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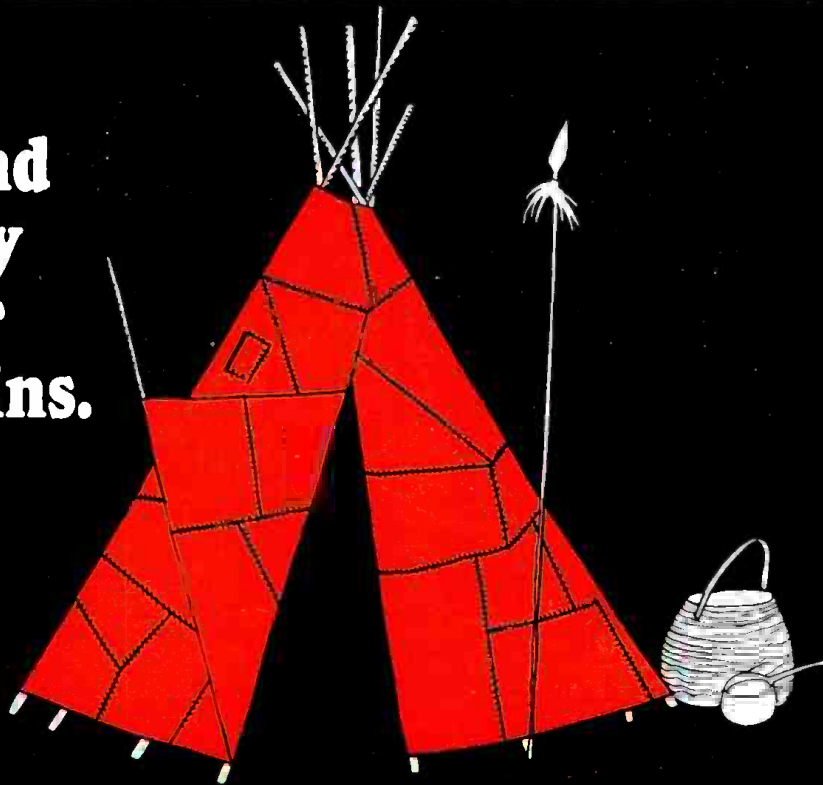
WINNEMOON, KANSAS

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio-TV rights for football hit \$66-million mark. p21
Spot television shows no softness in first quarter. p32
FCC decides WCCO stations should get renewals. p44
Court sets interim fees in music licensing dispute. p49

**The second
best way
to cover
the Redskins.**



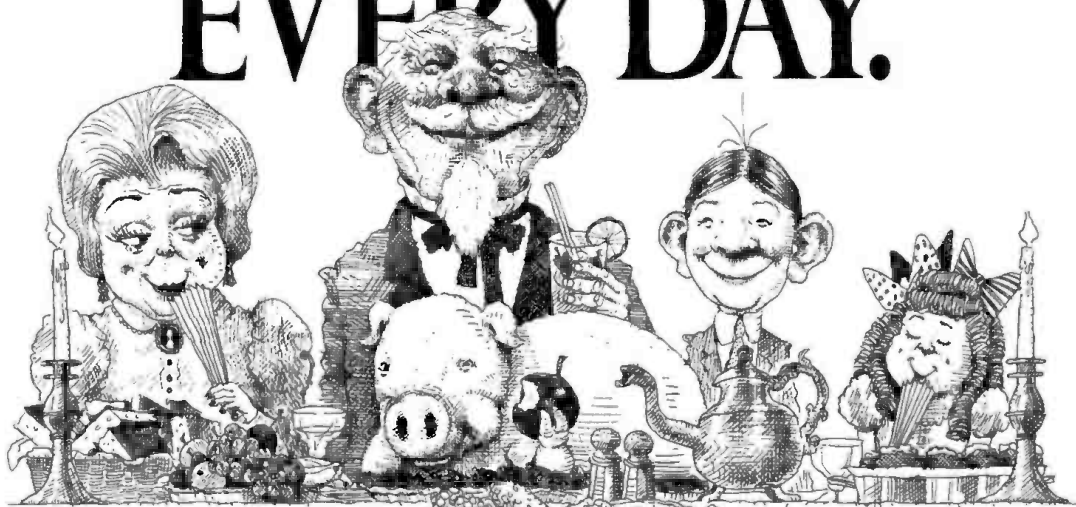
The best is WMAL Radio.

Originating the Washington Redskins' Football Network.

WMAL RADIO

THE EVENING STAR BROADCASTING CO.
WASHINGTON, D.C.
NATIONAL REPRESENTATIVES:

SOME OF THE BEST FAMILIES IN CAROLINA HAVE HOGBACK EVERY DAY.



For a great many families down here, a day without Hogback is like a day without sunshine.

Here, is the Greenville- Spartanburg-Asheville market, the nation's 41st television market. It's growing like crazy with 967,800 TV homes.

And these people, the kind you want to reach, have Hogback every day.

Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plain 3,465 feet to the top of WSPA's maximum power antenna.

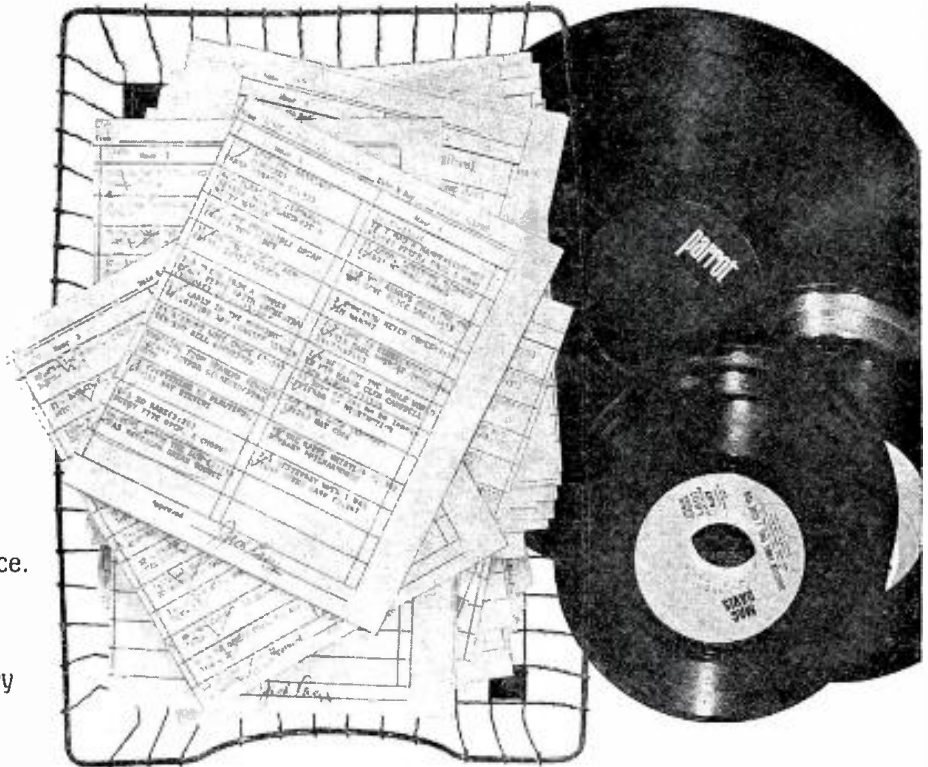
Families here look to SPA for the best from CBS, the number one network.

