. Neil**, president and general manager, KTRM-AM-FM Beaumont, Tex., joins Beaumont office of Goodwin, Dannenbaum, Littman and Wingfield, advertising and PR firm, as account executive.

## Media



Mr. Diab

**George Diab**, general manager of Rollins' WCHS-TV Charleston, W.Va., named VP of broadcasting in media division of Rollins Inc., Atlanta-based diversified service organization. Mr. Diab, who will

have his office in corporate headquarters in Atlanta, will have administrative responsibilities for Rollins' seven AM and two FM radio stations and three TV stations.

**Thomas J. Swafford**, VP with CBS Television Services Division, New York, named to newly created position of VP, international services, CBS Television Services Division. He will have responsibility for supervision of division's foreign investments and its overseas consulting activities.

**B. M. Tibshirany**, operations manager, Cox-Cosmos, Charlotte, N.C., appointed general manager. He succeeds Robert C. Wisniewski, who continues as general

## Johnson aide joins law firm

**Tracy Westin**, legal assistant to FCC Commissioner Nicholas Johnson since February 1969, will join a public-service law firm to be funded by the Stern Family Fund. Stern Community Law Firm, to be established in July, will serve Washington-area clients who cannot afford lawyers but whose cases may have national significance. Mr. Westin, who has had experience as American Civil Liberties Union lawyer and who has practiced law with a major Washington firm, does not expect to concentrate on communications matters after joining the new firm in September. The Stern Family Fund is administered by Philip Stern, Washington lawyer. His brother, Edgar, president of WDSU-AM-FM-TV New Orleans, resigned from the fund last month ("Closed Circuit," May 4).

manager of Cosmos Cablevision, which has management supervisory contract with Cox-Cosmos. Cox-Cosmos, CATV operator in Charlotte, is owned 80% by Cosmos Cablevision and 20% by Cox Cablevision of Atlanta. Mr. Tibshirany will continue to have his headquarters in Charlotte.



Mr. Bell

**John M. Rohrbach Jr.**, recently transferred by Westinghouse Broadcasting to KYW-TV Philadelphia as general manager (BROADCASTING, May 25).

**Kenn Mosse**, community relations manager, WNBC-AM-FM New York, appointed to newly created position of director, equal opportunity, NBC there.

**Walter Richey**, partner in Minneapolis law firm of Henson, Webb, Richey, and Tully, named executive VP of Valjon Inc. there, owners of KDWB(AM) St. Paul; KMEN(AM) San Bernardino, Calif., and KPOI-AM-FM Honolulu. He will also retain position with law firm.

**Mal D. Wyman**, newscaster and head of news and sports departments for Inter-Mountain Network, regional network based in Salt Lake City, joins WSNS(TV) Chicago as operations manager.

**John E. Barrett**, former VP and general manager, WITH-AM-FM Baltimore, joins KDAY(AM) Santa Monica, Calif., as general manager.

**Richard L. Kozacko**, formerly in Min-

neapolis-St. Paul office of Chapman Co., Atlanta-based brokerage firm, joins firm's Elmira, N.Y., office. Keith Horton continues as manager of Elmira office.

**Leonard Berwick**, assistant to president of WTVR(FM) Philadelphia, named VP in charge of administration.



Mr. Moroney



Mr. Shapiro

**James M. Moroney Jr.**, VP and treasurer, and **Mike Shapiro**, general manager of broadcast properties and member of board of directors, A. H. Belo Corp., Dallas, named executive VP, and VP of corporation, respectively. A. H. Belo Corp., publishers of *Dallas Morning News*, is licensee of WFAA-AM-FM-TV Dallas and KFDM-TV Beaumont, Tex. **James Stowe**, sales manager, Stoner Broadcasting's KSO(AM) Des Moines, Iowa, appointed general manager of WSAZ(AM) Huntington, W.Va. Sale of station from Capital Cities Broadcasting to Stoner Broadcasting was approved by FCC in May (BROADCASTING, May 25). Mr. Stowe is succeeded at KSO by **Lee Neary**, member of station's sales staff. **Robert Beers**, program director at KSO, appointed to newly created position of assistant general manager at WSAZ.

**Jeff Evans**, station manager, WLCY-TV Largo, Fla., and **Don Jones**, station manager, WLCY(AM) St. Petersburg, Fla., Rahall Communications properties, named VP's and members of board of directors at respective stations.

**Karl Hoffenberg**, producer for NBC involved in coverage of Apollo shots, goes on special assignment to serve as consultant to Jamaica Broadcasting Corp., for three month period which began May 30.

**Ted Powers**, with WDBJ-TV Roanoke, Va., appointed to newly created position of public affairs director.

**William F. Russell**, former general manager, WGEE-AM-FM Indianapolis, joins WEIC-AM-FM Charleston, Ill., in same capacity.

**Tony Malara**, director of WWNV(AM) Watertown, N.Y., appointed station manager of WWNV and WWNV-TV Carthage-Watertown, N.Y.

**Presley D. Holmes**, director of broadcasting, Ohio University, Athens, Ohio (non-commercial WOUB-AM-FM-TV) appointed director of Educational Television System division of National As-

## Ampex founder retiring but he won't be idle

After more than 25 years service, 78-year-old Alexander M. Poniatoff, founder, then president and board chairman, has announced plans to retire from Ampex Corp., Redwood City, Calif.



Mr. Poniatoff

On Nov. 1, 1944, Mr. Poniatoff and three associates started the firm that takes its name from his initials plus ex for excellence. The founder will continue to direct the research laboratory that bears his name and will continue his involvement in several charitable

and medical research organizations.

William E. Roberts, president and chief executive officer, will assume the additional duties as board chairman when Mr. Poniatoff officially retires at the firm's annual meeting August 25. The founder will be named chairman emeritus.

Ampex Corp. gained its reputation through what Mr. Poniatoff considers his most significant professional achievement—the development of high-quality magnetic audio tape recording.

The company developed and patented the modulating technique that led to the first practical video-tape recorder in 1956. In recent years, the Alexander M. Poniatoff Laboratory has developed the VF-100 Videotape transport prototype. Using Videotape, the VF-100 permits recording of up to 250,000 documents on one 16-inch reel.

sociation of Educational Broadcasters. Mr. Holmes succeeds Chalmers H. Marquis, promoted to executive vice president of NAEB (BROADCASTING, May 11).

### Programing

**Jack Beck**, contributing producer for CBS News program *60 Minutes*, joins Time-Life Films, New York, division of Time Inc., as executive producer. He will be responsible for producing all of division's films.

**Tom Kenney**, production manager, WMBD-TV Peoria, Ill., appointed TV program director.

**Thomas F. McGuire**, formerly producer/director with Cox Broadcasting's WSB-TV Atlanta, and **John R. Long**, with Trans-Video, CATV system operator in San Diego, Calif., appointed to positions dealing with local program origination for Cox Cable Communications, Atlanta-based multiple CATV operator. Mr. McGuire will serve as coordinator of local origination for Cox Cablevision Corp. and Telesystems Corp., both operating divisions of Cox Cable, Atlanta, and Mr. Long as coordinator of local origination for Trans-Video, San Diego-based operating division of Cox Cable. Both will have responsibility for local program origination and advertising in respective divisions.

**Edwin Diamond**, in charge of *Newsweek's* coverage of press, TV, science, medicine, life and leisure sections, appointed critic-at-large at Post-Newsweek's WTOP-AM-TV Washington. He will be responsible for commentary on performance of all media.

**David L. McGrail**, associate producer, WUAB(TV) Lorain, Ohio, appointed director with primary responsibility for

directing station's *The Bob McLean Show*, daily talk program.

**Gary Palant**, former program director, CKFH(AM) Toronto, joins WNEW-FM New York in same capacity.

**Clarence Anderson**, senior producer/director, WCCO-TV Minneapolis-St. Paul, also appointed assistant production manager. **Roger Nelson**, member of station's studio production staff, appointed producer/director.

**Sue Lassen**, hostess of daily public opinion program on WRAC-AM-FM Racine, Wis., also appointed community service director.

**Herb Nichols**, producer-director, KDTV(TV) Dallas, joins WJCL(TV) Savannah, Ga. in similar capacity. WJCL is not yet on air.

**Martha Thomas**, PR director, WRVR-FM New York, appointed program director.

**Robert E. O'Connor**, program director, WTTG(TV) Washington, named VP.

**Maggie Duffy**, story editor, Columbia Pictures, Hollywood, joins ABC-TV there as manager of feature film development, West Coast.

**Philip McEneny**, with Eastern Video Production Services, New York videotape equipment rental and post production operation, named president. Eastern Video Production Services is subsidiary of Transcommunications Corp.

**Kenneth F. Waligorski**, program director, WISN-TV Milwaukee, appointed to newly created position of executive producer of news-weather-sports. He is succeeded as program director by **D. Wayne Barrington**, chief engineer. Mr. Barrington is succeeded by **Gerald R. Robinson**, TV crew chief.

**Humberto Delgado**, former production manager, WAJA-TV Miami, appointed

program operations manager, WCIX-TV there.

**Joseph Gantman**, producer, joins MGM-TV, Culver City, Calif., to develop series projects and motion pictures for television.

**Robin Mitchell**, with KOL(AM) Seattle, named program director and operations manager.

**Edwin L. Slusarczyk**, with WIBX(AM) Utica, N.Y., appointed radio farm director and account executive.

**Larry Barbera**, production assistant, KHJ-TV Los Angeles, appointed associate producer and talent coordinator.

### News

**Peter Lisagor**, Washington bureau chief of *Chicago Daily News*, also becomes contributing commentator for Westinghouse Broadcasting Co. there.

**Orlando C. Guida**, manager, financial controls, NBC News, New York, appointed director, business affairs, NBC News.

**Craig Spence**, correspondent in Saigon bureau of ABC News, joins WCBS-TV news, New York, as correspondent on general assignment.

**Robert D. Manewith**, manager, news department, WGN-AM-TV Chicago, appointed to newly created position of editorial director. He will continue also as news department business manager.

**John Motroni**, former news editor, KCBS(AM) San Francisco, appointed managing editor of KCBS newsroom. **Tina Press**, desk assistant, appointed news editor. **Don Ham**, technician and writer/producer and **Heidi Schulman**, tape editor and co-producer, both with KCBS, appointed executive producers.

**Thomas R. Torinus**, assistant to editor of *Post-Crescent*, Appleton, Wis., appointed news director of WLUK-TV Green Bay, Wis. Both newspaper and TV station are properties of Post Corp., Appleton, Wis., diversified communications company.

**Vincent R. Clephas**, reporter for Evening Star Broadcasting Co.'s WMAL stations in Washington and news bureau chief servicing Evening Star Broadcasting's WCIV(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va., elected president of Virginia AP Broadcasters Association.

**Jim White**, assistant news director, KMOX-AM-FM St. Louis, also appointed ecology editor.

**Mark Curtin** and **Jim Ham**, with news department of KCEN-TV Temple-Waco, Tex., appointed editors-in-charge of Waco, Tex., region and Temple-Bell county region respectively. Mr. Curtin, formerly weatherman with station, and Mr. Ham, formerly news writer, succeed **Dean Orton**, longtime news direc-



cations, up 2.2%. Vikoa had the least decline with 2.9%.

Two additions to the index this month are Rahall Communications and Turner Communications. Both are traded over the counter. Rahall, listed in the broadcasting category, owns stations in Florida, Pennsylvania and West Virginia. It also has CATV interests and owns E.B.S. Tax Services. Turner, listed in the broadcasting-with-other-major-interests group, has stations in Georgia, Tennessee, South Carolina and Florida. It also makes plastic products, and has an outdoor advertising firm.

### Company reports:

**Collins Radio Co.**, Dallas, broadcast-equipment manufacturer and diversified electronics company, reported substantial decreases in sales and net income for the first nine months of 1970. The company said it is omitting its third-quarter dividend of 20 cents per common share. For the nine months ended May 1:

	1970	1969
Earned per share	\$0.10	\$2.13
Sales	255,960,000	292,737,000
Net income	310,000	6,309,000
Shares outstanding	2,968,000	2,968,000

**Bartell Media Corp.**, New York, publisher and group broadcaster has reported increased income and revenues for the first quarter ended March 31:

	1970	1969
Earned per share	\$0.72	\$0.07
Revenues	9,753,209	9,287,586
Net income	163,261	149,489

**Oak Electro/Netics Corp.**, Crystal Lake, Ill., manufacturer of television tuners and other electronic components, reported a decline in sales and a net loss for the first quarter of 1970. Government orders and sales to the television

	Stock symbol	Ex-change	Closing June 4	Closing May 27	% change Month of May	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	12 1/4	11 3/4	-23.6	31 1/4	10	5,942	67,561
Disney	DIS	N	116 1/4	106	-17.8	158	96 1/2	5,133	544,098
Filmways	FWY	A	10 1/4	9 3/4	+ 1.1	18 1/2	8 1/4	1,700	16,575
Four Star International	O		2 1/4	1 3/4	- 6.4	4	1 1/2		666
Gulf and Western	GW	N	14 5/8	11 3/4	-19	20 3/4	9 1/2	16,310	191,643
Kinney National	KNS	N	26 3/4	23 5/8	-18.2	36	21 1/2	9,067	214,163
MCA	MCA	N	16	13 3/4	-26.7	25 3/4	12 1/2	8,195	112,681
MGM	MGM	N	16 3/4	14	-33.4	29 1/2	12 3/4	5,843	81,802
Music Makers Group	O		3 1/2	3 1/2	- 4	9	3 1/2		589
National General	NGC	N	12 1/4	11 3/8	-22.3	20 1/4	9 3/4	4,910	58,282
Transamerica	TA	N	15 1/4	15 1/4	-14.1	26 3/4	12 5/8	63,169	963,327
Trans-Lux	TLX	A	14 3/4	11 1/4	-13.7	23 3/4	9 1/4	1,028	11,822
20th Century-Fox	TF	N	10 3/4	9 3/4	-28.1	20 1/2	7 3/4	8,562	79,199
Walter Reade Organization	O		4	3 3/4	-25	13 1/2	3 3/4	2,342	8,783
Wrather Corp.	WCO	A	6 1/4	5 1/4	-25.6	10 3/4	4 1/4	2,161	11,064
							<b>Total</b>	<b>135,617</b>	<b>\$ 2,383,447</b>
<b>Service</b>									
John Blair	BJ	N	14	12	-16.5	23 1/2	10 3/8	2,604	31,248
Cosat	CQ	N	32 3/8	28 5/8	-19.9	57 3/4	25	10,000	286,200
Creative Management	O		5 1/2	4 1/2	-45.5	14 1/2	4 1/2	1,029	4,631
Doyle Dane Bernbach	O		15 1/4	15	-16.7	24 1/2	15	1,924	28,860
Foote, Cone & Belding	FCB	N	9 1/4	8 1/4	-15.4	12 1/4	7 1/4	2,167	17,878
Grey Advertising	O		7 3/4	7 1/4	-11.8	13 1/2	7 1/4	1,140	8,550
LaRoche, McCaffrey & McCall	O		12 1/4	12	-12.7	17	12	586	7,032
Movielab	MOV	A	3 1/4	2 3/4	-31.2	7 1/2	2 3/4	1,407	3,869
MPO Videotronics	MPO	A	7	5	-27.2	9 1/2	4 3/4	556	2,780
Nielsen	O		31	26 1/2	-17.9	42	26 1/2	5,299	140,424
Ogilvy & Mather	O		15	15	-20	22 3/4	15	1,096	16,440
PKL Co.	PKL	A	5	3 3/4	-23.5	12 3/4	3	739	2,392
J. Walter Thompson	JWT	N	25 3/4	23 1/2	-19	36	23	2,773	65,165
Wells, Rich, Greene	A		7 1/4	6 5/8	- 7	8 1/4	5 1/2	1,582	10,473
							<b>Total</b>	<b>32,902</b>	<b>\$ 625,942</b>
<b>Manufacturing</b>									
Admiral	ADL	N	8 3/4	8	- 5.9	14 1/4	6 1/4	5,158	41,264
Ampex	APX	N	18	17 3/4	-21.2	48 1/2	13 3/4	10,825	192,143
CCA Electronics	O		2 3/4	2	-46.7	5	1 1/2	800	1,600
Collins Radio	CRI	N	18 1/4	16 1/4	-21.4	37 1/4	14 3/4	2,968	47,844
Conrac	CAX	N	13 3/4	13 1/4	-28.2	32 1/4	11	1,254	16,808
General Electric	GE	N	67 3/4	62 3/4	-11.8	77 3/4	60 3/4	90,884	5,713,877
Harris-Intertype	HI	N	46 1/4	39 3/4	-21.2	75	36 1/4	6,357	250,339
Magnavox	MAG	N	26 3/4	24 1/4	-22.7	38 3/4	22 3/4	16,401	397,724
3M	MMM	N	85 3/4	82 3/4	-12.1	114 3/4	77 1/2	56,093	4,620,380
Motorola	MOT	N	3 3/4	44	-151.7	141 3/4	40 1/4	6,655	292,820
RCA	RCA	N	23	21 1/4	-11.8	34 3/4	20	66,757	1,435,276
Reeves Industries	RSC	A	3 3/4	2 3/4	-15.4	5 1/4	2 1/2	3,446	9,477
Telemation	O		10 1/4	9	-16.3	24	9	1,080	9,720
Visual Electronics	VIS	A	3 1/4	3	-20	10 3/4	2 1/2	1,357	4,071
Westinghouse	WX	N	62 3/4	58	-12	69 3/4	53 3/4	39,685	2,301,730
Zenith Radio	ZE	N	25 3/4	25	-13	37 3/4	22 1/4	19,020	475,500
							<b>Total</b>	<b>328,740</b>	<b>\$15,810,573</b>
							<b>Grand total</b>	<b>717,536</b>	<b>\$22,635,664</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>84.78</b>	<b>79.49</b>	<b>-10.2</b>				

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

Shares outstanding and capitalization as of May 27.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.  
\*New addition to index.

industry were affected by "economic restraints being applied domestically" OEN said. The company also declared a quarterly dividend of 8 cents per common share, payable June 10 to stockholders of record May 27. For the three months ended March 31:

	1970	1969
Earned per share		\$0.26
Net sales	18,987,773	23,097,645
Net income	(131,292)	506,258
Average shares outstanding	1,637,000	1,637,000

**LIN Broadcasting Corp.**, New York, reported an increase in revenues and net profit for the first quarter ended March 31, as compared with a loss for the same period last year:

	1970	1969
Income per share	\$0.05	(\$0.06)
Revenues	4,273,362	4,127,510
Net income (loss)	101,486	(123,121)

## Financial notes:

■ The annual meeting of Technicolor Inc., Hollywood, has been scheduled July 8. Location for the meeting has not been decided upon by the company's directors. Stockholders of record May 28 will be entitled to vote at the meeting.