Hogback gives them strong local programming too.

Shows like "Hi Q," the scholastic bowl game, Sunday evenings at 6:30; "The Nancy Welch Show," every weekday morning at 9:30; "Eyewitness 7—News, Weather & Sports," evenings at 6:00 and 11:00. These are just a few of the reasons why the best possible way to go in the Carolinas is on Hogback.

WSPA-TV

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET
CBS Affiliate National Representative: H-R Television
Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President



Jack Lacy's hands, for instance.

When he's not playing records on the air, he's our full-time music director.

It's his job to listen to every record that comes into the station. To study the national record charts, local sales, and what other stations across the country are playing.

Finally he uses his considerable experience as a musical "ear" to select the current recordings he thinks you would like to hear. To this body of today's music, he adds hundreds of contemporary standards and hits from the past.

Then, each of our other personalities gets his own hands into the act. They select from our ever-changing library the music they think you'll like on a particular day. So that the music you hear on WBAL bears the unmistakable thumbprint of the personality playing it.

As you can see, the musical sound of WBAL is something that couldn't possibly have been programmed by a computer. Or by rote, which is just as inhuman.

Our records are touched by human hands.

WBAL Radio 11 Baltimore

We talk to you like a person.

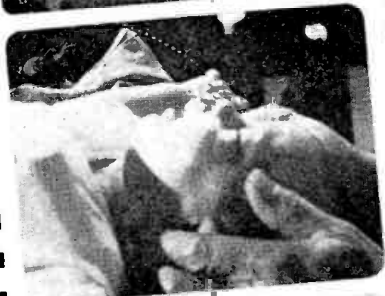
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JUL 22 1970

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

WINFIELD, KANSAS

**TO MAKE
MANY
WHOLE**



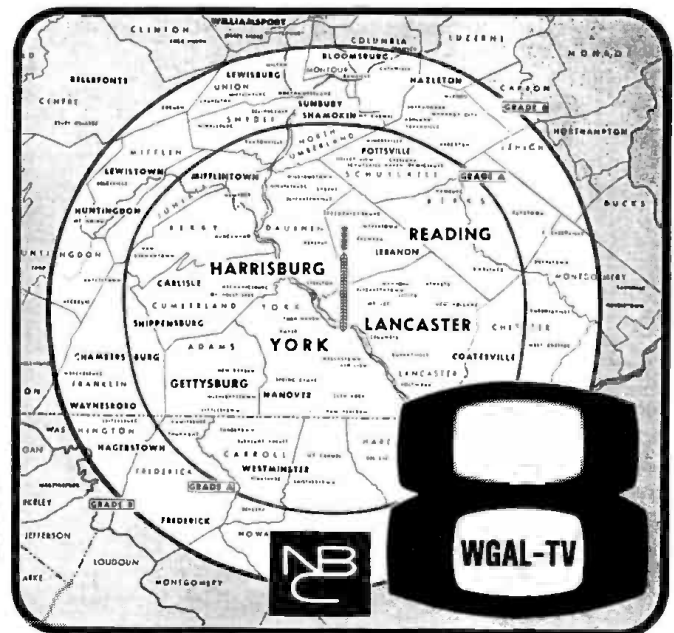
...another community service documentary by WGAL-TV

To herald the dramatic physical and psychological rehabilitative work of the world-renowned Lancaster Cleft Palate Clinic, WGAL-TV writers and cameramen covered the entire treatment process for a typical patient. Their work produced a sensitive, informative and encouraging documentary for showing in prime time. This is just one in a continuing series of special programs prepared by WGAL-TV as part of its good citizenship commitments to the communities it serves.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco



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

Cheaper any way

Page Communications Engineers, Washington consulting firm hired by three commercial TV networks to study feasibility of setting up own program distribution system as alternative to AT&T's, made hush-hush presentation of preliminary conclusions to network representatives last week. Participants reportedly were sworn to secrecy, but it's understood key conclusions included these: (1) Hybrid system with heavy reliance of both satellite and terrestrial facilities, though useful in given circumstances, would be least desirable approach on total-system basis; (2) system based primarily on satellites and one based primarily on terrestrial facilities would be about equally expensive in long run, but (3) any one of these three approaches would be substantially less costly than AT&T's rates.

That summary is said to represent extreme simplification of complex findings. Page's final, printed report, which may refine and perhaps adjust some part of presentation, is due by July 31. Then it will be up to networks to decide whether to proceed and on what basis.

One down

At deadline Friday this was lowdown on FCC vacancy: John Snyder, Indiana state treasurer, definitely out, on grounds he couldn't be confirmed by Senate. Commissioner Ken Cox expected to leave Aug. 1 or shortly thereafter whether or not successor is qualified. Commissioner Robert Wells not entirely ruled out to get seven-year appointment with remaining 11 months of his term to go to newcomer.

There's stronger prospect now that black will be named to FCC. Getting top endorsements from fellow Negroes are Revis Ortique, New Orleans attorney and member of President Nixon's Commission on Campus Unrest; John Bowen, Columbus, Ohio, attorney and Republican state senator, and Joseph W. Baker, of Los Angeles, attorney and radio engineer.

Back in action

Merle S. Jones, long-time CBS executive, reportedly is about ready to come out of retirement to serve as board chairman of as yet unnamed public company into which CBS plans to spin off its syndication and domestic cable-TV operations (BROADCASTING, July 6). Mr. Jones retired May 1, 1968, closing out CBS career that included service as head of owned TV stations and general services, president of CBS-TV network

and president of CBS-TV stations division. At retirement he was CBS corporate vice president and general executive. In new company Mr. Jones, who will be 65 next month, would work in tandem with Clark B. George, former president of CBS Radio, who was designated president and chief executive officer of spin-off organization.

Rubbing it in

Broadcasters who come to terms with citizens groups that oppose their license renewals may in future find themselves under pressure to defray those groups' expenses. FCC is expected to consider soon long-pending request that it approve agreement providing for such reimbursement—said to be part of overall settlement KTAL-TV Texarkana, Tex., reached with 12 black groups last year (BROADCASTING, June 16, 1969), although it did not come to light until October (BROADCASTING, Oct. 13, 1969). KTAL deal provides for \$15,000 payment to United Church of Christ, which aided local groups in their dispute with station: two-thirds of amount would go to church's lawyers. Commission approval would be expected to set precedent.

Commission staff is split on issue. General counsel would approve agreement but suggests that commission make it clear it will not in future approve agreements providing for payments of more than \$20,000. Broadcast Bureau is opposing approval; says it would establish undesirable principle.

Jahncke's new job

American Humane Association, Denver-based national organization dealing with problems of child abuse and cruelty to animals, is turning to radio-TV ranks to help generate major expansion of activities. It has named Ernest Lee Jahncke Jr., former vice president in charge of standards and practices for NBC and before that vice president of Edward Petry & Co. and ABC, to establish and direct AHA New York office.

Question of credit

Almost three years' work on revising AAAA's standard contract form for spot TV appears near final stage—and not, at this point, with results wholly pleasing to some top spot executives. American Association of Advertising Agencies committee developed new form in consultation with—but on some points over objections of—officials of Station Representatives Association and Television Bureau of Advertising. Draft

has been sent to National Association of Broadcasters, which is getting reactions of some of its members, some of them already adverse, before submitting comments to AAAA.

Chief sticking point, it's understood, has to do with placement of liability for payment. Old form puts responsibility on "advertising agency." New version puts it simply on "agency," which it then defines as whatever organization placed order. Thus if advertising agency delegated buying to independent buying service—or any other organization, for that matter—advertising agency would be free of responsibility and "sole liability" would be on actual buying group—whose credit standing may be questionable. Current form was adopted in 1956, long before emergence of independent buying services.

Image problem

Italian-American Civil Rights League, which has been protesting media portrayal of Italians as "Mafiosi," and last week picketed NBC offices in New York (see story, page 51), is eyeing new approach. League is considering advertising campaign—centered in radio—to relate positive facts and achievements of Italian-Americans. Officials are shopping around in New York for advertising agency.

People to people

National Association of Broadcasters is trying harder to open lines of communication with its members. One facet of what might become association-wide program was undertaken for first time by William Carlisle, VP for television, who held informal, private session last June with 15 Iowa telecasters in Des Moines. He tries again tomorrow (July 21) in Oklahoma City with group of television broadcasters from that area. In Des Moines, Mr. Carlisle was alone; in Oklahoma City he will be accompanied by John Summers, NAB chief counsel, and Norman Bagwell, WKY-TV that city, who is TV director from that area.

IBM and soul

International Business Machines Corp., New York, is understood to be launching in few weeks first campaign in its history using Negro-programmed radio, with messages on approximately 20 stations in top markets. To be placed by Ogilvy & Mather, New York, effort will concentrate on employment opportunities for black youths in computer servicing and related work.



ONE BIG STEP. Wanting a job doesn't do much good unless you know where to get one. So the WNBC-TV series, "Step To The Future," investigated New York's employment picture for its viewers. ■ As a result, thousands of opportunities—in such diverse fields as banking, printing, the restaurant business and the telephone company—have been discovered for job-hunters who might not have found them otherwise. ■ Helping people take the big step into a career is an ambitious project, but it's not surprising that WNBC-TV should undertake it. For "Step To The Future" is just one more example of the many ways *each* NBC Television Station serves its community.

*For more information, write to "Step to the Future," WNBC-TV, P.O. Box 4, New York, New York 10019

The NBC Television Stations  Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

Football business is still booming: This year radio and television rights for professional and collegiate games will total over \$66 million, resulting in astronomical prices for commercial minutes. See . . .

\$66 million of football on the air . . . 21

First-quarter spot-TV figures for this year come on strong, with national and regional expenditures exceeding \$276 million by 1,173 firms for 5,017 brands. General Foods leads with \$10.02-million budget. See . . .

No softness in 1st-quarter spot TV . . . 32

Three Virginians, two of them broadcasters, wage campaign to persuade FCC that stations carrying cigarette health-hazard warnings only are obligated under fairness doctrine to present prosmoking spots. See . . .

Private war on antismoking spots . . . 34

Dr. Clay T. Whitehead, nominated as first director of Office of Telecommunications Policy, easily passes test of his qualifications before Senate Commerce Committee last week. See . . .

All's quiet at Whitehead hearing . . . 39

Black group files petition to deny license renewal of WMC-TV Memphis over programming and hiring practices. Other citizens are opposing renewal of WMC-AM-FM-TV, arguing in effect that stations are pro-black. See . . .

Memphis: What color is fairness? . . . 40

Broadcasters reacting to FCC's new ownership policy by breaking up multiple-station holdings in same market are in for tax break, commission says. Seller could avoid taxes on sale proceeds for at least two years. See . . .

FCC opens up a tax haven . . . 42

FCC reverses decision to designate for hearing renewal applications of WCCO-AM-TV Minneapolis and renews licenses by 4-to-3 vote. Commissioner Kenneth A. Cox, who formerly voted for hearing, casts swing vote. See . . .

WCCO stations get renewal . . . 44

Center for Policy Research claims there would be 'real danger' if New York City allows commercial interests to shape CATV; advances proposal for nonprofit ownership 'nationwide in its applicability.' See . . .

Nonprofit cable system asked . . . 45

Republican National Committee attacks CBS for giving Lawrence F. O'Brien, chairman of Democratic National Committee, air time as part of what network says is effort to give 'loyal opposition' forum for its views. See . . .

Race for political air time heats up . . . 46

Under court order issued last week, NBC-TV will pay American Society of Composers, Authors and Publishers \$4.3 million a year—pending final settlement of music-license dispute. See . . .