■ RCA has declared a quarterly dividend of 25 cents per share on common stock, payable Aug. 1 to holders of record June 15, and dividends of 87½ cents per share on \$3.50 cumulative first preferred stock and \$1 per share on \$4 cumulative convertible series first preferred stock, both for the period from July 1 to Sept. 30, and both payable Oct. 1 to holders of record

Sept. 11.

■ Rollins Inc., Atlanta-based diversified company and group broadcaster, has increased its regular quarterly dividend on common stock from 4½ cents to 5 cents per share. It will be payable July 24 to shareholders of record June 25.

■ Meredith Corp., Des Moines, Iowa, has declared a quarterly dividend of 32.5 cents per share, payable June 12 to stockholders of record May 22.

■ A dividend of nine cents per share has been announced by Ridder Publications Inc., New York, on the firm's common stock. A dividend of \$2.00 per share was also announced on Ridder preferred stock. Both are payable June 30 to stockholders of record June 11.

## Fates & Fortunes®

### Broadcast advertising

**Lucy Pascoe**, director of market research on Transworld Airlines account at Benton & Bowles, New York, named VP-information services.

**H. H. Beels**, account supervisor, Ketchum, MacLeod & Grove, New York, named VP.

**Thomas J. Adams**, **Charles V. Lavery**, **Richard H. Low** and **Richard N. McHugh**, group supervisors in TV-radio department of Young & Rubicam, New York, named VP's.

**John D. Held**, executive producer, Cunningham & Walsh, New York, named VP.

**James R. Frankenberry**, executive VP, IFI Advertising Agency, Duluth, Minn., named president succeeding **Arnold Fochs**, agency's founder, who became chairman of executive committee.

**John Neale**, special consultant on marketing and advertising of consumer packaged goods for Knox Reeves Advertising, Minneapolis, and former account management supervisor at MacManus, John & Adams, New York, joins Knox Reeves Advertising, Minneapolis, as VP and management representative. **Trevor Gettelman**, **Stan Goldstein** and **Geoff Sutton**, all with Knox Reeves Advertising, appointed group heads of agency's reorganized creative team, now composed of three groups. Mr. Gettelman was formerly associate director; Mr. Goldstein, copy supervisor; and Mr. Sutton creative associate.

**David J. Mahoney**, president and chief executive officer, Norton Simon, Fullerton, Calif., also elected board chairman, succeeding **Harold M. Williams**, appointed dean of UCLA Graduate

School of Business Administration.

**William Abrams**, account supervisor, Doyle Dane Bernbach, New York, elected VP.

**John F. Bruemmer**, account supervisor, D'Arcy Advertising, St. Louis, named VP.

**Wright Ferguson**, account director, Ted Bates & Co. Division, New York, named VP.

**Rene J. Reyes**, with Avco Radio Television Sales, New York, joins Ingalls Associates, Boston agency, as VP, media/marketing.



Mr. Palmer



Mr. Fulton

**Briggs S. Palmer**, VP and New York sales manager, station division/West, Blair Television, New York, appointed general manager of station division. He succeeds **Robert A. Hemm**, corporate VP of John Blair & Co., named VP of Milton S. Stevens Inc., direct mail marketing subsidiary of Blair Graphics. **Griffith E. Fulton**, member of station division/West sales staff, succeeds Mr. Palmer.

**Jack Martin**, VP, Midwest sales EUE/Screen Gems, named VP and general manager of company's studio in Chicago.

**Henry Wittemann**, director of new products, Alberto-Culver Co., Melrose

Park, Ill., named VP, advertising services, new position.

**Carl L. Yager**, head of car dealership in Lake Charles, La., and former VP and supervisor of automotive and financial accounts with Kenyon & Eckhardt in Detroit and New York, joins Detroit office of BBDO as VP and account supervisor with responsibility for Chrysler Corp.'s network TV programming.

**John Reidy**, senior VP, Media Corp. of America, New York, named executive VP. **Larry Timmins**, account supervisor, named senior VP.

**Bill R. McRae**, former VP and national sales manager, H-R Representatives, New York, joins WQVR(FM) Philadelphia as VP in charge of sales.

**Bob Porter** and **Larry McDermott**, with creative staff of Hoefler, Dieterich & Brown, San Francisco, appointed creative group supervisors.

**Dan Tapson**, with KNEW(AM) Oakland, Calif., appointed general sales manager.

**Richard B. Armfield Jr.**, with WTVD(TV) Durham, N.C., joins WBAL-TV Baltimore as marketing manager.

**Erwin Rosner**, with U.S. Media-International, New York-based media buying service, named VP and sales manager.

**Merwyn A. Kraft Jr.**, brand manager, Clark Gum, Philip Morris U.S.A., New York, appointed to same capacity for American Safety Razor Co.'s Personna razor blades. American Safety Razor is division of Philip Morris U.S.A.

**Robert Warsowe**, media director of Geyer, Oswald, New York, joins Kenyon & Eckhardt Advertising there as associate media director.

**Robert B. Funkhouser**, VP and account

tor, who has entered private business.

**Dan Sanborn**, news director, WNNM(AM) Lakeland, elected president of Florida AP Broadcasters. He succeeds **Bill Grove**, with WJXT(TV) Jacksonville. **Hugh Smith**, with WTVT(TV) Tampa-St. Petersburg, elected VP.

**Michael C. Buchanan**, news director, WTTG(TV) Washington, named VP.

**Les Bayer**, formerly with ABC Radio News, New York, joins WCBS(AM) there as news-writer.

**Elliot Bernstein**, former news director, ABC-owned KGO-TV San Francisco, appointed weekend news manager, ABC News, New York. He succeeds **Jack Begon**, assigned to ABC News Rome bureau.

**John Alexander**, former director of news and public affairs, WLEE(AM) Richmond, Va., joins WMAL(TV) Washington as newscaster.

**Mort Beach**, former newscaster-reporter, WKRC-AM-TV Cincinnati, appointed news editor-lecturer-producer, with KUAT(AM) and noncommercial KUAT-TV, both Tucson, Ariz., operations of University of Arizona there.

### Promotion

**Sidney R. Mesibov**, director of advertising, Spanish International Network, New York, and formerly with ABC and Television Bureau of Advertising, resigns to devote full time to special assignments for broadcasters in areas of presentations, promotion and exploitation. He will operate from Hart Road, RFD 1, Spencer, N.Y. 14883. **Leo Pillot**, formerly of ABC, succeeds him at SIN.

**Erlene Stefanske**, with KXOK(AM) St. Louis, joins KIRL(AM) St. Charles, Mo., as promotion director.

**Helen E. Simpson**, PR administrator, WKYC-TV Cleveland, appointed advertising and promotion manager succeeding **Jack Dorr**, who joins Odell and Associates, advertising agency in Mansfield, Ohio, as creative director.

**Betty Marshall**, former national magazine publicity director with NBC, New York, joins newly formed PR firm, James H. Eddy, as VP in charge of New York office. **Robert Crutchfield**, formerly with MGM, joins James H. Eddy firm as manager of Hollywood office. Firm has headquarters at 315 West 57 Street, New York 10019, (212) 355-3726.

### Equipment & engineering

**Phil DeSantis**, with Honeywell Test Instruments Division, Denver, joins Visual Electronics Corp., New York, as supervisor of installation and service department of Visual systems.

# If you want a tube distributor who knows your business, give it to him.



## He's your RCA Broadcast Tube Distributor. No.1 in tubes for all broadcasting applications.

What made him No. 1? Emergency service is one reason. It's like money in the bank.

For example:

You're on the air. It's late, a tube fails. You're low on replacements. Too low for comfort. So you call your RCA Broadcast Tube Distributor. To keep you on the air, he'll get out of bed to fill your order!

There are more reasons.

Experience. He talks your language, knows your needs. Some of our distributors have been in the business of supplying broadcasters for as long as we have—40 years!

Engineering service. He has a "hot line" to RCA's Field Engineers. Call him any time you need their services. Call even if you need help in servicing our competitor's equipment!

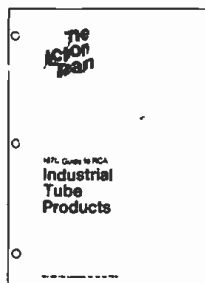
Quality. You know the story. He stocks the finest.

In power tubes, for example, brand preference studies by leading electronic publications have listed RCA as the first choice of professional designers year after year!

Inventory. The widest. Power tubes, rectifiers, vidicons, image orthicons. Think of his establishment as your tube warehouse. For all practical purposes, that's what it is!

Need more reasons? Call your local RCA Broadcast Tube Distributor. For starters, ask him for the new 1970 Guide to RCA Industrial Tube Products, or write: RCA Electronic Components, Commercial Engineering, Dept. 21F-1, Harrison, N. J. 07029.

P.S. Your RCA Broadcast Tube Distributor is also the man to call for RCA Starmaker Microphones.



# RCA

**Gustave J. Rauschenbach**, director of Washington office of TRW Systems, joined Communications Satellite Corp. there as director of congressional relations and corporate development.

**Gene Slater**, assistant producer, Robert G. Jennings Corp., New York radio syndication firm, joins Jerry Verbel Inc., TV and radio cassette production firm there, as production associate and new projects development coordinator.

**Paul B. Nelson Jr.**, corporate director of advertising, North American Philips, New York, named VP and general manager of company's home entertainment products division. He succeeds **Wybo Semmelink**, who retires but remains associated with company in consulting capacity. Mr. Nelson will be responsible for Norelco consumer electronics products, including cassette and reel-to-reel tape recorders and radios. Mr. Nelson is succeeded as corporate advertising director by **George A. Garnes**, formerly advertising manager for company.

**Robert Lawson**, with Ampex Corp., Redwood City, Calif., named Northwest district sales manager, magnetic tape division.

**Lynd J. Carter**, former Midwest regional manager for Philips Broadcast Equipment Corp., Montvale, N.J., joins Telestrator Industries, Chicago, as director of marketing. Telestrator manufactures device which allows writing, drawing or diagraming over any video source.

**Jim Carr**, engineer with WFIL(AM) Philadelphia, joins WABC-AM-FM New York as member of engineering staff.

### Allied fields

**Chester Reiten**, president of KCJB-AM-FM and KXMC-TV Minot, N.D., and satellite station KXMD-TV Williston, N.D., elected mayor of Minot.

**James S. Gilmore Jr.**, president of James S. Gilmore Jr. stations, group owner based in Kalamazoo, Mich., named to board of directors of Federal Home Loan Bank of Indianapolis. Gil-

## Ex-Senator Johnson dies at 86

**Former Senator Edwin C. Johnson** (D-Colo.), chairman of the Senate Commerce Committee from 1949 to 1954, died May 30 in Denver. He was 86.

Mr. Johnson served three terms in the Senate, beginning in 1938, and was three-time governor of Colorado. In over 30 years of political life, he was never defeated for an elective office.

As member and chairman of Senate Commerce Committee, Mr. Johnson was in constant command of broadcast legislation. He was an early proponent of causes to foster the growth of television when the medium was in its infancy.

After leaving the Senate to serve a third term as governor, Mr. Johnson in mid-1950's championed the cause of TV-booster operators who were under pressure from FCC to cease operation. His intervention helped gain eventual passage of laws legalizing boosters.

more stations include KODE-AM-TV Joplin, Mo., WSV-AM-FM-TV Harrisonburg, Va., WEHT(TV) Evansville, Ind. and WREX-TV Rockford, Ill.

**Edward G. Epstein**, former director of marketing services, J. B. Williams Co., New York, named president of Action Research Centers there, company engaged in market, consumer, product, and advertising research services.

**Michael J. Kellam**, Chicago announcer and former director for NBC, appointed international director of audio-visual services for Kiwanis International, Chicago.

### Deaths

**George E. Cameron Jr.**, 60, owner of KBBQ(AM) Burbank, Calif., died May 22 in his hotel room in Las Vegas. of apparent heart attack. He was founder of KOTV(TV) Tulsa, Okla., and also owned KDES(AM) and KGEC(FM), both Palm Springs, Calif. He is survived by

his wife, Norma, and six children.

**Edwin C. Stein**, 60, overnight managing editor, Voice of America, Washington, died June 1 in DeWitt Army hospital, Fort Belvoir, Va., following surgery for cancer. He is survived by his wife, Suzanne, and three daughters.



**A. L. (Abe) Glasmann**, 77, chairman of board of A. L. Glasmann stations, Salt Lake City-based group owner, and publisher of *Ogden Standard Examiner*, died June 1 at his home in Ogden.

*Mr. Glasmann*

Long involved with family-owned *Standard Examiner*, he entered broadcasting in 1934 with acquisition of KLO(AM) Ogden. He later joined with family members in establishing KALL(AM) Salt Lake City in 1945. Over years he acquired interest in number of broadcasting properties. Glasmann group includes KALL and KUTV(TV) Salt Lake City, KLO(AM) Ogden, Utah, KGEM(AM) Boise and KMVT(TV) Twin Falls, both Iowa, KGHL(AM) Billings, Mont., KGMB-AM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii. He was also a founder and director of Telemation, Salt Lake City equipment manufacturer, and of Tele-Communications, Denver-based CATV group owner. He is survived by his wife, Edris, and two daughters. One daughter, Jean, is wife of George Hatch, president and general manager of KALL.

**James J. Coolican Jr.**, 55, president of Coolican-LeMon, Syracuse, N.Y., advertising and PR firm, died May 22. He is survived by his wife, Patricia, three daughters and one son.

**Hollis Wright Jr.**, 52, longtime announcer for WRC-AM-FM-TV Washington, died May 29 at his home in Bethesda, Md., following short illness. Mr. Wright had served as host of number of radio and TV panel shows, both local and NBC network. He was currently announcing for network's *NBC Morning Report*. He is survived by his wife, Betty, and one daughter.

**David Hardy**, 46, director of Brandeis University's Film Theater Arts, Waltham, Mass., died May 30 in accident when his car struck deer. He had worked on productions for ABC, NBC, National Educational Television, Canadian Broadcasting Corp., and Australian Broadcasting Commission. He is survived by his wife and four children.

**Nydia Westman**, 62, TV and movie character actress died May 20 in North Hollywood, Calif., following lengthy illness. She had appeared in *Dragnet*, *Lancer* and *Judd For The Defense*. She is survived by a daughter.

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As compiled by BROADCASTING, May 26 through June 2 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

**New TV stations**

**Initial decision**

■ Hearing Examiner Herbert Sharfman in initial decision recommended grant of application of Mid-Florida Television Corp. for CP for new TV station on ch. 9 in Orlando, Fla. Action June 1.

**Other actions**

■ FCC set oral argument for July 13 on mutually exclusive applications of Moline Television Corp. for renewal of license of WQAD-TV Moline, Ill., and Community Telecasting Corp. for CP for new VHF TV station on same channel in Moline (Docs. 17993-17994). Action May 27.

■ Review board in Terre Haute, Ind., TV proceeding, Docs. 18321-22, adopted order granting motion to correct transcript of oral argument, filed May 11 by Terre Haute Broadcasting Corp. Action May 27.

■ Review board in Fajardo, P. R., TV proceeding, Docs. 18048-49, granted petition for extension of time, filed May 27 by WSTE-TV Inc. Action June 1.

**Action on motion**

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), CP for new TV translator, certified to review board petition for leave to intervene filed by Grand Canyon Television Co. (Docs. 18817-8). Action May 26.

**Existing TV stations**

**Final actions**

■ KPIX(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 21. Action May 21.

■ \*WJCT(TV) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 302 kw vis., 36.3 kw aur.; change trans. Action May 26.

■ FCC denied petition filed by Jackson Television Corp., permittee of WKHM-TV Jackson, Mich., asking reconsideration of commission decision refusing permittee extension of time within which to construct facilities (Doc. 18699). Action May 27.

■ Garryowen Butte TV Inc., Missoula, Mont.—Broadcast Bureau granted mod. of CP to change ERP of ch. 8 to vis. 257 kw aur. 49.0 kw; change type trans. and type ant.; make changes in ant. structure and change ant. height to 2,150 ft. Action May 22.

■ FCC granted request by Meyer Broadcasting Co. for waiver of station identification requirements for KFYZ-TV Bismarck, KMOT-TV Minot and KUMV-TV Williston, all North Dakota. Action May 27.

■ \*WSWP-TV Grandview, W. Va.—Broadcast Bureau granted mod. of CP to change ERP to 302 kw vis. and 60.3 kw aur.; change hours of operation to unlimited time; specify studio location as Mann Mountain, approximately 1.1 mile west of Layland; change trans. and ant., make changes in ant. structure. Action May 26.

**Actions on motions**

■ Chief, Office of Opinions and Review in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSTA-TV]), TV proceeding, granted motion by WTVY Inc. (WTVY(TV)); Martin Theaters of Georgia Inc. (WTVM(TV)); and Gala Broadcasting Co. (WYEA-TV) and extended to June 2 time to file oppositions to applications for review of the review board's decision denying application (Doc. 16984). Action May 25.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAO-TV], et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend application to show changes in business interests of principals of petitioner (Docs. 18759-61). Action May 20.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WPAN-TV], et al.), AM-TV proceeding, denied petition by United Television Co. insofar as severance of television applications from the proceeding is requested and petition and opposition thereto are certified to review board for such further action as it deems appropriate (Docs. 18559, 18561-3). Action May 20.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend application to reflect requested dismissal of CP sought by petitioner for ch. 49, Buffalo, N. Y. (Docs. 18711-2). Action May 21.

**Call letter application**

■ WCTU-TV, Emil F. Kratt, receiver, Charlotte, N. C. Requests WRET-TV.

**New AM stations**

**Final actions**

■ Lake Havasu City, Ariz.—Lee Shoblom, FCC granted 980 kc, 500 w. P.O. address 1720 Acoma Boulevard, Mohave, Ariz. Estimated construction cost \$19,400; first-year operating cost \$21,000; revenue \$36,000. Principals: Lee Shoblom, sole owner. Mr. Shoblom is former general manager of KRAM Las Vegas and is applicant for a new FM at Lake Havasu City. Action March 26.

■ FCC denied request by Brentwood Associates Inc. for waiver of AM freeze to permit acceptance of application for new AM on 1580 kc, 500 w, in Morgantown, N. C. Action May 27.

■ FCC denied request for waiver of AM freeze by Lark Broadcasting Co. to permit acceptance of application for new AM station at Homer, La. Action May 27.

■ FCC denied request by Gramary Radio Corp. for waiver of AM freeze to permit acceptance of application for new AM on

1330 kc, 5 kw-D in Bellevue, Wash. Action May 28.

**Initial decision**

■ Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed grant of application of Shenandoah Broadcasting Co. for CP for new AM on 920 kc, 1 kw LS-U, 500 w-N at Shenandoah, Iowa. Action June 1.

**Other actions**

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-17558, granted petition for extension of time, filed May 25 by W.G.O.K. Inc. Action June 1.

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Docs 15752, et al, granted petition to accept late filed notice of intention to participate in oral argument, filed May 25 by Crown City Broadcasting Co. Action June 1.

**Actions on motions**

■ Hearing Examiner Basil P. Cooper in Graham, Asheboro, and Rose Hill, N. C., and Blacksburg, Va. (Broadcasting Service of Carolina Inc. et al.), AM proceeding, ordered petition for leave to amend filed by Blue Ridge Broadcasting certified to review board as matter relating to pleading now before review board for resolution (Docs. 18441-3, 18445). Action May 20.

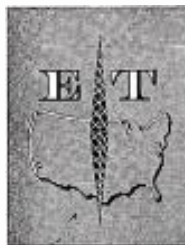
■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, Ill. (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, set certain procedural dates; scheduled hearing on remand issues for Aug. 18; by separate action, granted motion by Central DuPage to produce documents for inspection and copying; ordered certain documents made available to Central DuPage in Ishpeming, Mich.; other documents will be made available to Central DuPage in Washington (Docs. 16965-6). Action May 22.

■ Acting Chief Hearing Examiner Jay A. Kyle in Circleville, Ohio (George E. Worstell, Scioto Broadcasting Co. and Circleville Broadcasting Co.), AM proceeding, designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for July 6 and hearing for Aug. 6 (Docs. 18856-8). Action May 20.

■ Acting Chief Hearing Examiner Jay A. Kyle in Greensburg, Pa. (WHJB Inc.), AM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for June 23 and hearing for July 21 (Doc. 18868). Action May 25.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (See board Broadcasting Corp. and Secland Broadcasting Systems Inc.), AM proceeding, granted petition by Secland Broadcasting Systems Inc. and extended to May 22 time to file oppositions to pending motion for continuance of procedural dates (Docs. 18549, 18813-4). Action May 20.

■ Hearing Examiner Forest L. McClenning

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in Buffalo, Minn. (Buffalo Broadcasting Co., Wright County Radio Inc. and Wright County Broadcasting Co.), AM proceeding, on examiner's own motion, continued June 15 prehearing conference until June 22 (Docs. 18842-4). Action May 22.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., Shenandoah Broadcasting Co. and Buddy Tucker Evangelistic Association Inc.), AM proceeding, denied offer of proof and request for further hearing filed by Sandern of Iowa Inc. (Docs. 18746-8). Action May 22.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., et al.), AM proceeding, having under consideration order released by the review board May 25, 1970, wherein suburban issues have been added against Sandern of Iowa Inc. and Buddy Tucker Evangelistic Association Inc. Examiner prepared initial decision that application of Shenandoah Broadcasting Co. should be granted and applications of Sandern and Tucker Inc. should be denied. However, in event superior authority should conclude that hearing must be held on enlarged issues, grant of Shenandoah Broadcasting application will be conditioned not to become final until review board shall have opportunity to consider action (Docs. 18746-48). Action May 26.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.), AM proceeding, denied motion by Seaboard Broadcasting Corp. for protective order, in all other respects except ordered responses need not be made to Sencland interrogatories 4, 5, 6, 7, 15, 16, 23, 24, 28, 30, 33, 45, 49, 50, 63, 66, 67, 68 and 70; ordered responses made to interrogatory 22; ordered that response to interrogatories 47, 59, 60 include only discounts not available to all advertisers on bases of published rate card, that response to interrogatory 62 be limited to annual increases and may be made on the basis of calendar or fiscal year for 1967, 1968 and 1969, and that response to interrogatory 65 may be in terms of affirmative or negative only, provided upon request Seaboard makes available for inspection and copying any pertinent documents (Docs. 18549, 18813.4). Action May 25.

#### Call letter actions

■ Vega Baja Broadcasting Corp., Vega Baja, P. R. Granted WEGA.

■ Morgan County Broadcasting Co., Wartburg, Tenn. Granted WECO.

#### Designated for hearing

■ FCC set for hearing application by Northwestern Communications Corp. for new daytime AM at Bentonville, Ark., on 1140 kc, 500 w. Action May 27.

### Existing AM stations

#### Applications

■ KKGf Great Falls, Mont.—Seeks CP to change from 1310 kc, 5 kw, DA-N, U, to 1310 kc, 1 kw, 5 kw, U; change trans. and operate by remote control from main studio location. Ann. May 21.

■ KWDR Del Rio, Tex.—Seeks CP to change from 810 kc, 1 kw-D, to 810 kc, 50 kw-D. Ann. May 21.

#### Final actions

■ WAMA Selma, Ala. — Broadcast Bureau granted CP to replace expired permit for changes. Action May 26.

■ KQXI Arvada, Colo.—FCC granted waiver of AM freeze to accept application by Bernice Schwartz for change in station location to Denver. Action May 27.

■ FCC denied petition by Times Journal Inc. and M. W. Kinney Jr. for immediate grant of application for transfer of control of Jonquil Broadcasting Co., licensee of WYNX Smyrna, Ga., from Laurence N. Polk Jr. (Doc. 18784). Action May 27.

■ WLS Chicago—Broadcast Bureau granted CP to install new auxiliary trans. and increase power to 10 kw, U, to be used with main and auxiliary ant. Action May 21.

■ WGRY Grayling, Mich.—Broadcast Bureau granted mod. of CP to decrease tower height. Action May 26.

■ WSML Graham, N. C.—Broadcast Bureau granted license covering changes. Action May 26.

■ KRBB Sallisaw, Okla.—Broadcast Bureau granted CP to increase ant. tower height

and add FM transmitting ant. side mounted to AM tower. Install new trans.; condition. Action May 26.

■ FCC revoked license of Radio Broadcasters Inc. for KFLY Corvallis, Ore.; CP of James L. Hutchens, president of Radio Broadcasters Inc., for KFTN Central Point, Oregon, has been revoked; other applications filed by Radio Broadcasters and Mr. Hutchens for CP's and licenses to cover CP's in Corvallis and other Oregon communities have been denied (Docs. 18079-18084). Action May 22.

■ KEX Portland, Ore. — Broadcast Bureau granted CP to install new trans. for auxiliary use on 10 kw. Action May 21.

■ WLJZ Bayamon, P. R.—Broadcast Bureau granted license covering installation of auxiliary trans. Action May 26.

■ WTND Orangeburg, S. C.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action May 26.

■ WJBE Knoxville, Tenn. — Broadcast Bureau granted CP to change ant. trans. and main studio location to east side of Prosser Road, about 0.1 mile south of Wayne Road. Action May 26.

#### Actions on motions

■ Acting Chief Hearing Examiner Jay A. Kyle in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, granted petition of Broadcast Bureau and rescheduled prehearing conference for June 9 (Doc. 18819). Action May 25.

■ Hearing Examiner David I. Kraushaar in Vancouver, Wash. (Cathryn C. Murphy), renewal of license of KVAN Vancouver, scheduled prehearing conference for June 26 (Doc. 18672). Action May 22.

#### Fines

■ WSFB Quitman, Ga.—FCC ordered payment of \$500 forfeiture for operation with unlicensed operator and failing to employ first-class operator; denied request for reduction. Action May 27.

■ WSLR Akron, Ohio—FCC denied request by Welcome Radio Inc. for reduction or cancellation of \$1,000 forfeiture.

■ WLJZ Santurce, P. R.—FCC reduced forfeiture liability to \$100. Action May 27.

■ WEAC Gaffney, S. C.—FCC denied request for reduction of \$1,000 forfeiture. Action May 27.

#### Rulemaking petitions

■ WASA Havre de Grace, Md.—Requests amendment of rules to eliminate need for resistors in cases where radiated signal must be limited. Ann. May 28.

■ Oregon Association of Broadcasters, Eugene, Ore.—Requests amendment of rules with respect to operator requirements for AM and FM stations. Ann. May 28.

#### Call letter application

■ WCVU, Rust Communications Group Inc., Portsmouth, Va. Requests WKLX.

### New FM stations

#### Applications

■ Douglas, Ga.—Coffee County Broadcasters Inc. Seeks 106.7 mc, 34.2 kw. Ant. height above average terrain 267 ft. P.O. address 105 N. Peterson Street, Douglas 31533. Estimated construction cost \$52,853.90; first-year operating cost \$36,000; revenue \$40,000. Principals: David H. Bailey, president, Thomas H. Frier, secretary-treasurer, Charles W. Anderson, vice president (each 22.5%), and F. D. Wade (32.5%). Mr. Bailey owns 20% of bottling plant. Mr. Frier owns the Douglas (Ga.) Enterprise. Mr. Anderson owns 37% of poultry farm, 50% of finance company, real estate and rentals. Mr. Wade has interest in oil firm. Principals own WOKA (AM) Douglas. Ann. May 22.

■ Louisville, Ga. — Peach Broadcasting Co. Seeks 92.1 mc, 3 kw. Ant. height above average terrain 201 ft. P.O. address Middle Ground Road, Louisville 30434. Estimated construction cost \$20,404; first-year operating cost \$3,620; revenue \$2,500. Principals: Otis G. Stephens, sole owner. Mr. Stephens owns WPEH (AM) Louisville. Ann. May 4.

■ Thomson, Ga.—Bethany Broadcasting Co. Seeks 101.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Hickory Hill Drive, Thomson 30824. Estimated con-

struction cost \$76,792; first-year operating cost \$47,177; revenue \$36,000. Principals: Walter J. Brown, sole owner. Mr. Brown owns 56.4% of WSPA-AM-FM-TV Spartanburg, S. C. Ann. May 20.

■ \*Decatur, Ill.—Millikin University. Seeks 89.9 mc, 10 w. Ant. height above average terrain 95 ft. P.O. address 1184 West Maine Street, Decatur 62522. Estimated construction cost \$7,836.96; first-year operating cost \$500; revenue none. Principals: William Barnes III, president, board of trustees, et al. Board controls \*WBOA (AM) Decatur. Ann. May 21.

■ Wilmington, Ohio—Clinton County Broadcasting Corp. Seeks 102.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 4, Box 255C, Wilmington 45177. Estimated construction cost \$34,805.43; first-year operating cost \$41,208; revenue \$42,180. Principals: Herbert E. Shaper, president, Daryl E. Heckerson, treasurer (each 33%), Gary L. West, vice president (26.6%) and Ann M. Sharper, secretary (6.6%). Mr. Shaper is employe of Miami Valley Broadcasting Corp. Mr. West is student. Mr. Heckerson owns broadcast consultancy and appliance sales and service firm. Ann. May 20.

■ Fredericksburg, Tex.—Gillespie Broadcasting Co. Seeks 101.1 mc, 100 kw. Ant. height above average terrain 652 ft. P.O. address 201 W. Main Street, Fredericksburg 78624. Estimated construction cost \$21,773; first-year operating cost \$15,000; revenue \$23,800. Principals: Norbert Fritz, president, et al. Principals own KNAF (AM) Fredericksburg. Ann. May 15.

#### Final action

■ Aquadilla, P. R.—Ricardo Vega, Broadcast Bureau granted 92.9 mc, 5.9 kw. Ant. height above average terrain minus 205 ft. P.O. address Box 647, Aquadilla 00603. Estimated construction cost \$9,839.01; first-year operating cost \$19,928; revenue \$22,800. Principals: Ricardo Vega, sole owner. Mr. Vega is an electronics engineer for the Commonwealth of Puerto Rico Department of Health. Action May 7.

#### Initial decision

■ Hearing Examiner James F. Tierney in initial decision proposed grant of application of Cumberland Gap Broadcasting Co. for new FM on ch. 224A (92.7 mc) at Middlesboro, Ky. Action May 28.

#### Other action

■ Review board in San Clemente, Calif., FM proceeding, Doc. 17648, adopted order granting motion to correct transcript, filed April 23 by El Camino Broadcasting Corp. Action May 27.

#### Actions on motions

■ Hearing Examiner Frederick W. Dennison in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, granted petition by Voice of Dixie Inc., reopened record, accepted Voice of Dixie's petition for leave to amend application to revise exhibit 1 of section II to show certain changes in ownership and related matters; again closed record (Docs. 18664, 18666). Action May 22.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc.), FM proceeding, on request of Georgia Radio Inc. advanced hearing conference now scheduled for June 1 to May 25 (Docs, 18314). Action May 21.

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, on hearing examiner's own motion continued hearing to June 4 (Doc. 18440). Action May 25.

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Christian Broadcasting Association Inc.), FM proceeding, on hearing examiner's own motion scheduled hearing conference for June 4 (Doc. 18439). Action May 26.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco, Inc. and KAKE-TV and Radio Inc.), FM proceeding, on request of Broadcast Bureau extended to June 2 time to respond to petition filed by KAKE-TV and Radio Inc., asking that its application be retained in hearing status. (Docs. 18515-6). Action May 25.

#### Rulemaking petitions

■ KOCN-FM Pacific Grove, Calif.—Requests

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amendment of rules and regulations to substitute ch. 269 for ch. 285 at Pacific Grove and to substitute ch. 285 for ch. 269 at Carmel, Calif. Ann. May 28.

■ WNVH-FM White River Junction, Vt., and WMTW-FM Mt. Washington, N. H. — Request institution of rulemaking proceeding for amendment of rules looking toward substitution of ch. 269A for ch. 237A in White River Junction and reallocation of ch. 237A to Bradon, Vermont. Ann. May 28.

■ Vancomar Broadcasting Corp. Albuquerque, N. M.—Requests institution of rulemaking proceedings to amend FM table of assignments to assign class C channels 268 (101.5 mc) and 278 (103.5 mc) to Albuquerque. Ann. May 28.