Court sets interim fees in music dispute . . . 49

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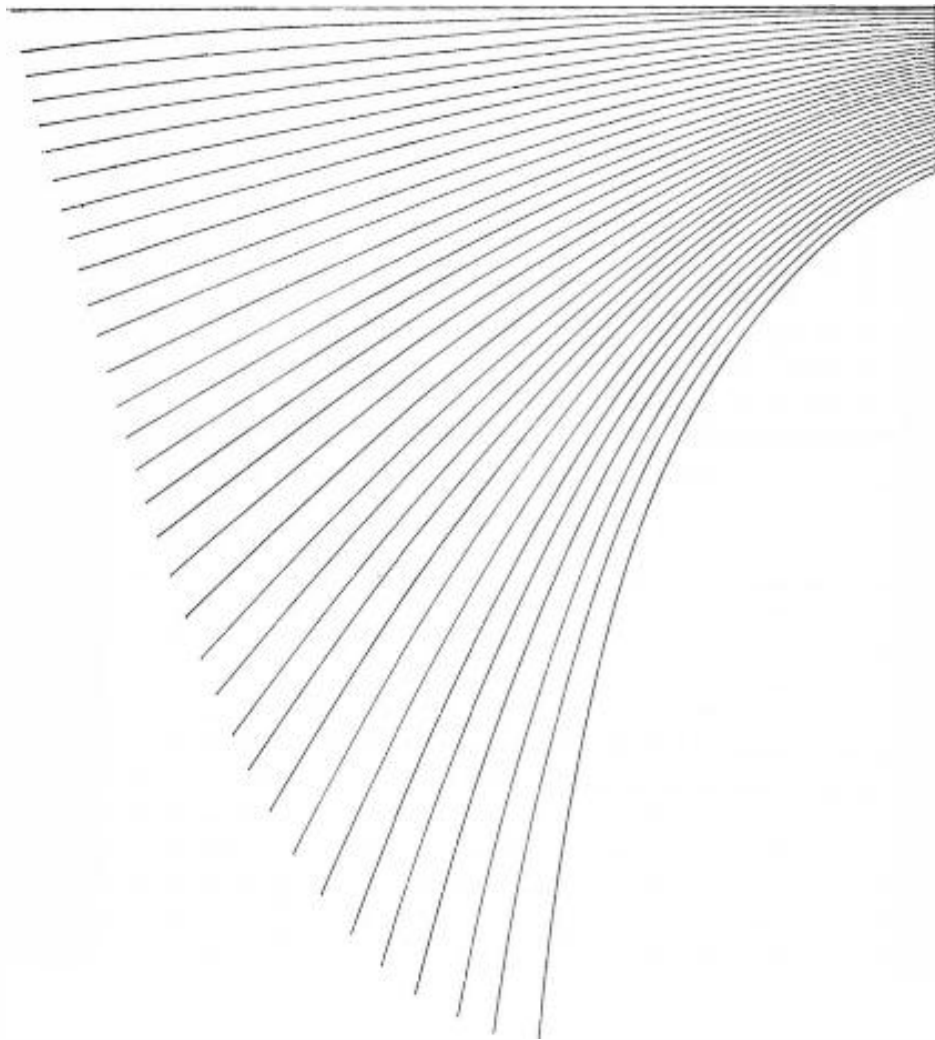


Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$14.00. Add \$4.00 per year for Canada and \$6.00 for all other foreign countries. Subscriber's occupation required. Regular issues \$1.00 per copy. BROADCASTING YEARBOOK published each January, \$13.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new address plus address label from front cover of the magazine.



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
 1 2 3-16

Company Name
 17-35

Address:
 36-53

City State Zip Code
 54-66 67-71

Home? Yes No

Title/Position
Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

Coke pressures denied

Officials of NBC and Coca-Cola Co., Atlanta, Friday (July 17) defended their respective roles in 11th-hour decision by NBC-TV to alter its one-hour documentary, "Migrant," broadcast Thursday night (July 16). In special, which depicted life of migrant farm workers in Florida, NBC had made two audio changes—one addition and one deletion.

Reuven Frank, president, NBC News, insisted that neither came from "requests or demands" from Coke officials.

Changes were made, according to NBC spokesman, because original material "made them [Coke] sound like the heavy" in comparison with other firms mentioned. NBC, he added, felt it unfair that some of comments "singled out Coke."

At one point in show, producer Martin Carr was shown interviewing woman who lives in shack near citrus grove, with woman asserting shack was owned by Coca-Cola. In broadcast version, Mr. Carr added: "Coca-Cola is at work on a major plan, which it claims will correct the failings it has found in its citrus operation."

At another point, correspondent Chet Huntley had asserted that Coke and other "giants" in Florida citrus industry "set the standards for citrus workers in Florida together with smaller growers." Those remarks were deleted from broadcast.

Official Coca-Cola statement backed up Mr. Frank's contention that no pressure was brought on NBC to make changes. Mr. Carr, however, was quoted as disagreeing.

Howell back in saddle

Rex Howell, who with associates sold group of Rocky Mountain TV and radio stations in 1966, has re-assumed managerial control. XYZ Television Inc. board voted to transfer control to voting trust, headed by Mr. Howell, after FCC approval. Mr. Howell was also named president.

Other changes: John English, who with associates, is 20% owner of XYZ group, resigned as president but remains on board; Carl Q. Anderson remains as executive vice president; Dave Allen, manager of KREX-AM-FM Grand Junction, Colo., was chosen secretary-treasurer. Added to board were Mrs. H. H. Kendrick and Mrs. Newell Hoskin, both daughters of Howell.

Mr. Howell and associates sold sta-

tions in 1966 to group that included Mr. English (who holds interest in WSEE[TV] Erie, Pa.) and Forestville Realty Corp., comprising William J. and James R. Williams, Lawrence H. Kyte and J. Harry Dornheggen, that holds 63%. Mr. Howell retained 8.5% ownership and Mr. Anderson, 4.1%. Sale price was almost \$3 million, plus assumption of \$75,000 in obligations and with \$50,000 yearly consulting fee to Mr. Howell for 10 years.

Buyers have been having difficulties keeping up payments, it's reported, with balance still almost \$1 million.

XYZ stations include KREX-TV (ch. 5) Grand Junction in addition to radio there, KREY-TV (ch. 10) Montrose and KREZ-TV (ch. 6) Durango, all Colorado.

KRAB-FM opts for hearing

KRAB-FM Seattle, faced with one-year license renewal in connection with broadcast of material containing four-letter words, has accepted FCC offer of expedited hearing on question of whether facts in case warrant full-term renewal.

Commission imposed sanction in January, contending that airing of broadcast in question indicated failure by station to observe its own procedures (BROADCASTING, Feb. 1). Commission did not cite station for obscene or indecent language.

Station petitioned for reconsideration, and was backed by CBS. Commission last month held that "there are substantial issues of fact" in case, and

Newscaster Agnew?

Listeners and viewers of ABC newscaster Paul Harvey may within next few months tune in to find "This is Spiro T. Agnew and the news."

Possibility that broadcast journalism's most prominent critic may take up trade himself, if briefly, results from offer made by Mr. Harvey to let Vice President take over his spot before cameras and microphone for week.

Vice President is considering offer, at least to extent of filling in for one day. His office says he has not—contrary to report quoting Chicago-based Mr. Harvey—made final decision.

Vice Presidential aide Friday (July 17) said he had talked to Mr. Harvey that morning, said he had "good idea" and asked for proposal—that was all.

One possibility was that Vice President would take over while in Chicago in fall, during political campaign.

said it would afford licensee (Jack Straw Memorial Foundation) expedited hearing on whether short-term renewal was required.