■ Rev. Arthur T. Gregg, Evangel Ministries Inc., Menasha, Wis.—Requests amendment of rules to add ch. 261A to Menasha, Wis. Ann. May 28.

### Call letter applications

■ University of Denver, Denver. Requests \*KCFR(FM).

■ Fine Arts Broadcasting Inc., Charleston, S. C. Requests WEZL(FM).

■ Culpeper Broadcasting Corp., Culpeper, Va. Requests WCUL(FM).

### Call letter actions

■ Catherine J. Porter, Bath, Me. Granted WJTO-FM.

■ Wisconsin State University, La Crosse, Wis. Granted \*WLSU(FM).

## Existing FM stations

### Final actions

■ KFAC-FM Los Angeles—Broadcast Bureau granted mod. of SCA to change subcarrier frequency from 21 to 67 kc. Action May 21.

■ KOCN(FM) Pacific Grove, Calif.—Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. system; ant. height 70 ft. Action May 19.

■ WFMW-FM Madisonville, Ky. — Broadcast Bureau granted CP to replace expired permit. Action May 19.

■ \*WKMS-FM Murray, Ky.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action May 21.

■ WBCN(FM) Boston — Broadcast Bureau granted CP to change type ant.; make changes in ant. system; ant. height 570.94 ft. Action May 25.

■ FCC denied application filed by Charter Broadcasting Corp. of Massachusetts, licensee of WCOD-FM Hvannis, Mass., asking review of ruling by FCC executive director permitting Cape Cod Broadcasting, applicant for new FM station in Barnstable, Mass., to inspect Charter's annual financial reports. Action May 27.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted license covering changes. Action May 26.

■ WJR-FM Detroit — Broadcast Bureau granted mod. of CP to change type trans. Action May 25.

■ WCCO-FM Minneapolis—FCC granted application by Midwest Radio-Television Inc. to increase ERP to 100 kw and increase ant. height to 1,150 ft. New trans. location in Shoreview, Minn., also granted. Action May 27.

■ WOKK-FM Meridian, Miss. — Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 185 ft. Action May 25.

■ KKCA(FM) Fulton, Mo. — Broadcast Bureau granted mod. of CP to change type trans. and ant. Action May 25.

■ WRLB(FM) Long Branch, N. J.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location 107.1 mc. ch. 296; ant. height 169 ft. Action May 25.

■ KMMM-FM Muskogee, Okla. — FCC declared license forfeit and deleted call letters. Action May 27.

■ WLBG-FM Laurens, S. C.—Broadcast Bureau granted mod. of CP to change hor. and vert. ERP to 99.4 kw. Action May 25.

### Call letter application

■ WAEB-FM, Rustcom Industries Inc., Allentown, Pa. Requests WXKW(FM).

## Summary of broadcasting

Compiled by FCC, May 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	13	4,282	81	4,363 <sup>1</sup>
Commercial FM	2,068	0	50	2,118	122	2,240
Commercial TV-VHF	492	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	114 <sup>2</sup>	298
Total commercial TV	623	2	65	690	129	822
Educational FM	390	0	23	413	45	458
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	96	0	12	108	12	120
Total educational TV	172	0	16	190	16	206

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

### Call letter action

■ WMMM-FM, Westport Broadcasting Co., Westport, Conn. Granted WDJF(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations: WFCM Winston-Salem, N. C.; WHBO Tampa, Fla.; WMAC Metter, Ga.; WPGA-AM-FM Perry, Ga.; WSWA Harrisonburg, Va. Actions May 28.

■ Broadcast Bureau granted renewal of licenses for following stations: WTUV(TV) Tupelo, Miss.; WVUE(TV) New Orleans; \*KASU(FM) Jonesboro, Ark.; \*KRVS(FM) Lafayette, La.; \*KETS(TV) Little Rock, Ark.; \*WYES-TV New Orleans; KROF Abbeville, La.; KLOU Lake Charles, La.; KNCB Vivian, La.; KNIR-FM New Iberia, La. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following stations: WISK Americus, Ga.; WOKS Columbus, Ga.; WSTF Thomaston, Ga.; WTLI Mayaguez, P. R.; WVMG-FM Cochran, Ga.; WVOE Chadbourne, N. C.; WXAL Demopolis, Ala. Actions May 25.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WTIX New Orleans; WTUP Tupelo, Miss.; KAMS(FM) Mammoth Springs, Ark.; KHOM(FM) Houma, La.; KJEF-FM Jennings, La.; KRAA(FM) Little Rock, Ark.; KYFA(FM) West Monroe, La.; WAFB-FM Baton Rouge, La.; WBYU(FM) New Orleans, La.; WDSU-FM New Orleans, La.; WELO-FM Tupelo, Miss.; WLSM-FM Louisville, Miss.; WNOE-FM New Orleans, La.; WQST(FM) Forest, Miss.; WHSY-AM-FM Hattiesburg, Miss.; WIGG Wiggins, Miss.; WIKC Bogalusa, La.; WJDX-AM-FM Jackson, Miss.; WJMR-AM-FM New Orleans; WKOZ-AM-FM Kosciusko, Miss.; WMBC Columbus, Miss.; WMDC Hazlehurst, Miss.; WMGO Canton, Miss.; WNAG Grenada, Miss.; WRKN Brandon, Miss.; WROX Clarksdale, Miss.; WSCO Taylorsville, Miss.; WSHO New Orleans. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAAY Little Rock, Ark.; KALB-AM-FM Alexandria, La.; KALB-TV Alexandria, La.; KANE New Iberia, La.; KAOK Lake Charles, La.; KARK-AM-FM Little Rock, Ark.; KARV Russellville, Ark.; KAWW Heber Springs, Ark.; KBBA Benton, Ark.; KBSF Springhill, La.; KBTA Batesville, Ark.; KBTM-AM-FM Jonesboro, Ark.; KCAB-AM-FM Dardenelle, Ark.; KCAT Pine Bluff, Ark.; KCLA Pine Bluff, Ark.; KDEW DeWitt, Ark.; KDLA-FM DeRidder, La.; KDXE North Little Rock, Ark.; KDXI Mansfield, La.; KEFL-AM-FM Shreveport, La.; KEI-D-AM-FM El Dorado, Ark.; KEUN Eunice, La.; KPFD Van Buren, Ark.; KPFA Helena, Ark.; KPNV Ferriday, La.; KPFA Franklin, La.; KFSA Fort Smith, Ark. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KGLA Gretna, La.; KGMR Jackson, Ark.; KJWH Camden, Ark.; KLEB-AM-FM Golden Meadow, La.; KLIC Monroe, La.; KJPL Lake Providence, La.; KLYR Clarksville, Ark.; KMCW Augusta, Ark.; KMLB-AM-FM Monroe, La.; KPCA Marked Tree, Ark.; KPLC-AM-FM Lake Charles, La.; KRFH Oakdale, La.; KSYL Alexandria, La.; KTMN Trumann, Ark.; KTCC-AM-FM Jonesboro, La.; KTRY Bastrop, La.; KUZV West Monroe, La.; KVMA Magnolia, Ark.; KVOL Lafayette, La.; KWAK Stuttgart, Ark.; KWCL Oak Grove, La.; KWKH-AM-

FM Shreveport, La.; KWHN Ft. Smith, Ark.; WAIL Baton Rouge, La.; WAML Laurel, Miss.; WARB Covington, La.; WBIP Booneville, Miss.; WFCC Franklinton, La.; WFOR Hattiesburg, Miss.; WGCM Gulfport, Miss.; WGRM Greenwood, Miss.; WGVW Greenville, Miss. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KBRB Springdale, Ark.; KCKW Jena, La.; KCON Conway, Ark.; KDBS-AM-FM Alexandria, La.; KHBM-AM-FM Monticello, Ark.; KHOZ-AM-FM Harrison, Ark.; KLCN-AM-FM Elvethville, Ark.; KLLA Leesville, La.; KLRA Little Rock, Ark.; KMAR Winsboro, La.; KNEY-AM-FM Newport, Ark.; KPOC-AM-FM Pocahtontas, Ark.; KSUD West Memphis, Ark.; KTCS-AM-FM Fort Smith, Ark.; KTHS Berryville, Ark.; KTIB-AM-FM Thibodaux, La.; KTPA Prescott, Ark.; KVRC Arkadelphia, Ark.; KWLK Many, La.; KXJK and KBFC(FM) Forrest City, Ark.; WABO Waynesboro, Miss.; WBNK Newton, Miss.; WCLD Cleveland, Miss.; WCMA Corinth, Miss.; WCSA Ripley, Miss.; WDAL Meridian, Miss.; WDDT Greenville, Miss.; WEPG Carthage, Miss. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WFTO Fulton; WHOC Philadelphia; WJOS Jackson; WKDL Clarksdale; WKOR Starkville; WLAU Laurel; WMFA Aberdeen; WNLA Indianola; WOLY Water Valley, all Mississippi; KADO(FM) Texarkana, Ark.; WBLI(FM) Biloxi, Miss.; WJBO-FM Baton Rouge; WQXY-FM Baton Rouge; both La.; WRPM-FM Poplarville, Miss.; WTDI(FM) Hammond, La.; KARK-TV Little Rock, Ark.; KATC(TV) Lafayette, La.; KATV(TV) Little Rock; KFSA-TV Ft. Smith, both Ark.; KLFY-TV Lafayette, KPLC-TV Lake Charles; KSLA-TV Shreveport, all La.; KTHV(TV) Little Rock; KTVE(TV) El Dorado, both Ark.; WABG-TV Greenwood, Miss.; WAFB-TV and WBRZ(TV) Baton Rouge; both La.; WCBT-TV Columbus, Miss.; WDSU-TV New Orleans; La.; WJTV(TV) Jackson, Miss.; WTOK-TV Meridian, Miss. Actions May 27.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K08BS Buena Vista, Salida and Pochela Springs; K02AF Carbondale; K02EA Chromo; K03CJ, K07GJ and K0GT Hugo; K03AO, K06BI and K08BT Manitow Springs; K13EM Yuma; K10AR Coldale; K04BP Colbran and area west of Colbran; K09BV Cotopaxi; K07AW Crawford and Paonia rural area and Rogers Mesa; K04CR and K06AR Creede; K07FI Masonic Park rural area; K10DG and K13DE Wolcott, Eagle, Gypsum and Riland; K03CC Cortez; K09DM Cortez (Madison Peak) and Red Mesa rural area; K04CG and K13DN Dove Creek; K04AO, K07DL and K13AT Dolores; K07CA Currier Ranch, Colbran; K03AJ Upper Frving Pan River area; K13AM Gateway; K06BU and K11DI Glenwood Springs; K08EP Powderhorn Valley; K02DJ Doyleville; K04DH Gunnison, K06AM Sapinero; K09JB Spring Creek, Taylor River Resort and Sunner Home area; K12AL Pitkin and Ohio City; K03AG Jack's Cabin, all Colorado. Actions May 28.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K79CE, K7ABV and K75CF Springfield; K79BQ, K81BG and K85BP Dora and rural area; K82AR Durango; K70DV and K72DE Radium and Shephorn; K81BH Gypsum, Gypsum Valley, Dotsero and Riland; K78CI Hartsel, Antero Junction and Eleven Miles Reservoir; K70CR and K74AD Pagosa Springs; K74DM Eight Mile

(Continued on page 83)



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## RADIO

### Help Wanted Management

Major Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box F-41, BROADCASTING.

Successful medium market midwest MOR station is looking for ambitious sales oriented manager. Work for owner and share in the action. If you know the business, can sell, announce, write, and want to get involved with a square shooter in a peaceful community, send resume and we'll talk later. Box F-44, BROADCASTING.

Manager-salesman wanted with opportunity to buy in—St. Ignace, Michigan—in the heart of a large tourist area. If interested send resume to 1005 Bank of Lansing Bldg., Lansing, Michigan 48933 or call 517-482-9695 days or 517-484-0702 evenings.

### Sales

Sales manager. \$25,000 plus incentive. Top 10 market. To lead and further develop good sales department. Must stand rigid character and work reference check. Send resume, references, current pic to Box E-269, BROADCASTING.

Beautiful mountain resort area, southeast, needs salesmen-announcers. Want self starters, interested in settling in small but growing market. Excellent facilities. \$100 base plus excellent percentage, family insurance coverage, travel. Write Box F-24, BROADCASTING.

St. Louis stereo station has immediate general sales manager position open. Box F-52, BROADCASTING.

We want action! (2) top dollar salesmen who know radio, enjoy selling, and a challenge. Represent this top rated, southeastern metro market station. Opportunity for management but mostly money. Must be honest, reliable, with good credentials. Write Box F-67, BROADCASTING, with complete confidence.

Wanted Sales Manager. Wonderful opportunity for 3rd or 4th man on sales staff to become #1 man with top accounts. Track record required! Starting \$10,000—call Mr. Giordano, 301-542-1021.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs experienced salesman. Guarantee against 20%. Box 341, Worthington, Ohio.

## Announcers

Ohio up-tempo MOR needs experienced personality for major market operation that swings. Must be a pro with something to offer. Send picture, tape and resume. Box E-249, BROADCASTING.

Northeast 5kw daytimer, 60 miles from New York City, interviewing for opening about September 1st. Seeking personality-type for MOR format. Experience necessary. 1st ticket, production ability, football play-by-play helpful. Paid insurance, hospitalization, major medical. Talent for remotes, play-by-play. Salary open. An opportunity to grow with a growing station, part of a new media group. Send air-check, resume, salary requirements to Box E-267, BROADCASTING.

Carolina small market needs first phone announcer for evening shift. College community. Also need sports and newsmen. Salary commensurate with experience and ability. New facilities. Box F-25, BROADCASTING.

News—play-by-play sports man—major market—formatting solid news and information has opening for experienced, proven man. Excellent salary and potential. Forward resume, air check and photo to Box F-34, BROADCASTING.

Need strong voiced professional news man for major southeast market. Send tape and resume immediately to Box F-42, BROADCASTING. An equal opportunity employer.

Mid-day heavy sought by major market east coast rocker. Superb opportunity for ambitious-mature pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-83, BROADCASTING.

## Announcers continued

Medium market top 40 looking for experienced jock with first phone, no maintenance. Good bread. Housewife shift. Box F-90, BROADCASTING.

Top modern country outlet in midwest adding one personality. Seeking mature, stable individual with 1st class FCC license and top 40—MOR or modern country background. This is a rare opening in an outstanding group owned operation. Send full resume and tape to Box F-121, BROADCASTING.

Wanted: Experienced announcer, tight board, lively personality, good production. We're in the midwest, we're busy, and we pay good. Box F-135, BROADCASTING.

Southern New England, good music and news station. Growing organization, license for second southern New England station pending. Will send to school for first phone. Box F-137, BROADCASTING.

Cleveland is our competition. A challenge for someone ready for major-market or ready to de-escalate from it. We want a with-it showman—we'll pay to get a good one. This suburban operation offers modern, no-hassle attitude and equipment. Box F-142, BROADCASTING.

Modern country station is looking for experienced first phone announcers. Opening will exist soon for production-minded dj's at our No. 1 rated station in the heart of Michigan's "Water Wonderland." Send picture, tape and resume to Box F-157, BROADCASTING.

Wanted: All-around man. Part time announcing, production, typing, traffic and other miscellaneous duties. Permanent with guaranteed advancement and fringe benefits. Must be eager to prove ability and enjoy every facet of radio. Starting salary \$135.00 per week. Number one AM in beautiful resort community, ideal working and living conditions. Prefer young, sober, energetic, ambitious person who is not afraid of work and enjoys the rewards that go with an all-out effort. Send tape, references, resume to Bob Gipson, KXOW, P.O. Box 579, Hot Springs, Arkansas 71901, or phone 501-525-1301 for appointment.

Immediate opening for experienced announcer with ability to handle air shift and news work. Good conditions and fringe benefits. WASA, P.O. Box 97, Havre De Grace, Maryland.

Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin

C & W announcer-salesman for N.Y. finger lakes. Salary and good comm. on assigned accounts. WGMF, Watkins Glen, N.Y.

Top caliber, experienced and mature minded afternoon man. Salary open. MOR music and strong news. Must know this type music. WGST Radio, P.O. Box 7888, Atlanta, Georgia 30309. An equal opportunity employer.

Moving up? WPVL offers a promising market, good money and relaxed atmosphere next to Cleveland. Insure our ratings with your dynamic MOR approach. Rush resume, tape, pix to Mike Linder, 1 Radio Place, Painesville, Ohio 44077.

Promotions and shift changes have created two openings. Need experienced up-tempo, MOR midday & afternoon drive personalities. Rated by both Pulse and ARB. News talk or play-by-play helpful but not necessary. Air conditioned modern studios. Send air check and resume with first letter to WRTA, Altoona, Pa. All tapes returned

Wanted: An announcer with "rock" background. Copy writing experience necessary. Send resume, tape and salary requirements in first letter. Program director—WSAC Radio, Box 70, Fort Knox, Kentucky 40121.

Immediate opening for person experienced in modern country music. WVOJ, the number one station in Jacksonville, Florida, is interested in hearing from seasoned personalities with a knowledge of modern country music. No "Howdy Neighbor" types. Better than average pay. Jacksonville is a great place to work & live. Send resumes and air checks to Fred Hardy, WVOJ Radio, 21 W. Church St., Jacksonville, Florida 32202, or telephone 904-356-5546.

## Technical

Chicago stereo station seeks capable chief engineer. Reply in confidence. Box F-40, BROADCASTING.

Chief engineer needed immediately for #1, class 4—AM/FM station in fast growing Wisconsin market. Must be tops in maintenance. Starting salary is commensurate with experience, 8-9 thousand per year, plus fringe benefits. Rush references, photo and all details to Box F-111, BROADCASTING.

Chief engineer for AM directional. Must be familiar with directional system and know audio well. Close to Pittsburgh. Excellent opportunity. Box F-146, BROADCASTING.

Engineer, 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs engineer-announcer, emphasis engineering. Box 341, Worthington, Ohio.

## News

Editor for all news operation in major market. Man or woman to bring experience, sound news judgment, creativity to supervisory job. Box F-20, BROADCASTING.

Major market opportunity for experienced newsmen. Must be a dedicated news pro capable of gathering and airing top flight newscasts with consistency. Stable record and excellent references required. Send air check, resume and picture to Box F-84, BROADCASTING.

News director—announcer: 1st ticket only. Compile, write, deliver local news 6:00 am—11:00 am. Air shift 11:00 am—2:00 pm. No maintenance. Experienced only. Salary range \$8400-\$9600 according to experience. Attractive mid-Atlantic large market. Benefits. Send complete information to Box F-96, BROADCASTING or call 302-737-5200.

Newsmen for news oriented station in southeastern N.Y. state. Good starting salary. Send tape and resume to Box F-134, BROADCASTING.

Ambitious newsmen with heavy voice to be part of two man news directorship. A great east coast market. Send tape, resume, and salary requirements. Box F-148, BROADCASTING.

Bright Authoritative Newsmen . . . One of Illinois' top-rated news departments is looking for a dedicated newsmen who lives, thinks, eats and sleeps news. We offer a fine salary, a full-time company car, and many other fringe benefits. Send us a complete resume, news tape and photo and we'll send you full details in return. Box F-152, BROADCASTING.

Wanted: The growl and rumble of an authoritative delivery; a determination born of deep interest in the world about you; a dedication to the business of news and a polished skill in creative news writing. If you possess these qualities and want an above average income, good benefits and a lot of hard work at a highly respected station send me a resume, sample of your writing and aircheck now! Tony Larson, KOSI Radio, P.O. Box 98, Aurora (Denver) Colorado 80010. An equal opportunity employer.

Medium metro Alabama market has opening for news director. Award winning local news operation. New, modern studios and equipment, mobile news units, portable two-way radio, everything needed for a first class local news job. Good pay, excellent fringe benefits. Send resume, tape and photo to WDNG, Anniston, Alabama 36201. No phone calls please.

Cleveland suburban radio needs seasoned writer-reporter with news director potential. Must be strong in municipal affairs reporting. WPVL Radio, 1 Radio Place, Painesville, Ohio, 216-352-3155.

Metropolitan Columbus, Ohio AM growing group operation, changing formats needs announcer-engineer, emphasis news. Box 341, Worthington, Ohio.

## Programing, Production, Others

PD-morning man. Take charge type for contemporary Pennsylvania daytime. Clean non-mining community; company benefits. Tape, photo, resume to Box F-72, BROADCASTING.

Wanted: Program director for adult, middle of the road southern radio station. This man must also be able to do play-by-play sports. Heavy on ideas. Good leader. Box F-124, BROADCASTING.

Growing east coast station needs mature morning man strong on production to fill assistant program director's position. Send tape, resume to Program Manager, WASA, Havre De Grace, Maryland.

Continuity director. Experience in professional commercial writing necessary. Please forward sample copy with resume to Program Director, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

## Situations Wanted Management

Nashville based broadcaster, 20 years experience, 10 years success, major market programing, 2 1/2 years general and sales manager. Box E-284, BROADCASTING.

Metromedia: former vice president and general manager for this prestigious group. Want similar situation medium to large market. Excellent record. Box F-14, BROADCASTING.

General manager said "up the organization" in a major market. Is looking for medium market challenge. Well qualified in all areas. Strong in sales, promotion, programing. Box F-55, BROADCASTING.

General Manager with predominantly FM experience knows how to make FM work. If your FM isn't working for you, perhaps I should be. No miracles promised, but expertise and successful, proven methods are. Box F-56, BROADCASTING.

Manager—15 years—all phases—formats—sales—programing—FCC—first phone—will invest—small—medium—midwest—southwest. Box F-71, BROADCASTING.

General Manager—made top one hundred market station number one in sales, ratings, and prestige. Desire move because of corporate change. Impressive community and professional credentials. Mid thirties, family. Box F-99, BROADCASTING.

Sales Manager, 30, 10 years experience, likes challenge, currently in top 100 market, have worked in top 10, married, 1st phone, currently Sales Mgr., West Coast and no where to go. Box F-126, BROADCASTING.

## Sales

If you need a new sales manager contact me. Age 36. Highest biller in major market. Box F-113, BROADCASTING.

Work wanted. Please let me work for you and help me attain my goals: larger audience, bigger billing, management. 12 years broadcast experience; 5 years sales, 2 years program director, 3 years chief engineer. Associates degree, Liberal Arts. First class license, Brown's graduate. Also, involved in community projects. Have enthusiasm, ideas and elbow grease. Currently combo sales/announcer. Box F-144, BROADCASTING.

Top 30 Markets only. Top Biller, top qualifications. 1/69, took over depressed list (1968: \$21,000) doubled it to \$42,000 in 1969. Currently running 100% ahead of 1969 (thru 5/31/70) with \$7,000 billing for May in 6 station, 160,000 market. Well organized, stable employment history, top industry, client, character references. RAB trained. Age 27, 12 years broadcasting background. 1965 major university graduate. Minimum starting \$18,000. Box F-159, BROADCASTING.

Carolinian, wishes to relocate primarily in Carolina's, Georgia, Florida. 8 years radio experience all formats AM/FM including; sales-announcing-production-promotions-engineering. First phone. 2 years television experience including; sales-newsman/weatherman-production. Mature, married, dependable, trustworthy, references. Primary interest sales. Currently employed, available July 1st. Ansel Weathers, 1531 S. Walnut, Santa Maria, California 93454.

## Announcers

Dentist, experienced, tight board, MOR, third endorsed, creative, versatile, broad background dentistry, medicine, psychology, authoritative newscaster, writes selling copy. Available for fillers, spots, public service, science specials, etc. Manhattan, and N.J. area. Box D-127, BROADCASTING.

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-195, BROADCASTING.

## Situations Wanted

### Announcers continued

Experienced disc jockey, newscaster, tight board, creative, versatile. Box E-257, BROADCASTING.

Personality—top 40 or progressive rock only. Third, experienced, married. East Coast only. Box E-282, BROADCASTING.

New York City trained announcer-dj-newscaster. Moderate experience. Third endorsed. Mature MOR type. Box F-9, BROADCASTING.

Five year pro seeks move up. Excellent voice. creative, top production, married, dependable. Prefer northeast. Box F-15, BROADCASTING.

Available now . . . first phone . . . top ratings . . . MOR . . . three years experience including PD-copywriting. Box F-23, BROADCASTING.

After one year of news on 50kw and 3-station regional TV network, want to return to board. Crave top 40, heavy and underground—the heavier, the better. Formerly on Cleveland 70kw FM stereo. With present job only news aircheck available. Box F-58, BROADCASTING.

Former comic actor, has first phone, can bring wit, humor, to any format, seeking permanent position. Box F-68, BROADCASTING.

First phone heavy wants work in S.W. or S.E. Rock, MOR, C&W. Box F-74, BROADCASTING.

It isn't worth my \$8,000 salary to waste time with people who don't care about programing. Top 40 jock, 25, married, doing afternoons top 75 market, production, copy, programing, music experience, seeking sharp professional top 40 outlet. If you can't pay the price, don't bother. Box F-88, BROADCASTING.

Contemporary personality. Experienced—all phases. Third. Box F-102, BROADCASTING.

3rd endorsed—top 40 jock. Experienced—dependable—tight board. Creative—aggressive—21 years—draft exempt. Available immediately. Box F-104, BROADCASTING.

Disc jockey seeking position with eastern rhythm and blues station. Available on short notice. Box F-105, BROADCASTING.

Friendly versatile announcer, 3rd phone, 17 years experience, strong in news. Interviews, and production. Current contract expires July 31; married, draft exempt. Box F-107, BROADCASTING.

Experienced announcer with 1st phone. Mature, MOR or C/W. Maryland or middle-eastern states. Box F-108, BROADCASTING.

1st phone looking. Service completed. Willing to relocate. Tape, resume, and picture upon request. Box F-115, BROADCASTING.

Refreshes airwaves, vying for comeback. Brisk, vibrant news delivery. You can reach me at following number 1-315-736-1538 or if you prefer contact Box F-119, BROADCASTING. You'll find me sincere and easy going as well as competent.

Young, British, experience, heavy voice, good production, tight board, creative, versatile; heavy rock, groovy MOR. N.Y.C. school graduate. Go anywhere, tape, resume, photograph available. Box F-120, BROADCASTING.

Around August Johnnie Mackay Scanlan will do his part to fight air pollution by putting something nice into the air, maybe at your station? Box F-123, BROADCASTING.

Pro quality individual with unusual style seeks play-by-play for college or professional football or basketball. Knows all major sports well. Has done NBA team play-by-play. Not in the business now. Married, under 30, degree in Business Administration. Box F-128, BROADCASTING.

C&W, 1st phone, sales. Large market experience. Hard worker, 28, single. Box F-133, BROADCASTING.

Announcer/newscaster. MOR/country format. Permanent. Tight board. Prefer east. Box F-138, BROADCASTING.

Contemporary jock. Experienced. First-phone. Major markets only. Box F-139, BROADCASTING.

Play-by-play: football, basketball, and or baseball sought. B.S. Telecommunications, can also do news. Two years college experience, one year commercial. Available July 1, 3rd endorsed. Box F-141, BROADCASTING.

1st phone, rock, experience. Write Box F-149, BROADCASTING.

## Announcers continued

Experienced announcer, currently working east coast medium size market. Will go anywhere. Box F-153, BROADCASTING.

C&W . . . 1st phone no maintenance. Presently employed as sales mgr. \$175.00 presently for five day week. Best offer. Box F-155, BROADCASTING.

Black, professionally trained announcer—Professional musician, singer and emcee. Played in Marching band 6 years. Will relocate. Box F-158, BROADCASTING.

Authoritative newscaster announcer. Experienced. Family man will relocate, want sales, F.C.C. 3rd endorsed. Personable selling sound, tight board, non-floater. Box F-160, BROADCASTING.

Young man of 28 with extensive experience in radio and TV as announcer and host. Especially good at interviewing and small talk. Strong voice with heavy experience in T.V. and radio commercials both on and off camera. Fluent in French, Italian and all the Scandinavian languages. New York area preferred. Box F-162, BROADCASTING.

First phone—25, married. 15 months on present job. Prefer western U.S. 915-682-3603, before 8:30 —after 7:30, CDS. 405 N. Carizio, #32, Midland, Texas 79701.

Young, experienced announcer seeking radio position. Draft exempt. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609-962-8452.

Top 40 jock wants to relocate. One year experience, good on news and production and tight board. Extra strong on sports. Draft exempt and available now. 816-827-2817.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

Announcer DJ, news, broadcast school graduate, 3rd endorsed, single, draft exempt. Tape and resume on request. Byron Rader, 5661 Florence Avenue, Philadelphia, Pa. 19143, phone 215-SA 6-3850.

A first in radio, with a future of tomorrow, Lee Barry, 1679 Grace Ave., Lebanon, Penna., 17042. Phone 717-273-9083.

DJ, tight board, good news, commercials, ready now. Loves cosmopolitan show. Prefer working Caribbean area. Write Mike McQuikin, 161 Lefferts Place, Brooklyn, 11238. Call 212-789-8082 or 212-778-5855.

Announcer, newsman, 25, family man, available 2 weeks, looking for permanent position. Darhl Fuller, Box 341, Oakwood, Ohio 45873. Phone 419-594-2741.

Mr. Manager: Fed up with squirts who scoff at your adult presentations? News, copy, mature music, talk. Old Pro. 200 W. Romie, Salinas, Calif. 408-758-3097.

10 years experience as announcer, PD and music director. Married with one child. Looking for permanent job in medium market modern country music station. I am 28 years old, with military completed, and one year in college. Prefer south or west. Contact Tom Rea, 615-875-4731.

Quality music format! First phone. Audience 35-59. Broadcasting twenty one years. Age 47. Prefer nights. \$175.00, married. 219-436-8781, Fort Wayne, Indiana.

Experienced disc jockey in MOR operation, run tight board, have good voice. Have done sports play-by-play, some news, production work. Third phone. Would prefer midwest location. Phone 402-295-2134. Duane Schropfer, Box 100, Tobias, Nebraska 68453.

Deejay—announcer, 6 months experience, seeks deejay position with station in midwest or northeast. Knows all types of music. Knowledge in sports. Air checks available. Contact 212-FI 7-5149 after 8 pm.

Experienced announcer-dj grad of Hartford's top broadcasting school. New England area. Howard W. Knapp, 130 Mohawk Dr., Wallingford, Conn. 06492. Tel—203-1-269-9063.

Tight money forces top jock into short ad. Want to hear from you. Dan Cook, 205-591-1384. Box 1086, Birmingham, Alabama 35201.

Army lieutenant, soon to be discharged, desires to return to DJ work. Two years professional experience plus one year as Army TV producer-director. Tight board. Mature sound, bright, lively, enthusiastic. College grad, 23 years old. Third endorsed. Willing to relocate. Contact Lt. Jeff Benton, Mobile TV Det., Tobyhanna, Pa. 18466. Call 215-MU 8-1373 or 717-894-8127.

## Situations Wanted

### Announcers continued

First phone broadcast school graduate plus one year college in all phases of broadcasting. Experienced, tight board, married, 26, military completed. Contact Delbert Wipf, 605-352-2381, Huron, South Dakota 57350.

Up tempo MOR jock, single, with some experience. Third ticket, hard worker, willing to learn and relocate. Contact Edward Reeners, 55 Warner Street, Rochester, New York 14606.

Announcing school grad, third, endorsed. Tight board, draft exempt. Desire opportunity to start in radio. MOR or rock format preferred. Available immediately. Contact Don Drew, 223 Jones Dr., Bridgeville, Penna. 15017 or phone 412-221-4203.

MOR, rock dj/announcer/news/sales, Institute of Broadcast Arts Graduate, third endorsed, 10 years show business experience, college, veteran, married, will relocate, write D. C. Calvert, 18936 Littlefield, Detroit, Michigan 48235.

Attention small market stations. 1st phone rock jock, out of practice but ready, Crossed a MEG out of radio last year. Reliable references. If serious, call Dave, 302-798-0189.

Error? See TV Situations Wanted Announcers.

### Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box F-75, BROADCASTING.

Combo/1st phone . . . 20 years experience; AM/FM/UHF/VHF; all power; D/N; studio/transmitter . . . tape/board. 55, single, good health. Excellent BC. Box F-101, BROADCASTING.

Chief engineer—jock, 7 years of practical experience with a B.S.E.E. to back me up. Good top-40 jock to boot. Reliable, competent, California and top 40 preferred. Call John Barcroft, 714-879-1643.

Radio production engineer, 8 years experience wants freelance work N.Y.C. area. Writing and production mgmt experience, Call (212) 691-0880 or (212) 873-1774.

Currently employed engineer seeking reemployment at a small-medium market operation in Ohio or surrounding states. Thoroughly familiar with AM/FM operation. Telephone 301-939-2476 after 4 pm.

First phone technician, transmitter experience, available immediately. Married, draft exempt, car. 716-567-2601.

### News

News director, three years in Pennsylvania medium market wishes to relocate to Philadelphia-South Jersey area. References, tapes available. Box F-118, BROADCASTING.

Mr. Inside and Mr. Outside. Two of radio's finest. Long on experience and creativity. Now running large northern newsroom. Will run, or strengthen yours. Major warm weather stations, where news counts. Fall or sooner. Box F-125, BROADCASTING.

May I join you? 3 years in top 50 market. Authoritative radio, TV newscasts; strong on SOF reports, specials; docs. Prefer New York; New England. Journalism; English degrees, married, draft exempt. Tape, picture, resume on request. Box F-140, BROADCASTING.

Poli Sci Graduate, married, 2 years experience in news, seeks permanent position Knowledgeable of politics and sports. Born East, presently Mid-West. Phone 715-424-2386 after 5:30 CDT or write Box F-151, BROADCASTING.

Six years experience in all formats. Music director and production abilities. Box F-161, BROADCASTING.

Young, professionally trained and experienced. Third. Prefer small market, top forty format. Contact Ray Williams, Route 1, Box 12, Prentice, Wis. 54556.