Trading suspended

Trading in stock of financially pressed Visual Electronics Corp., New York, was halted last Thursday and Friday (July 16-17) by American Stock Exchange pending announcement by company.

James Tharpe, Visual chairman and president, said he was still trying to arrange for financing to meet company's obligations and was in process of preparing statement. A spokesman later said announcement would not be made until today (July 20), but he would not indicate nature.

On July 1, Visual disclosed it had not met its obligations to pay five banks \$2,050,000 on June 30. Earlier last week it reported company had net loss of more than \$10.3 million for fiscal 1970 (see page 56).

Gilbert dies

Frederick S. (Fritz) Gilbert, 58, vice president and general manager of Time-Life Broadcast Inc., died at his home in New Canaan, Conn., last Thursday (July 16) of cancer. He was with Time Inc. for 35 years, beginning with *March of Time*. He was general manager of *Time* magazine before being named general manager of broadcast division in 1960. He is survived by his wife, Clara, three sons and daughter.

Two stations get demerit

FCC Friday (July 17) said it had admonished WALG(AM) and WJAZ(AM) both Albany, Ga., for alleged false and misleading promotional advertising practices and placed WALG on short-term renewal until Aug. 1, 1971.

Commission told WALG's licensee, Radio Albany Inc., granting full three-year term "would not serve public interest because of the pattern of misleading advertising in which you apparently have engaged."

WJAZ's license was renewed for remainder of term ending April 1, 1973. FCC alleged also that WJAZ had engaged in "hyponing" during rating survey week.

Not me says O'Brien

Democratic National Chairman Lawrence O'Brien Friday (July 17) renewed plea for nonpartisan consideration of political access to broadcast

Week's Headliners



Mr. MacLennan



Mr. Henderson



Mr. Reilly



Mr. Reynolds



Mr. Dawson

J. Ross MacLennan, executive VP and member of board and executive committee of Ted Bates & Co. Inc. and president of Bates Group Companies division, resigned "for personal reasons." Reasons were not disclosed but were reported unofficially to include dissatisfaction with his role as result of restructuring that established Bates's domestic advertising operations, by far biggest component of Bates & Co. Inc., as autonomous operation last winter (BROADCASTING, Dec. 22, 1969). Mr. MacLennan, who joined Bates 20 years ago as researcher, Directed Bates international and subsidiary operations but not domestic agency. Archibald McG. Foster, president and chief executive of parent company, said duties would be taken over for time being by "our corporate executives under my super-

vision."

Eugene H. Fryman, attorney and certified public accountant who has extensive background in legal and financial activity in CATV and broadcasting fields, elected president and chief executive officer of Reeves Telecom Corp., New York. He replaces **Richard Geismar**, who had resigned. Mr. Fryman also was elected to board. **Hazard E. Reeves** continues as board chairman.

David E. Henderson, executive VP, Westinghouse Broadcasting Co. production and distribution subsidiaries, elected president and chief executive officer of Group W Productions and Program Sales. **Jack Reilly**, general manager of Group W's *The Mike Douglas Show*, becomes VP and general manager. Group W Productions. **Chet Collier**, who was serving in dual capacity as

president of WBC's program production and distribution facilities, will now concentrate solely on his responsibilities as WBC corporate VP of programming and production.

John T. Reynolds, former president of Paramount TV and CBS-TV, named VP, corporate development, Golden West Broadcasters, Los Angeles. Mr. Reynolds will concentrate on development of GWB properties in CATV, video cassettes and film production. For past year, he has been engaged in independent research in CATV and video-cassette fields.

Thomas H. Dawson, assistant to CBS executive VP John Schneider, and former president, CBS-TV, named to new post as director of TV and radio for Major League Baseball (see page 50).

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

time. He urged Republican National Committee again to join in seeking extension of fairness doctrine to guarantee opposition spokesmen time to answer presidential addresses and news conferences.

In reply to Republican National Chairman Rogers C. B. Morton's charged that he had used half hour to do hack job on President Nixon (see page 46), Mr. O'Brien challenged Republicans to indicate single instance in program that contained "personal" attack on President Nixon.

Examiner urges probation

FCC hearing examiner recommended Friday (July 17) probationary short-term license renewal for KRSD-TV Rapid City and KDSJ-TV Lead, both South Dakota.

Examiner Thomas H. Donahue proposed one-year renewals following finding that stations engaged in variety of technical and procedural rules violations."

Reade sells division

Walter Reade Organization Inc., New York, has sold its theatrical and television distribution activities to new corporation to be formed by group headed by Jerome Pickman, who has headed Reade's continental distribution division (theatrical films). Reade will continue to operate its theater, publishing and graphic arts divisions and plans to enter television ownership, having secured permit for WRTV(TV) (ch. 68) Newark, N. J. Reade's TV division distributes about 600 features.

Educational funds near

Senate is expected to take up this week Office of Education appropriation conference bill that includes \$11 million for federal facilities grants to states for educational TV and radio stations. House-passed appropriation, result of conference between two houses on Thursday (July 16).

Conference resulted from previous

House vote of \$6 million and Senate vote of \$15 million for such purposes. President Nixon had asked for only \$4 million in this category.

Grants are made by broadcast facilities section of Bureau of Library and Educational Technology, which, at last report, had over \$25 million in applications pending.

Jolliffe dies

Charles B. Jolliffe, 75, former head of RCA and chief engineer of original Federal Radio Commission, died July 16 at Montgomery County (Md.) hospital after month's illness. He had undergone surgery for blood clot on lung. He held practically every communications engineering award, was fellow of Institute of Radio Engineers and Phi Beta Kappa. Native of West Virginia, he held master of science degree from West Virginia University in 1920 and Ph.D. from Cornell in 1922.

KOVR's off the air community service programs are top rated



Programs like the great Harkness Ballet, the internationally renowned Up With People group and a campus appearance of the ABC News Team.

All presented in Stockton during a recent 30 day period as part of KOVR's continuing program of community service.

The thousands who attended these events know both on the air and off, KOVR adds a lot of color to life in the Stockton-Sacramento area.

KOVR·CHANNEL 13

McClatchy Broadcasting



THOUGHT TRIGGERS ACTION AND WJIM-TV TRIGGERS THOUGHT


Week in, week out for years, WJIM Television has spoken out editorially on the national and regional issues affecting the Lansing-Flint-Jackson area.

And spoken out loud and clear, disdaining the "Mom and apple pie" approach.

Whether the subject has been political influence in University affairs, illegal, closed door City Council sessions or conflict of interest, WJIM-TV has uncovered the facts and campaigned vigorously for its vision of the truth.

You lose some friends that way . . . but you gain the respect of the audience you have pledged to serve. Even the friends you lose return if your fairness and integrity shines through. So you can't really lose, once you've cast your lot with courage.

Along the way you pick up some unsolicited testimonials like the two below in reaction to an editorial on Vietnam that a Michigan Congressman passed on to the White House. When WJIM-TV editorializes there's no way of knowing who might respond.


House of Representatives
Washington, D. C. 20515
October 6, 1969

Charles E. Chamberlain
5th District, Michigan

THE WHITE HOUSE
WASHINGTON
October 1, 1969

WJIM-TV

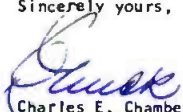
Mr. Hal Gross
Gross Telecasting Inc.
2820 E. Saginaw
Lansing, Michigan

Dear Hal,

Since I thought your television editorial of September 18th would be encouraging to the President, I sent a copy to him through Bryce Harlow.

I'm sure you would like to have his enclosed reply!


With my warm regards, I am

Sincerely yours,

Charles E. Chamberlain

Dear Chuck:

Bryce Harlow showed me the September 18 Editorial by WJIM-TV which you gave him the other day. I am grateful for it and hope you will extend my appreciation to your friends in Lansing who produced it.

With warm regard,

Sincerely,


CEC:AC



Honorable Charles E. Chamberlain
House of Representatives
Washington, D. C.

hrp

HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

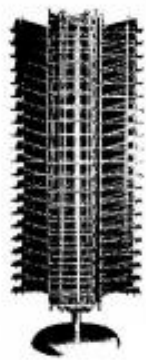


WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

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

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Datebook®

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

■ Indicates first or revised listing.

July

July 23—Public hearings on proposed extended franchises for Cable TV to Manhattan Cable Television and Teleprompter held by *New York Board of Estimates*, New York City.

July 27-29—Seminar on system design for CATV technicians, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

August

Aug. 1-14—Annual meeting, *American Bar Association*. Sessions scheduled on copyright, administrative, antitrust and public utility law. Chase Park hotel and other locations, St. Louis.

Aug. 2-7—Ninth International Congress on High-Speed Photography of *Society of Motion Picture and Television Engineers*, Denver Hilton hotel, Denver.

■ Aug. 6—Annual TV Day, *Georgia Association of Broadcasters*. Included is: panel on Black Coalition's challenge to Atlanta stations. Marriott motor hotel, Atlanta.

■ Aug. 14-15—Convention, *Arkansas Broadcasters Association*, Arlington hotel, Hot Springs.

Aug. 17-18—CATV engineering seminar. State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Aug. 19-21—Technician orientation program on use of C-COR equipment, State College, Pa. For further information, contact Mr. Tom Kenly, C-COR Electronics, State College, Pa. 16801, (814) 238-2461.

■ Aug. 19-23—15th annual convention, *National Association of Television and Radio Announcers*, Royal Coach Inn, Houston. Advance registration: NATRA, 1408 S. Michigan, Chicago 60605.

Aug. 20—*Association of National Advertisers* workshop on marketing information systems, Plaza hotel, New York. Program will be based primarily on presentations of case histories.

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.

August 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis, Missouri.

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

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

tates.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

Sept. 15—Deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

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

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

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

Sept. 16-18—Technician orientation program on use of C-COR equipment. Los Angeles. Contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*, Airport Marina, Los Angeles.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

■ Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

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.

Sept. 23-25—Technician orientation program on the use of C-COR equipment, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108, (817) 244-3699.

Sept. 24-25—Annual broadcast symposium. *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222-47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

October

Oct. 1-2—Fall meeting of *New York State Cable Television Association*. Agenda and location to be announced.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

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

1970 National Association of Broadcasters conference schedule:

- Oct. 19-20—Sheraton Biltmore, Atlanta.
 - Oct. 22-23—Palmer House, Chicago.
 - Oct. 26-27—Benjamin Franklin, Philadelphia.
 - Nov. 12-13—Monteleone, New Orleans.
 - Nov. 16-17—Brown Palace, Denver.
 - Nov. 19-20—Mark Hopkins, San Francisco.
- (For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

cable TV, under chairmanship of G. Norman Penwell, director of engineering, National Cable TV Association. Hilton hotel, New York.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters. Holiday Inn, Charlotte.

Oct. 5-9—Third annual Armed Forces Audio-visual Television Conference. Theme of program is Audio-visual communications in the '70's. Sheraton Park hotel, Washington.

Oct. 6—Public hearing of the Canadian Radio-Television Commission. Hotel Bonaventure, Montreal.

Oct. 12-13—Meeting of Midwest chapter, National Religious Broadcasters. Mr. Presi-

dent Motor Inn, Grand Rapids, Mich.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention. LaSalle hotel, Chicago.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

Oct. 15-17—45th birthday anniversary celebration, WSM-AM-FM Nashville.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland Inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Pontchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, Vice-President, C-COR Electronics, State College, Pa., 16801 (814) 238-2461.

Oct. 21-23—Technician orientation program on the use of C-COR equipment, State College, Pa. For further information, contact Tom F. Kenly, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

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Response from profile

EDITOR: I was out of the office two days last week and was amazed to find mail about [my] profile (BROADCASTING, July 6) from all over the country when I returned. Some were friends in broadcasting I had not heard from in years. It was most delightful to see this response and indicates not only your excellent circulation, but the fact that BROADCASTING is read from cover to cover.—*Don C. Dailey, vice president and general manager, Springfield Broadcasting Co., KGBX(AM) Springfield and KHMO(AM) Hannibal, both Missouri.*

Stronger editorial voice?

EDITOR: I was pleased to learn of some of the public-service programs offered in many of our nation's communities [BROADCASTING, June 22, June 29].

The role of television and radio media on the local level is of paramount importance. I believe that whereas many stations have performed outstandingly in terms of service to their public, there is much that remains to be done to educate and inform. The networks need to speak out more emphatically on issues and problems that face the community, nation and world. Major efforts need to be devoted to in-depth examinations of the problems of drugs, education, student dissent, poverty and discrimination, and changing mores.