3rd Class Endorsed: Recent college graduate; News director, college 17,500 watter. Will relocate. Not rip and reader, but writer-researcher. Jay Slater, 2708 W. Rogers Ave., Baltimore, Maryland 21215.

Experienced radio news director-reporter seeks challenge. Medium-large market radio or television opportunity. Dedicated to news. Want like minded management. Larry Shaw, 7733 N. 277th. Kent, Washington 98103. 206-UL 2-3734.

## Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box F-21, BROADCASTING.

My quality programing means ratings and loyal listeners. Available now—Northeast—have experience and degree, Box F-22, BROADCASTING.

Looking for responsibility and leadership in programing? Six year specialist with two #1s to my credit. First phone. Box F-89, BROADCASTING.

5 years experience, first phone, tight board, some PD background Seeking top 40 pd position in Great Lakes Area. Box F-109, BROADCASTING.

Public affairs? With 7 yrs experience in radio and TV, seeking to return to the midwest. MA degree, ad. hrs. in Hist. and PoliSci. Producer of sound studies, documentaries, and discussion programs. Resume and references. Write Box F-110, BROADCASTING.

Eight years in broadcasting, two years as program director, first phone, MOR or C&W, married, 25, phone 813-922-7374 after 5:30 EST.

Looking for hell-a-va challenge—won't give up until I find it. Want to build someone giant of a station—True professional operation in big market. Exceptionally well qualified in programing and engineering. Young but mature, not afraid to work to make you a leader. If you have own ideas—don't call. If yours are good you don't need me! Will go anywhere if paid decent salary—I don't mean \$150 a week. Call now! 413-442-1283. No nuts please.

### Television

#### Help Wanted

#### Management

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box E-283, BROADCASTING.

#### Sales

WDAF-TV, NBC affiliate in Kansas City, needs young aggressive salesman. Excellent opportunity. Address replies to: Earl Beall, General Sales Manager, 3030 Summit, Kansas City, Missouri 64108.

Summer job—college student good in sales, needed to sell Cable TV time. Lakeshore Broadcasting, Box 324, Oswego, N.Y.

### Announcers

Sports director WMBD AM-FM-TV, Peoria. Play-by-play basketball—Bradley University and high school. Plus high school football and daily radio and TV sports shows. Send replies to William L. Brown, Vice President and General Manager, WMBD, 212 SW Jefferson St., Peoria, Ill.

### Technical

Immediate opening for two 1st phone. New television station in beautiful, scenic northern Arizona. Clean air, healthful climate, skiing, fishing, hunting, university town. Salary open, but not interested in those who live by bread alone. Get out of the rat race and live again. Box F-116, BROADCASTING.

Staff technician: Needed for a middle western TV station. Full color operation, new equipment, top one hundred market area, fine city. Must have first phone, experience desirable, but not absolutely necessary. Reply to Box F-145, BROADCASTING.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York 772-1122.

Experienced first class engineers for educational station. Must be reliable. All new equipment. Contact Dennis Dunbar, Chief Engineer, WSKG TV, P O Box 954, Binghamton, N.Y. 13902.

Overseas opportunity—Require for late 1970 employment television engineers as advisors to a foreign government. Work is directly for Middle Eastern Government. Prime responsibility is supervising activities of operations contractor and facility planning. Successful applicants will be employed in each of the following categories: studio, microwave transmitter and antenna, maintenance and parts and supply procurement. Highest salary paid for qualified engineers. Liberal vacation policy and other benefits. One year minimum contract with renewal option. Send complete resume to Chief, Construction-Operations Division, US Army Engineer Division, Mediterranean, APO New York 09019.

## TELEVISION Technical continued

New York northeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravco Sales Incorporated, Station Plaza East, Great Neck, N.Y. phone 516-487-1311. All replies confidential.

Experienced television studio technician for CCTV operation. Duties include lighting, IO camera, set up, operation, maintenance. Work closely with television director. Interested candidates send resumes. Contact State University College, Oneonta, New York 13820. Telephone 607-431-3314.

Engineer, radio and television—operates and maintains transmission and studio equipment of an ITFS system, FM radio station, Tone Alert System, and related equipment. Requires 2 years broadcast engineering experience and electronics degree or 4 years experience. Salary range \$784-940 monthly plus full benefits. Write: Personnel Department—City Hall, 200 E. Wells St., Milwaukee, Wis. 53202. Dept. BC.

### NEWS

News director—Aggressive—news—dedicated. The job—Build a top news operation. Beat—local, area, regional news. 4 state area. Qualifications—ability to assign work, direct people, gather, write and deliver news on air. Experience—2 years minimum as TV news producer. (not a 40 hour-a-week job), Call: Operations Manager—301-797-4400.

Staff expansion will result in several news openings. Essential to send VTR or SOF along with resume indicating your strong interests and abilities; anchoring field reporting, editing sports, etc. All previous employers contacted for reference prior to hire. Prefer minimum of two years experience in broadcast news. Opportunity to join stable news department in one of Nation's best news areas. All replies answered. Box F-12, BROADCASTING.

TV sports director for midwest network affiliate. Would consider radio sports experience. Two daily on camera sportscasts plus specials. Send resume and salary requirements to Box F-47, BROADCASTING.

Experienced news director looking for a challenge. Must be capable of running news department as well as gathering and presenting news on the air. Small station on way up. Midwest market. Box F-95, BROADCASTING.

Film editor experience in feature, commercial and news film editing. Able to keep records, handle shipping. Position now open. Call operation manager, area code 301-797-4400.

## Programing, Production, Others

Can you produce a prime time magazine-show in a top 15 market? Tell me why, plus salary requirements and background. Box F-10, BROADCASTING.

Experienced, creative director-producer for medium market, VHF network affiliate, one of the Midwest's finest full color plants. Full experience, supervisory ability and creativity essential for direction of major local productions, documentaries and directing assignments. Give full details of production and directing experience and creative assignments in initial reply. An equal opportunity employer. Box F-147, BROADCASTING.

Public television station in southwest has openings for director and promotion-producer/director. Position requires experience and knowledge of all production areas and writing. Some announcing and on-camera desirable. Write to: KNME-TV, 1801 Roma, N.E., Albuquerque, New Mexico 87106.

State of Florida TV and art studio manager—Immediate opening in Tallahassee. Requires bachelors degree in art and 2 yrs. of commercial art exp. Person will create and produce art work used for studio productions and assist the Producer-Director in the production of videotaped programs. Contact Division of Personnel and Retirement, Carlton Bldg., Tallahassee, Fla. Phone 224-6646.

### Television

#### Situations Wanted Management

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production. Box E-125, BROADCASTING.

Young professional, currently in top 10V, Over 8 years experience. Cost control, production-operation quality, union problems, remotes, efficient productive operations my specialty. College grad. Box F-7, BROADCASTING.

## Situations Wanted

### Management continued

Attn. Station Manager: If you're looking for a top general sales manager, consider these facts. At 34, I have 10 productive years in broadcasting. From local sales I moved to local sales management. I invested 4 years with a major TV rep. Now, as a successful station Nat'l sales mgr. I'm ready with ideas, experience and an excellent record. Box F-98, BROADCASTING.

General Manager, sales manager, mature, up through the ranks professional with 15 years experience in sales management and general management in radio and television. Presently employed as general sales manager. Ready for larger market. Box F-100, BROADCASTING.

Available now. 15 years—all phases television. Wanted . . . Local/General Sales Manager Station/General Manager. Will relocate. C. E. Ballard, P.O. Box 2594, New Bern, N.C. 28560. Phone 919-638-3278

### Sales

Experienced, mature, professional broadcaster seeks General/Sales management position. Ardent believer in "Persistent, documented, continuous soft-sell", rather than "Aggressive, hard-sell" approach. Personal sales at local-regional-national-agency levels. Capable administrator; experienced film/equipment buyer. Well versed in negotiating network affiliation agreements. Background covers programing, operations, on-camera. First class radio-telephose license. Desire permanency, low five figure start, with ample growth opportunity for proven results. Presently employed. Excellent references. Your inquiry receives honest consideration and prompt reply. Box F-19, BROADCASTING.

Salesman, now employed, proven top biller major market. Dynamic closer, respected television professional seeks market change, all sizes considered. Box F-30, BROADCASTING

CSM knowledgeable in all phases broadcasting seeks financially sound organization. Good leader and idea man. Will welcome rigid investigation of business and personal reputation. Can be available immediately. 1435 North Lowry, Springfield, Ohio 45504 or 513/399-8119.

### Announcers

Kids' Show Host-producer. Omnibus quality. Prefer southwest. Box F-73, BROADCASTING.

Experience, talent, mature personality. Looking for interview/variety TV show. Box F-132, BROADCASTING.

To err is human. Boy, am I human. Left radio-TV for Hollywood. Didn't even get fickle finger of fate award. Want back to reality. Top notch TV sports-casting-personality, 32, with best references, 12 years experience, seeks station with future. Will consider radio news-sports, even music if right deal. Money supersedes locale. Tapes, resume on request. Bob Morrison, 1328 N. Alta Vista Blvd., Hollywood, Calif. 90028.

### Technical

Engineer for chief, assistant, Xmtr. supervisor. College engineering, 17 years experience, operation, maintenance, installation, microwave, VHF, UHF. Box F-97, BROADCASTING.

First phone—maintenance or transmitter watch, field engineering. Box F-156, BROADCASTING.

First phone technician available immediately. One year transmitter experience. own car. Married, draft exempt. Willing to relocate. Dale Montayne, Luckey Dr., Houghton, N.Y. 716-567-2601.

## NEWS

Dedicated young professional will bring respect, loyalty, spirit and ability to your news operation. #1 rated anchorman. Good appearance, delivery, production and demographics. Inquiries for news director-anchorman will receive thorough consideration and prompt reply. Box F-91, BROADCASTING.

1969 NAB Scholar. Cal. 23. BS Journalism, soon MA television, seeks news/documentary writing or on-camera talent slot. Five years professional experience, ranging from children's show hostess to news/documentary writer-reporter. Prefer southeast, but willing to go where opportunity is best. Top references. Box F-117, BROADCASTING.

Aggressive college graduate, former Army Information Officer, seeks young progressive news operation. Some talent desired. Box F-129, BROADCASTING.

## NEWS continued

Currently in very prominent position in financial profession with highest professional credentials. Degree in Business Administration. Excellent news writer with authoritative on-camera style. Former experience as weekend anchor man in suburb of major market. Seeks fulltime or weekend anchor position in large or medium market or group. Financial and economics correspondent. Married, young but mature. Box F-127, BROADCASTING.

Television news director—13 years experience cameraman to administration 17 man department. Editorial, documentary awards. Major market. Box F-130, BROADCASTING.

Meteorologist. Professional member AMS with twenty three years experience in all phases of Meteorology, worldwide. After two years on camera as Meteorologist in medium market, I am ready to move up. Box F-143, BROADCASTING.

Experienced, can write, edit, produce and deliver a creative professional newscast. College graduate, 27, military obligation completed. Specializing in news film documentaries medium to major markets. Phone 1-217-223-7475.

Can investigate, film, write and edit news. Will work anywhere. 8 years photography, 2 years news experience. Gerard Klein, 74 South Munn, East Orange, N.J.

Former NBC staff cameraman in Vietnam seeks position in news or documentary field. John Coates, 703—22nd St., Santa Monica, Calif. 90402.

Sportscaster—1 year TV, 4 years radio. 32, single, degree. Available now for medium market. Tom Carnell, 3716 N. Pennsylvania, Apt. 121, Oklahoma City. 524-5093.

### Programing, Production, Others

29-year-old teacher with BA and MS in communications desires return to broadcasting in TV programing-promotion capacity. Five years network administration, national magazine promotional experience. Will relocate anywhere. Box F-93, BROADCASTING.

Children's show host—producer desires station. Box F-103, BROADCASTING.

Experienced production man—seeking opportunity in south or southeast—17 years experience in all phases of programing and production. Good references. Box F-106, BROADCASTING.

Documentary film team, script to screen, 17 years experience. Husband; producer-cameraman-editor. Wife; director-writer. Own equipment. Permanent employment or freelance assignments. Box F-114, BROADCASTING.

Associate Producer/Assistant Director etc. Young man, five years in television, radio and TV, degree. Previously associated with nationally syndicated variety show. Box F-136, BROADCASTING.

Rare opportunity! Budget slash at metropolitan college has freed the professional staff of the Educational Television department. A complete, compatible and productive TV and film crew is now available. Wide range of engineering, production and creative experience in educational, entertainment and promotional film, live and videotape TV productions. Box F-150, BROADCASTING.

Award winning cameraman, 30, experienced reporter. Malcolm Davies, Box 4054, Roanoke, Virginia 24015, 703-343-7185.

Writer with a message—free-lance—day, project. Jerry Killoran, 313-839-4113, 12400 Chalmers Ave., Detroit, Michigan 48205.

## Wanted To Buy

### Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Stereo frequency monitor and modulation monitor, limiter and 500 feet of 1 1/2 Heliax. Contact Obed Borgen, KFIL Radio, Preston, Minnesota 55965. Phone 507-765-3856.

Wanted to buy—Ampex VR 2,000 or 1,200 include options and asking price. Box F-92, BROADCASTING.

## FOR SALE Equipment

Coaxial-cable—Heliax, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

## FOR SALE

### Equipment continued

Gatesway console M5133 excellent condition-like new 2 Rek-O-Kut turntables—wood cabinets with 2 Gray arms. Price—\$1,300.00. Call 212-866-3307. Box F-54, BROADCASTING.

Gates Phasor, DA-2, 5,000 watts, 1280 khz, four tower, 52 ohm input, 64 ohm output. Good condition. Presently in service. Available in near future. Best offer. Approximately 1,000 feet 64 ohm, 7/8", rigid transmission line. Cut into four sections. \$1.50 per foot. Also rigid sampling line. Contact Carl A. Fosmark, Director of Engineering, Radio Station KTLK, 1165 Delaware, Denver, Colorado 80204. 303-222-4811.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P. O. Box 984, Tallahassee, Fla. 32301.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models available from VIF International, Box 1555, Mtn. View, Calif. 94040, 408-739-9740.

Two Ampex 300 stereo r/p consoles, one mono 300 deck and meter panel, A-1 condition, \$3,000 for all three plus shipping. One brush Copenhagen three-inch slide graph recorder, \$400. Contact J. A. Rateau, 6979 State Rt. #48, Mainville, Ohio. Phone 513-683-6293.

Penta-Matchlet PL 195 tubes—New \$195—guaranteed. Sibre Enterprises, Box 737, Cape Canaveral, Fla.

Immediately available. Norelco PCB-701 Plumbicon color camera, 1 year old, including remote control zoom lens, remote pan and tilt and H-F pedestal, both color and black and white monitors. Mint condition. For this and other outstanding bargains in used and surplus broadcast write, wire or phone Ed Ries and Associates, 414 N. Alfred Street, Los Angeles, Calif. 90048, 213-651-5080.

Stereo C.E.L. 15 kw FM transmitter and jampro six (6) bay antenna with power divider. Both have operated at 107.9 mega-hertz. Transmitter equipped with 41 KC, 67 KC and stereo generators; all in good condition. \$8,000.00 takes immediate possession. Write WNOB, Sperry Road, Newbury (Cleveland) Ohio 44065.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"1970 Test Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Computerized FM frequency search. Engineering Associates, Inc. Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

Drug Abuse series—vignettes on today's hottest topic. Authoritative answers to key questions by Yale psychiatrist, plus ex-addict actualities. Must programing. Aired in major market. Available at cost in 13 week blocks—65 shows. Write "Drugs," Box 333, New Haven, Conn. 06502. Call (203) 288-6474.

Available for AM/FM airing. Justin James, "Minute" commentary on current events with philosophical overtones. For tape, J. H. Alfredson, 527 Cherry, Lansing, Michigan 48933.

## INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

## INSTRUCTIONS continued

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. Elkins Institute\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687.

Elkins\* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

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If you are anchoring and can do a top field job or you are field reporting and can anchor, we need you in one of top five markets. Send tape/film with first resume. (Will be returned.) State present salary and full background. Pros only.

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**For Sale Stations**

**CATV SYSTEMS**

Area	Subs.	Pot'l	Price	Terms	Area	Subs.	Pot'l	Price	Terms
South	90	450	22.5M	CASH	N.E.	610	645	110M	Terms
Atlantic	1205	3200	350M	CASH	Central	940	3100	275M	Terms
N.W.	300	700	75M	29%	N.W.	165	1000	40M	NEGO
Gulf	357	1700	110M	CASH	South(2)	870	1900	230M	Terms
M.W.	870	6200	435M	CASH	S.W.	3900	9045	2MM	NEGO



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Box F-87, Broadcasting.