However, not all programming need be concerned with the problems of society

in turmoil. There is an urgency for cultural and patriotic programs, emphasizing the vast reservoir of our nation's talent and accomplishments. Certainly not all the reactions will be favorable, but the media can ill afford to continue to offer hours of inane entertainment and ignore its vital role as an educating force.—*Representative Thomas J. Meskill (R-Conn.).*

Correct ID's

EDITOR: Reading from left to right, Richard Forsling, James M. Leahy and Paul N. Sternbach in the July 13 issue of BROADCASTING are in alphabetical order, but the faces are not. Mr. Forsling is properly pictured, but the photos of Mr. Leahy and Mr. Sternbach have been transposed. You correctly identified Mr. Leahy as vice president, finance and administration, and Mr. Sternbach as vice president and general counsel of the new public corporation [spun-off by CBS].—*Leonard Spinrad, director, corporate information, CBS New York.*



Mr. Leahy



Mr. Sternbach

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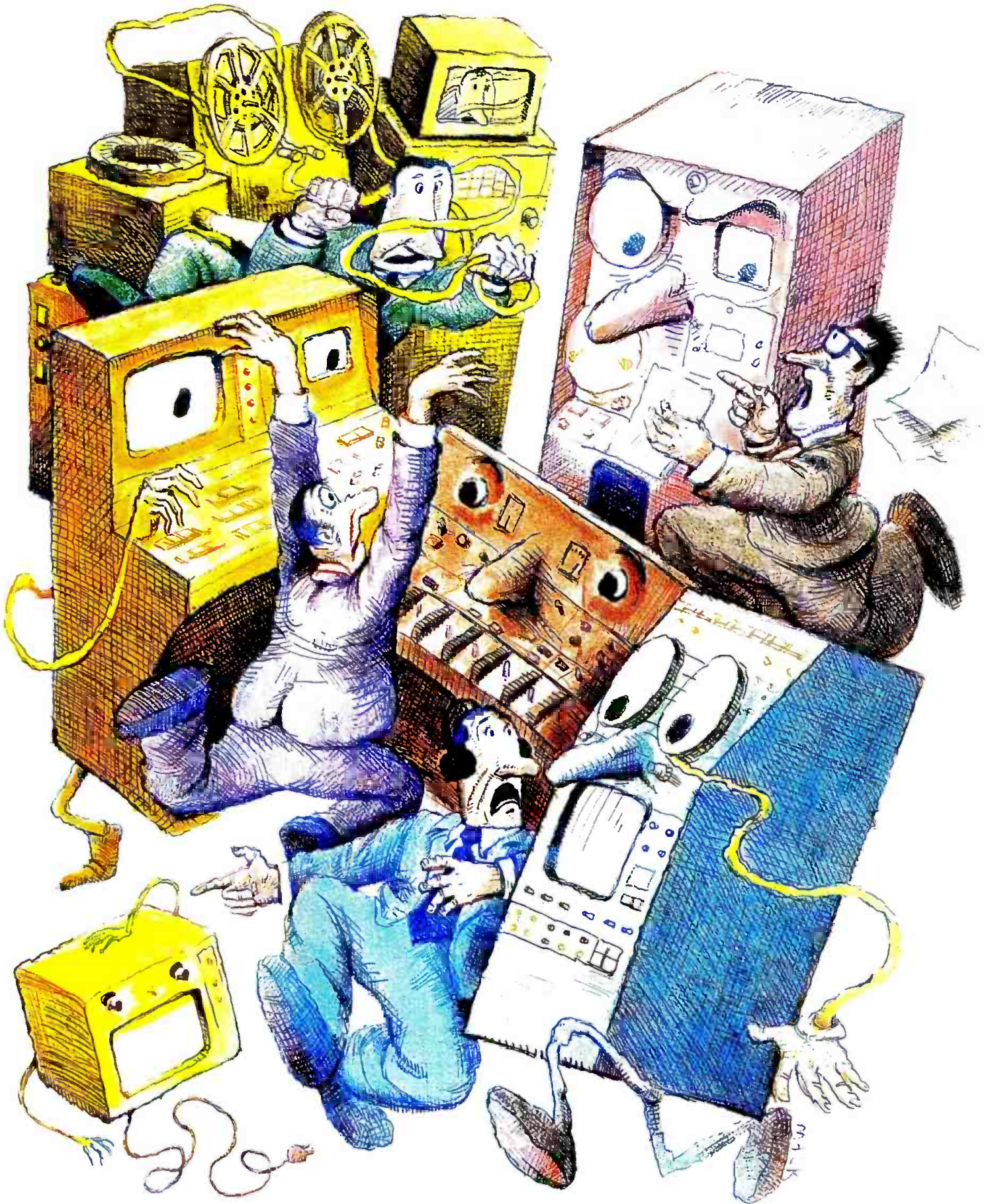
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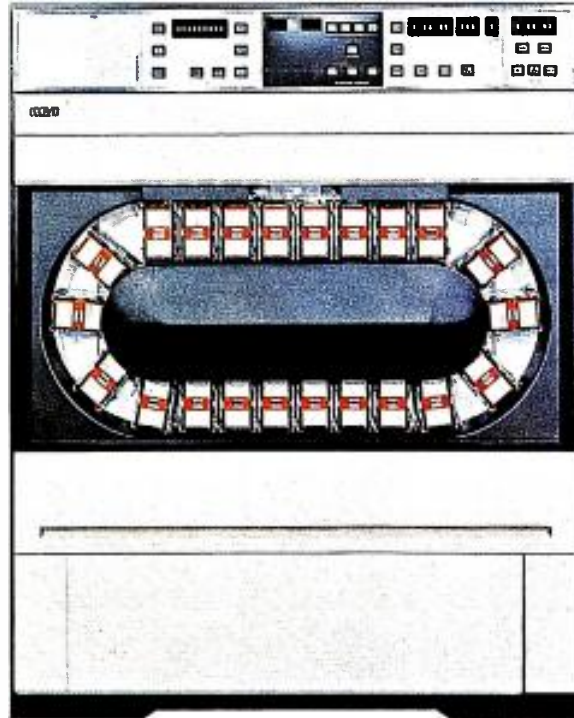
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*Reg. U.S. Patent Office.

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The station break



The automatic station break



A bunch of VTR's. Film chain. People. Flying fingers. A late cue. A noisy picture. A cut-off ending. Pic but no sound. Panic. Go to black. The Station Break, complete with make-good.

Or. RCA's Television Cartridge Recorder. One man. One button. And one perfect Automatic Station Break after another.

So the people and equipment you've been tying up are free—for more rehearsal time, for new production time, for wherever you need them.

And you get consistently good pictures.

RCA's TCR handles 22, 3-minute cartridges. You can set its programmer

to run nine sequences of eight events each. Could be nine station breaks. Could be the night shift.

The TCR works off the electronics of our

TR-60 or TR-70 reel to reel recorders. The TR-70 and TCR can cue each other, or devices like your film chains. And later, you can add modular electronics that let the TCR stand alone.

You can automate your station breaks. Now. You can get the nucleus of a full automatic programming system. Now. Your job has its problems. Our job is finding solutions. Automatically.

Why video-tape masters mixed production media

Commercial producers who doubt the flexibility of electronic recording should witness a production session where a color video disk recorder is being used.