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AM-FM stations in a small midwest market. \$22,500.00 to qualified Owner-Manager. \$12,500.00 down. . . . Balance up to 12 years at low interest rate. No brokers. Only qualified buyers need reply.  
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In good growth area. By Owner. Volume \$50,000. Price \$75,000, with studio building. Minimum 29% down.  
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(Continued from page 76)

Ridge and Royal Gorge; K81BI Almosa, Leadville and Salida; K70DJ, K73AX and K76AX Romeo, LaJara, Manassa, Antonito and Almosa; K02AC, K07AG and K09AH Aguilar; K11BA Allison rural area; K09AG Basalt; K02BL, K04BG and K06BM Minturn and Gilman; K11HU Blanco River rural area; K13DK Bond and McCoy; K06CX, K11FL and K13EW Buena Vista, Salida and Poncha Springs, all Colorado. Actions May 28.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K05CK, K08ER, K11GM, and K13GI Leadville; K03AM Canon City; K03CO Alamosa; K10BT Mesa; K07BU Howard; K03AY Ridgeway; K04AX Rifle and surrounding area; K07CF Rifle (South Rifle); K07AN Roan Creek rural area; K02DL Salida; K09CQ Craig; K02CB rural area northeast, southwest and northwest of Craig; K03CF Blue River Valley and Gore Pass; K05AE Axial Basin rural area; K07GK Yampa Valley, all Colo.; K08BM Lower Snake River, Colo., and Baggs, Wyo.; K08EC Maybell; K09GO Hamilton; K10EF Power Wash; K10EW Maybell and rural area; K11FR Hiawatha; K11FW Yampa Valley rural area and Phippsburg; K12DQ Williams Fork rural area; K08AN New Castle; K06DV Bowle and Paonia rural area; K12EP Paonia; K09BU, K11EG and K13CB Del Norte; K03CD Leadville, all Colorado. Action May 28.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K03AP Sweetwater Creek area; K13EO Sweetwater Creek; K06DA Alma; K13FN, K11ET and K13EL Grand Lake, all Colo.; K12FI and K07HH Julesburg, Ovid and Segdwick, Colo., and Chappell and Big Springs, Neb.; K04DM and K12AM Wray; K02BS Dotsero and between Cabin Creek and Dotsero; K05BJ Rural areas between Derby Mesa and Bond; K09GB Derby Mesa (near Burns); K11FM and K13FL Estes Park; K02EX South Fork and Masonic area; K11IC and K13IE Sterling; K07HK and K09HU Hoehne; K12EF rural area between Dotsero and Carlsburg; K02CR, K07FA and K09FA Valdez; K07GD Glenwood Springs, all Colorado. Actions May 28.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K03CG Pitkin County rural area; K02CQ Elk River Valley; K02DY Oak Creek; K06CH Oak Creek and Yampa; K06CE Hayden; K12EY Hayden; K03CL and K06CF Steamboat Springs; K09BD Masonic Park rural area; K09CA Dyke and rural area; K10BJ Silt; K02BV Colorado River Valley, Sheephorn and State Bridge area; K07DE Wolcott, Eagle, Gypsum and Riland; K05DJ Jack's Cabin; K10AK and K12AK Crested Butte; K07BE and K11AT Gunnison and Gunnison Valley rural area; K09CE and K13AV Sargents; K07BW and K09DY Westcliffe; K10EA Lake City; K03BH and K08BU Holly; K02ET, K08ET and K10AD Vallecito Reservoir area; K07EL and K09EM La Veta and rural area; K03CK and K06CI Craig, all Colorado. Actions May 28.

**Modification of CP's,  
all stations**

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: WKWL(FM) Belvidere, Ill., to Oct. 26; WCHD(FM) Detroit to July 1, 1970; WDSK-FM Cleveland, Miss., to Aug. 15; WDLG-FM Port Jervis, N. Y., to Sept. 7. Actions May 26.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: K10K San Jose, Calif., to Nov. 25; KPAY-FM Chico, Calif., to Nov. 25; WGMMA Hollywood, Fla., to July 31; WDLF Panama City, Fla., to Nov. 21; WKCB Hindman, Ky., to Nov. 25; KWIX Moberly, Mo., to Oct. 8; WHAZ Troy, N. Y., to Aug. 15; WKBX Winston-Salem, N. C., to Aug. 26; WKEG Washington, Pa., to Oct. 1; WMLR Hohenwald, Tenn., to Aug. 15. Actions May 26.

**Translator actions**

■ K72DL Copco and Siskiyou County Airport, Calif.—Broadcast Bureau granted mod. of CP to extend completion date of UHF TV translator to Nov. 22. Action May 22.

■ K70DJ and K74BI Trancas, Calif.—Broadcast Bureau granted CP's to change trans. location of UHF TV translators to 7016 South Dume Drive, Malibu, Calif., and to make changes in ant. systems. Action May 22.

- K78CV Salina, Kan. — Broadcast Bureau granted mod. of CP to extend completion date of UHF TV translator to Nov. 25. Action May 25.
- W72AA Iron Mountain, Mich.—Broadcast Bureau granted CP to replace expired permit for changes in UHF TV translator. Action May 22.
- K70DR Blue Earth, K79BK Fairmont, K74CZ Winona, all Minnesota — Broadcast Bureau granted licenses covering new UHF TV translators. Action May 25.
- K72BO and K74BH Paradise Valley, Golconda, and Winnemucca, all Nevada—Broadcast Bureau granted CP to replace expired permits for changes in UHF TV translators. Action May 22.
- W82AM Maricao, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date of UHF TV translator station to Nov. 22. Action May 22.
- K02EQ Paris, Tex. — Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator. Action May 22.

## CATV

- Review board prohibited Service Electric Cable TV Inc., CATV systems operator in Pennsylvania, from carrying programs of Philadelphia stations WCAU-TV, WPHL-TV, WKBS-TV, WIBF-TV, as well as WLVT-TV Allentown, Pa., WHYY-TV, Wilmington, Del., and WNEF-TV, Binghamton, N. Y., over its Mountain City TV Co. facilities in Hazelton; and also ordered it not to carry programming of WPHL-TV, WKBS-TV, WIBF-TV, WHYY-TV and WLVT-TV, over facilities in Mahanoy City and on its Teleservice Co. of Wyoming Valley system in Wilkes-Barre (Docs. 15193-15195). Action May 27.
- Hearing Examiner Thomas H. Donohue in initial decision proposed order directing Wheeling Antenna Co., CATV operator in Wheeling, W. Va., to carry WSTV-TV Steubenville, Ohio-Wheeling exclusively on ch. 9. Action May 28.

## Ownership changes

### Applications

- KCLS(AM) Flagstaff, Ariz.—Seeks assignment of license from Charles J. Saunders to Flagstaff Radio 600 Inc. for \$530,000. Mr. Saunders owns 99.6% of KUPI(AM) Idaho Falls, Idaho, and 15% of KOAI-TV Flagstaff, Ariz. Principals: Sidney L. Jaffe (23.3%), Robert H. Jaffe (28.2%), et al. Messrs. Jaffee have interest in Middle Atlantic Utilities Co., Union, N. J., owner of various water supply and sewage disposal companies and of real estate development companies. They also have other business interests. Ann. May 28.
- KRNO(AM) San Bernardino, Calif.—Seeks assignment of license from Doubleday Broadcasting Co. to San Gabriel Broadcasting Corp. for \$750,000. Sellers: David G. Scribner, president, et al. Sellers own KDFE-AM-FM Albuquerque, N. M.; KPOW-AM-FM Denver; KITE(AM) Terrell Hills, KEXL(AM) San Antonio, KOSA-TV Odessa, KROD-AM-TV El Paso and KDTV-TV Dallas, all Texas. Buyers: Richard E. and Thomas M. Jones (each 50%). Messrs. Jones have interest in WQTE(AM) Monroe, Mich., and KKON(AM) Kealahou, Hawaii. Ann. May 22.
- WEZY-AM-FM Cocoa, Fla.—Seek assignment of license from Gannett Florida Corp. to W.E.Z.Y. Inc. for \$350,000. Seller: Gannett Co. Gannett owns newspapers and WHFC-AM-TV Rochester, N. Y.; WDAN-AM-FM Danville, Ill., and WINR-AM-TV Binghamton, N. Y. Paul Miller is president of Gannett Co. Buyer: Ted H. Taylor, sole owner. Mr. Taylor is local sales manager for WFAA-TV Dallas. Ann. May 19.
- WRHL(AM) Rochelle, Ill.—Seeks assignment of license from Tilton Publications Inc. to Rochelle Broadcasting Co. for \$130,000. Sellers: John W. Tilton, president, et al. Sellers are applicants for new FM at Rochelle. Buyers: Stanley D. Coin, Theodore D. Vlahos (each 25%), et al. Mr. Coin is manager of Rock Island, Ill., wholesale bakery, and is partner in Rock Island farm operation. Mr. Vlahos has interest in a number of dry cleaning stores and restaurants. Ann. May 19.
- WTBO(AM) and WKGO(FM) Cumberland, Md.—Seek assignment of license from Cumberland Valley Broadcasting Corp. to Tellafan Inc. for \$360,000. Sellers: Arthur W. Gernam, president, et al. Buyers: Joseph H. Garagiola, sole owner. Mr. Garagiola is performer on NBC-TV's *Today* program and

NBC Radio's *Monitor* program. He is also independent producer and owner of radio and TV shows involving sports and sports personalities and appears in radio and TV commercials. Ann. May 28.

- WRKN(AM) Brandon, Miss.—Seeks assignment of license from Wilbur J. Martin Sr. to Radio Station WRKN Inc. for \$120,000. Principals: David C. Blossman (25%), et al. Mr. Blossman has interest in WARB(AM) Covington, WTGI(FM) Hammond and KWCL(AM) Oak Grove, all Louisiana. Ann. May 19.
- KZYM-FM Cape Girardeau, Mo.—Seeks assignment of license from Missouri-Illinois Broadcasting Inc. to Communication Systems Inc. for \$1,330. Seller: Jerome B. Zimmer (50% before, none after). Buyers: Lionel D. and Edna A. Speidel (Jointly, 50% before, 100% after). Ann. May 15.
- KBTC-AM-FM Houston, Mo.—Seek transfer of control of Radio Co. of Texas County Inc. from Raymond E. and Nelle L. Duff, William H. and Edna K. Duff, and W. R. and Frances McKnight (as a group 100% before, 35.9% after) to Jeryl L. and Deann D. Smith (Jointly none before, 64.1% after). Consideration: \$25,000. Mr. Smith is advertising manager for Monsanto Co., St. Louis, manufacturer. Mrs. Smith is field attorney for National Labor Relations Board, St. Louis. Ann. May 22.
- WEEE(AM) Rensselaer, N. Y.—Seeks assignment of license from Mercury Media Inc., debtor in possession, to People Communication Corp. for \$210,000. Sellers: Oliver Lazare, secretary, et al. Mr. Lazare has interest in WBJA-TV Binghamton and WKIP(AM) and WSPK-FM Poughkeepsie, all New York. Buyers: William Barnett & Son (90%) and Laurence Barnett (10%). William Barnett & Son operates textile processing plants in Rensselaer and Tryon, N. C. William Barnett II is president. Laurence Barnett, vice president of William Barnett & Son, is program director for WSWF(AM) Seneca Falls, N. Y. Ann. May 28.
- WKYK(AM) Burnsville, N. C. — Seeks transfer of control of Burnsville Broadcasting Inc. from James B. Childress (40% before, none after) to J. Ardell Sink (75% before, 75% after). Consideration: \$12,754.40. Mr. Sink is general manager of WKYX. Ann. May 22.
- WHYZ(AM) Greenville, S. C.—Seeks assignment of license from John H. Fleet, receiver for Media Inc., to WHYZ Inc. for \$300,000. Principals: Dexter L. Stuckey Sr., president (35%) et al. Mr. Stuckey formerly held interests in furniture companies, restaurant, automobile dealership and WKYB(AM) Hemingway, S. C. Ann. May 19.
- KEIR(FM) Dallas—Seeks transfer of control of KEIR Inc. from William Robert Elkins (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$300,000. Principals:

William F. Buckley Jr., Peter and Michael Starr. Buyers own KOZN(AM) Omaha; KISD(AM) Sioux Falls, S. D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. They are also buying WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., subject to FCC approval. Ann. May 8.

- KRBE(FM) Houston—Seeks assignment of license from Texas Fine Music Broadcasters Inc. to GCC Communications of Houston Inc. for \$500,000. Sellers: David Wagenvoord, president, et al. Sellers own WVOG(AM) and WWOM-FM-TV New Orleans. Buyers: General Cinema Corp., Richard A. Smith, president, et al. General Cinema owns bottling plants and movie theaters. It is buying WIFL-FM Philadelphia, subject to FCC approval, and holds convertible debentures of WCIX-TV Miami. Alexander Tanger, president of GCC Communications, owns WLKW-FM Providence, R. I., and owns less than 1% of WHDH-AM-FM-TV Boston. He is also broadcast consultant. Ann. May 5.
- WSSV-AM-FM Petersburg, Va. — Seek transfers of control of Petersburg Broadcasting Co. from Dr. Harry B. Auerbach, Roger A. and Ruth M. Beane, et al. (as a group, 100% before, none after) to William L. Eure Jr. (none before, 100% after) for \$226,900. Mr. Eure is general sales manager for WMAL-TV Washington. Ann. May 28.
- WCVU(AM) Portsmouth, Va. — Seeks assignment of license from Seaboard Broadcasting Inc. to Rust Communications Group Inc. for \$525,000 plus \$120,000 for agreement not to compete (to be paid to Seaboard president). Sellers: Daniel P. Weintz, president, et al. Buyers: William F. Rust Jr., president, et al. Buyers own WHAM and WHFM (FM) Rochester, N. Y.; WPTR(AM) Albany, N. Y., and WAEB-AM-FM Albany, Pa. Ann. May 25.
- KLYK(FM) Longview, Wash.—Seeks assignment of license from Garner Investors Inc. to Howard Broadcasting Co. for \$8,000 plus assumption of liabilities. Sellers: James Hammer, president, et al. Mr. Hammer has interest in KODD(AM) Lakewood, Wash. Buyers: Howard I. Shoff, president et al. Mr. Shoff is former employe of KEDO(AM) Longview, Wash. Ann. May 19.
- KTWD(FM) Spokane, Wash. — Seeks assignment of license from Loren F. and Terry W. Denbrook to F. Kempfer Freeman (46.67%), et al. for \$25,000. Mr. Freeman has interest in KFVK-AM-FM Bellevue, and KPEG(AM) Spokane, both Washington. Ann. May 22.
- WTKM(AM) Hartford, Wis. — Seeks assignment of license from A-B-D Inc. to Iroquois County Broadcasting Co. for \$157,500. Sellers: A. R. Ellman, president, et al. Sellers have interest in WOKA-AM-FM Alton, Ill., and WFRX(AM) Wvoming, Mich. Buyers: Samuel L. Martin (42.86%), et al. Buyers own WGFA-AM-FM Watskena, Ill. Ann. May 25.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 2. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

- *West Memphis, Ark.*—A franchise has been granted to Charles S. Riggan of Memphis. The ordinance provides that city will receive 3% of the annual gross. It is a 30-year franchise.
- *Bainbridge Island, Wash.*—A franchise was granted to George Gregg, a Bainbridge Island developer for part of King county. It is a nonexclusive franchise and 4% of the gross receipts received from subscribers outside the city limits of Bainbridge Island will be used to pay the county.
- *Smithfield, Pa.* — A franchise has been awarded to Ross Brothers TV Cable Co.
- *Dallastown, Pa.*—Susquehanna Broadcasting Co. has been granted a 10-year non-exclusive franchise. The ordinance provides that the firm pay \$75 yearly fee plus 2% gross monthly income from rates and service charges. A maximum of \$5 monthly plus \$1.50 for each additional television set within

the house will be paid by subscribers. There is a \$10 installation fee within 150 feet of the cable.

- *Monroe, La.*—ATM Communications Inc., has applied for a franchise. Subscribers would pay a maximum of \$12 for installation and \$4.75 a month. The company proposed to pay the city 4% of annual total gross receipts up to \$250,000 and 6% of gross receipts above \$250,000.
- *Pasco county, New Smyrna Beach, Lake Hamilton, all Florida*—The TM Communications Co. of Florida has been awarded three franchises. Non-exclusive 15-year franchises will serve the western portion of Pasco county and New Smyrna Beach. Lake Hamilton is the site of the third facility.
- *North Bergen, N.Y.*—North Bergen Cable TV Corp. has been granted a franchise. The firm will pay the township 6% of the gross annual receipts.
- *Richmond, Calif.* — A franchise has been granted to Bay Cablevision.
- *St. Albans, Vt.*—St. Albans Cable Television Co. has applied for a franchise.
- *Dudley, Mass.* — A franchise has been awarded to Quinebaug Cablevision Co. Rates to subscribers will be \$4.95 for installation within the first 180 days after the cables have been strung in the town. Thereafter the rate will be \$14.95. Monthly charge will be \$5.25 for the first set, \$1.25 for the second, \$1 for the third and 75 cents for each four or more sets.



There are countless small radio stations across the U.S. just like WAAC(AM) Terre Haute, Ind., a 500-w daytimer on 1300 kc.

In the downtown business and shopping section with studios and offices on the second floor of a store-front walk-up, the station has facilities that are simple and functional and a decor that might be called pure Midwest modest.

But the on-air product of listener-involvement talk shows and middle-of-the-road music, turned out by a staff of a dozen full-time and four part-time people, has proved to be quite apart from the ordinary. It is George A. Foulkes's hard-earned monument to the philosophy that there is still room in the rough-and-tumble world of commerce for good guys to win too. He is president-general manager and, with his wife, sole owner of WAAC.

Broadcasting is about the best place to earn one's rewards through satisfying service to others, Mr. Foulkes feels. He now has forums beyond WAAC to practice his ideals.

Last year Mr. Foulkes served on the radio code board of the National Association of Broadcasters, a critical period in which the cigarette-advertising controversy raged, and this April he was elected to a two-year term as a member of the NAB's radio board. He represents District 8, covering Indiana and Michigan.

Though Mr. Foulkes does not smoke on personal religious grounds, he was one of two code board members voting against curtailment of cigarette advertising on the air. The other dissenting vote, he recalls, was cast by Robert Wells, then president-general manager of KIUL(AM) Garden City, Kan., and now a member of the FCC.

Mr. Foulkes explains he voted against the restriction on the same basis of personal principle. He feels that as long as a product such as cigarettes is legal to consume, to purchase or manufacture and the production of the raw material is even encouraged by the government through farmer subsidies, then it has as much right to be advertised as any other product. Mr. Foulkes also feels that if such arbitrary government regulation can be applied to advertising of cigarettes it might well be applied elsewhere, as is suggested by current Washington trends involving other types of products.

A staunch booster of self-regulation in business, Mr. Foulkes has been an ardent campaigner for support of the voluntary NAB codes at the state level for some time. He serves as vice president-AM radio in the Indiana Broadcasters Association and also is a director of the Daytime Broadcasters Association.

People around Terre Haute know

## A happy Hoosier habit: Leave it to George

Mr. Foulkes. Apart from the WAAC programing and selling activities, he is active extensively in a number of local civic, charitable and educational organizations, a practice he expects of his staff too. But Mr. Foulkes also knows Terre Haute.

His office is but a few blocks from his childhood home, church and school. He daily walks streets that his grandfather paved with bricks, transforming country lanes into a modern town.

### Week's Profile



*George Arthur Foulkes — president-general manager, WAAC(AM) Terre Haute, Ind., and president-part owner, Apha Broadcasting Corp., TV applicant for UHF ch. 66 there; b. Dec. 28, 1924, Terre Haute; U. S. Army 1943-45; BA speech and business, 1948, Indiana State Teachers College; H. J. Heinz Co., 1948-49; WITZ (AM) Jasper, Ind., 1950-51; WTHI (AM) Terre Haute, 1952-53; WIL0(AM) Frankfort, Ind., 1954; 1955-61, WTHI-AM-TV; purchased WMFT(AM) Terre Haute in early 1963 and changed call to WAAC; member, Radio Code Board, National Association of Broadcasters, 1969; elected in April 1970 to NAB Radio Board; vice president, Indiana Broadcasters Association; director, Daytime Broadcasters Association; active in numerous local organizations including First Church of Christ, Scientist, Terre Haute; m. Martha Elliott of Terre Haute March 21, 1943; children — Merrilee 21, Kathleen 18, Elizabeth 11, Jennifer 9 and Arthur 5; hobbies— golf and baseball.*

Mr. Foulkes was only 5 when his father was killed piloting a small racing plane, so he grew up with a quickened sense of what it means to earn one's way in the world. He recalls getting broadcasting in his blood at an early age, listening to radio drama as a youth and participating in local radio programs regularly as part of his high school work. En route to infantry combat in Europe during World War II, he involved his Army buddies on the troop ship in radio program games.

During college courses in radio and speech at Indiana State Teachers College (now Indiana State University), Mr. Foulkes worked part-time at WTHI(AM) Terre Haute. There was no radio job open when he got out of college in 1948, so he called on grocers and restaurants for H. J. Heinz Co., learning the rule that a salesman must make calls and cover the territory to sell, "whether it's pickles or air time."

In 1950 he joined WITZ(AM) Jasper, Ind., as a regional salesman and in 1952 he joined the sales staff of WTHI. For part of a year in 1954, he managed WIL0(AM) Frankfort, Ind., but when it was sold he returned to WTHI which in the meantime had added WTHI-TV. He moved up in sales executive jobs at WTHI-AM-TV and by early 1956 was national sales manager.

In late 1959 Mr. Foulkes was named general sales manager at WTHI-AM-TV and in 1961 he became vice president in charge of sales. He resigned at the end of 1962 and in early 1963 purchased WMFT(AM) now WAAC.

The new property was in rather sad shape, Mr. Foulkes recalls, with a staff of only five people and a minimum program effort. His wife and his eldest daughter pitched in to help "our drastic overhaul," he relates, and the kitchen table at home became a second office late into the night.

It took two years to get the operation into the black, Mr. Foulkes remembers, but he and his family feel more than repaid by the community acceptance and honors they and WAAC have earned since then. Program features such as the airplane *Eye in the Sky* traffic reports ("expensive for such a small station but a vital service in a town criss-crossed by railroads"), *Dial for Information*, *Speak Out* and daily editorials also make him proud.

Even an FCC hearing examiner commended the WAAC operation in an initial decision last year to grant UHF channel 66 there to a group in which Mr. Foulkes is involved.

To be successful small, you must think big, Mr. Foulkes believes. He even has a detailed employe handbook at WAAC, complete with organization chart. Thinking big—in service—is what broadcasting is all about, he says.

## Exploding a myth

It has become an article of political faith that a candidate can buy his way into office by outspending his rival on television advertising. The further assumption is that a candidate who is miserly in television purchases will lose if his opponent amounts to anything at all.

These statements were quoted with approval last week during House hearings on bills to limit candidate spending on broadcast advertising and to require broadcasters to offer cut rates for political time. Even as the statements were being entered in the record in Washington, vote tabulations in the California primary elections were proving them utterly false.

Norton Simon, the multimillionaire who controls Hunt Foods and Talent Associates among diverse enterprises, spent at least \$1.5 million and probably much more in a huge television campaign pursuing the Republican nomination to the U.S. Senate. He was overwhelmingly defeated by the incumbent, George Murphy, whose television expenditures were meager by comparison.

Jesse Unruh, a leader of the California assembly, spent not so much as a dime on television advertising in pursuit of the Democratic nomination for governor. He was up against Los Angeles Mayor Sam Yorty, whose magnetism at the polls has at times approached the miraculous. Mr. Unruh beat Mr. Yorty by 3 to 1.

At the very least these facts ought to be inserted in the record of the House hearings on political broadcasting.

## Bitter words about music

The television network music-license situation is tangled beyond description if not, alas, beyond resolution. CBS is suing the American Society of Composers, Authors and Publishers and Broadcast Music Inc. for unprecedented "per-use" licenses. NBC-TV is seeking another unprecedented kind, covering only a limited number of tunes. BMI is suing ASCAP, NBC and CBS on charges of conspiracy to put BMI out of business, and ASCAP has asked the court in effect to put CBS and NBC out of the television business.

And that is just for starters. Considering that the last round of ASCAP negotiations took something like eight years, and appear extravagantly simple by comparison, the present round of suits and countersuits would seem to contain enough issues to keep the courts busy well into the 21st century. We certainly are not going to try to sort out and evaluate those issues here, but we do have a few observations that seem pertinent.

First, it is apparent that the situation is growing not only in complexity but also in animosity. Perhaps all hands should step back, cool off and take a more objective look at what is happening and apt to happen.

Second, it should be obvious that there must be some sort of music-licensing organization for the orderly administration of copyright matters. There must, in fact, be at least two such organizations, preferably of approximately equal stature, to prevent a recurrence of the devastating ASCAP-type monopoly of pre-BMI days.

We can understand networks (and stations) wanting to pay less for music and the music organizations wanting them to pay more, and we're happy to let the courts decide the claims and counterclaims. We do suggest, however, that of them all, BMI's claim that its competitive ability is being threatened is the most pressing. Whether by negotiation or court procedure, BMI must be allowed to remain a viable

competitor to ASCAP while the other questions are being decided. Otherwise it could win its case years after it went out of business. Whatever the outcome on the other issues, if BMI goes down the drain, ASCAP will have won what it has always sought—and more. Network officials who can remember "Jeannie with the Light Brown Hair" might keep that in mind.

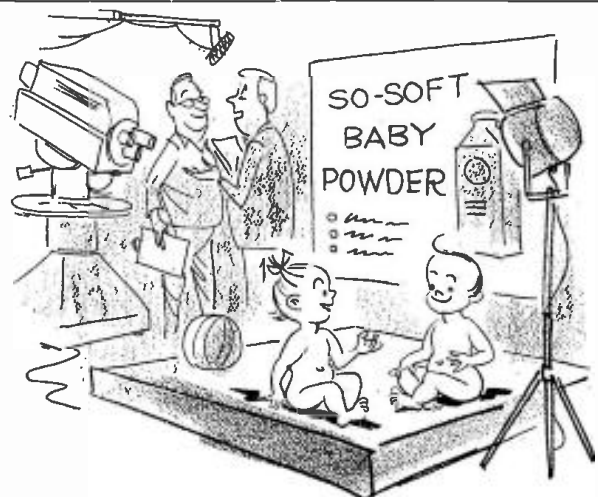
## Setting it straight

Clark Mollenhoff has resigned as special counsel to President Nixon to return to the employ of Cowles Publications as Washington bureau chief. Among his last acts was the release of a statement denying he had leaked to columnists Richard Wilson (also of Cowles) and Jack Anderson, successor to the late Drew Pearson, the word that the White House was investigating CBS News. It is too bad that he didn't add his regrets that the reports—if erroneous—were printed.

Whatever the source of the Wilson and Anderson reports, they were widely published, and they generated still other stories. All repeated the damaging assertions that CBS News had been accused of faking atrocities in Vietnam films, staging incidents of police brutality during the Democratic convention in Chicago in 1968, helping finance an aborted invasion of Haiti and arranging the filming of a pot party for broadcast on the CBS-owned WBBM-TV Chicago.

CBS News itself rebutted the Vietnam "faking" accusation in a persuasive presentation on the Walter Cronkite news May 21. The other charges have been repeatedly aired and proved insubstantial in hearings in Congress and the FCC. The repeated revival of this worn stuff suggests only a continuing harassment of CBS News—and, by implication, of all network news operations.

CBS News was acting responsibly when it used its own Cronkite program to deal with an important story in which it was involved. It and other broadcast news operations should never hesitate to cover stories involving themselves if the stories are of general interest. Indeed the only defense that broadcast journalists can mount against the attempts at suppression by governmental bodies is to practice journalism in the most professional sense of the word.



Drawn for BROADCASTING by Sid Hix  
*"I don't mind a nude scene if the story has redeeming social value."*

click  
click  
click  
click!

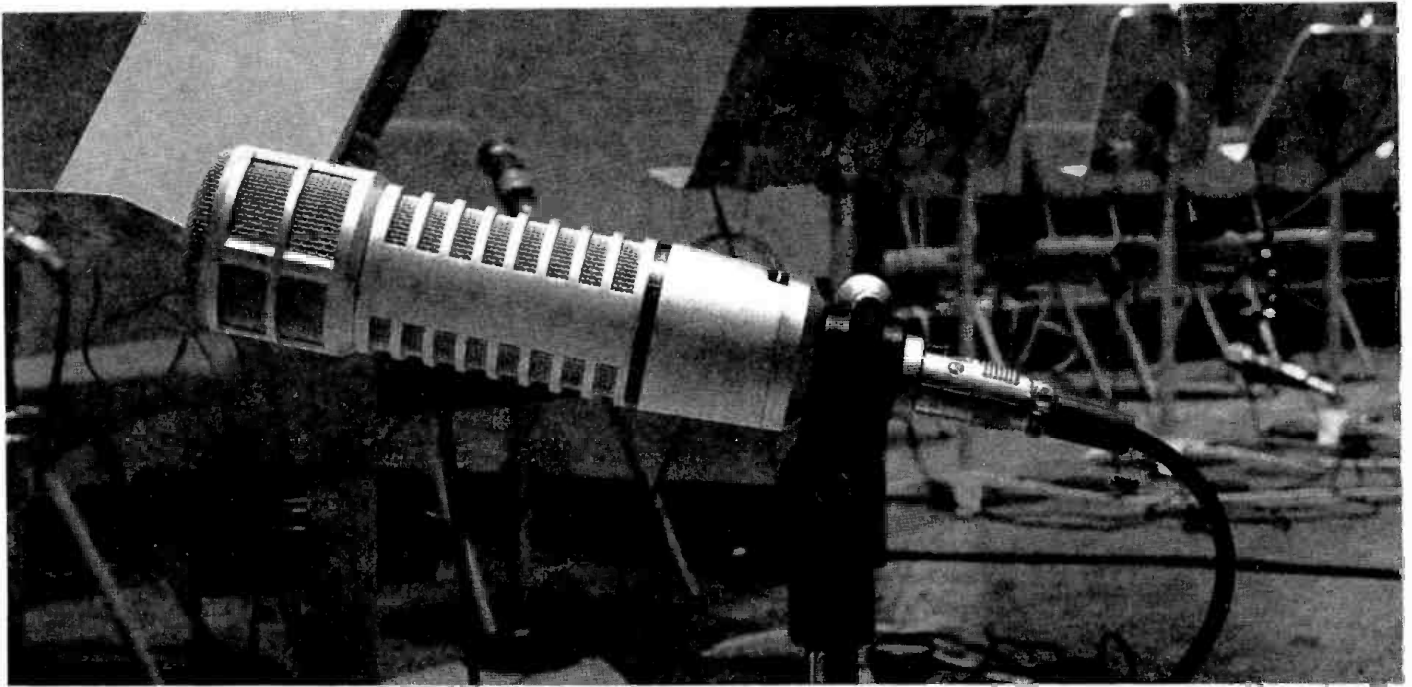
Four **CLICKS** of the television dial is all it takes to change a habit. WVUE, in New Orleans, has switched from Channel 12 to Channel 8. WVUE's new antenna, increased power output, and greater reach will add up to improved WVUE service. According to projections, based on WVUE's Channel 12 audience delivery pattern, it is estimated, WVUE on Channel 8, will increase by 20% the number of homes reached in the

average quarter hour in the station's survey area.

Viewers, old and new, were made aware of the change by a thorough, far reaching advertising campaign. WVUE is going stronger than ever and television in New Orleans now has a vital new station providing outstanding local and ABC programs.

IN NEW ORLEANS, WVUE NOW LOOKS LIKE THIS,



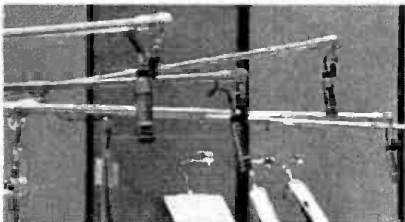


## How good is the new Electro-Voice RE20 studio dynamic microphone?

### Here's proof from the new scoring stage at Glen Glenn.

**E-V** The fine reputation of Glen Glenn Sound Company rests on their knowledge of sound... their ability to turn a full symphony orchestra into a perfect sound track for TV, the movies, or a new album. And their desire to be first with the finest.

So for their new scoring Studio M, Glen Glenn engineers asked to see the latest products in every category... tape, film, electronics, and — of course — microphones. Especially a new E-V dynamic cardioid microphone which they had seen in prototype form earlier.



Glen Glenn put the RE20 to the test. Including days of studio experiments and actual sessions that pitted the RE20 against every type of musical instrument. Plus a searching critique by the musicians themselves. The RE20 passed every test with flying colors.

As a result, when Studio M was completed, RE20's were on the booms... almost four dozen of them from our first production run.



Since then, Glen Glenn has scheduled a number of major recordings with RE20's. And the RE20 has often been used where previously an expensive condenser was the automatic choice. Why? Because the RE20 has proved itself a significant advance in microphone design. With wide-range, peak-free response on axis (even the off-axis response is better than many other studio microphones on axis). Transient response rivals any other studio microphone, regardless of design. Directional control is uniform and predictable from every angle. Yet proximity effect is virtually eliminated (a problem that plagues almost every other cardioid — except E-V Continuously Variable-D<sup>®</sup> microphones).

In short, the RE20 does everything a good condenser does, and some things better. Without the complication of power supplies. Or special cables. Or shock mounts or windscreens (they're both built in). Or the need for equalization just to overcome design faults.



It's simple. It's flat. It's rugged. It's clean. With a 2-year performance warranty unmatched in the industry (it's spelled out completely on the spec sheet). The RE20. For the studio looking for better sound. Your E-V microphone specialist will gladly loan your studio an RE20 to make any tests you like. Call him today.

P. S. For full technical data on the RE20, write us today. To find out more about Studio M, write Joe Kelly, VP, Engineering, Glen Glenn Sound Company, 6624 Romaine St., Hollywood, Calif. 90038

ELECTRO-VOICE, INC., Dept. 6013R  
660 Cecil Street, Buchanan, Michigan 49107



MODEL RE20  
dynamic cardioid studio  
microphone \$425.00 list,  
less normal trade discounts.

# Electro-Voice<sup>®</sup>

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