A series of Bell System commercials we did recently at Teletape in New York illustrate how an Ampex HS-200 "Slow-Mo" was used to achieve the visual effects we wanted and save us time and money besides.

In each commercial, we needed a sequence showing a number of different Bell System employes on the job, such as installer, operator, lineman, office worker, Bell scientist, billing clerk, etc. A 35mm slide taken of each type of employe at work was projected on a screen in the studio. A studio camera equipped with an electric zoom lens was positioned to move in on each picture at the same rate of speed. In the post-production center, the disk was programed to record 10 frames of each zoom and thus give us a quick-cut rate of three different pictures per sound.

This technique was used so the viewer would see a rapid succession of pictures of Bell System employes at their jobs.

We felt the 10-frame-per-picture rate was too fast, however, so we experimented on the machine at a variety of slow-motion speeds until we had a speed that was fast enough for the effect we wanted, but slow enough so the audience could clearly see each picture.

Such experimentation, had it been executed on film, not only would have been far more expensive, but we also could never have completed the commercial on time. Determining the proper frame rate of each segment took a matter of minutes electronically. On film, this portion of the commercial would have required several days to complete—more time than we had. It would have meant filming each sequence several times at varying speeds, processing all the film, then selecting the film we wanted and discarding all the unusable, exposed takes.

Although segments of the commercial were shot on film, slides and tape, the final master was recorded and distributed on tape because it's the most practical common format for mastering mixed television production media.

Commercials may now be shot all on tape, one scene at a time, using portable equipment. My own experience dictates

that when this is done it is advantageous to use small reels for the master recording.

The reels of master tape then are comparable to reels of original film. When a reel is known not to have many usable takes, it can be set aside, and it is not necessary to wind through all the takes to get at the scenes you need. The selected takes can be transferred to the "Slow-Mo", and the effects can be programed to construct the spot.

Since the disc recorder has the capability of looking at a recorded picture in terms of individual frames, a scene can be examined frame by frame to select the exact point at which you want to cut or dissolve. The dissolve can be programed on the "Slow-Mo" memory just as on a film optical printer for any number of frames to achieve the desired length.

While doing basic two-machine electronic editing, the "Slow-Mo" quickly becomes a third machine. If a dissolve is wanted, one scene can be placed on the disk, the other on machine one, while machine two records the signals from both the disc and the first machine.

Since most filmed product commercials are a series of scenes held together with optical effects, the final appearance of the spot is not known until after a print is made from the optical negative. Then, if the effect that the director and editor had in mind doesn't come off, it's back to the optical house to try again. Using the "Slow-Mo" as an optical printer, the producer and director preview dissolves, cuts, wipes, freezes, etc., and change them right then to something else, or "print it" as planned. Because the disk has the ability

to store several scenes and the effects between those scenes, one can construct an entire spot, look at it, and make changes anywhere in it without rebuilding from the beginning.

Anyone who has missed a production deadline knows how important a time-saver this can be, not to mention the money saved.

We also found, while shooting the Bell System commercials, that we could approach the work more confidently than had we been using film exclusively. It was not necessary to worry about every production aspect, for we knew as soon as a scene was on the disc we could see exactly what we had.

It was possible, therefore, to think in terms of end result while shooting the scene, because we could temporarily ignore the productions details. Such changes as frame speed and coloration were performed electronically during the editing session.

But perhaps most important, the "Slow-Mo", more than any other single piece of film or tape equipment, is a creative tool which adds unlimited potential to any taped commercial.

It acts as essentially an electronic TV moviola, providing all the flexibility of a film moviola, but it also performs the functions of a processor and printer.

When used by a capable engineer, disk recording really places commercial production in the electronic age, and away from the traditional three-camera studio with all the lights hanging from the ceiling.

From what I've seen on television, creative technicians have barely tapped the potential of such visual effects as fast, slow and reverse motion.



Ted Shulte has been commercial producer of the AT&T account for N. W. Ayer & Son, New York, since 1967. He moved to New York from Ayer's Chicago office where he had produced commercials for Illinois Bell Telephone for three years. Before that, he was an associate producer at MacFarland, Aveyard & Co., and at Erwin Wasey, Ruthrauff and Ryan, where he directed a 13-week film series for the Holloway Candy Co., which ran on ABC in 1961.

And now from Gates a new kind of 55 kW UHF TV transmitter

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- Modulation capability to 3% with precise linearity!
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One way to keep a boy off the streets.

Put him inside the patrol car. As a guest. In this instance, the boy was part of a "Back the Cops" program initiated by the Sioux City American Legion. His job was to watch the law enforcement officers do their job—and report back to his fellow students. The Fetzer television station sent two news cameramen along in the patrol car to document the evening for area-wide viewing. Three hundred students became volunteers in the Legion program. We were proud to have played a part in a continuing community effort to bring up better citizens who understand their law enforcement procedures.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

\$66 million of football on the air

With that much paid for rights, search is on for buyers of minutes priced up to \$200,000 each

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The nation's economy is a bit lethargic, but those in the bustling business of football broadcasting may find it hard to go along with a sagging Standard & Poor Industrial Average.

Their case most readily could center on two of many points on the eve of the 1970 season:

- Radio-TV rights for collegiate and professional games will amount to a whopping \$66,280,375.

- And typical of the way the costs will be absorbed by rights holders is the report that NBC-TV is asking \$200,000 per minute for the Super Bowl next January.

Most of the \$13 million increase over the 1969 football rights total of \$53,198,650 can be credited to ABC-TV's new \$8.5 million-per-year contract with the National Football League that will bring Monday-night, prime-time NFL game coverage (BROADCASTING, Feb. 2).

There may be questions in the minds of some as to the viewers' point of

saturation for football TV, but there are no doubts among ABC-TV advertisers who have bought out the games at \$65,000 per minute.

Though not dealing in these astronomical figures, it is also noteworthy that local radio will be making a relatively strong showing in collegiate and professional revenues.

The 1970 radio-TV rights figure, compiled in BROADCASTING's annual survey, breaks down this way:

- \$62,500,000 from the networks for college and pro games;
- \$2,100,000 in local radio rights for the 26 National Football League clubs;
- \$375,000 in local preseason TV rights for the same NFL teams, about the same figure as last year.
- \$1,305,375 in local radio and delayed TV rights for 125 schools.

For the professionals, it will be the first year of complete consolidation of the old American Football League and National Football League under an NFL banner. The new alignment offers

the American Football Conference and the National Football Conference, both made up of 13 teams. The shift of the Baltimore, Cleveland and Pittsburgh teams from the old NFL to the American Conference, is adding a total of about 2.8 million TV homes for NBC-TV's coverage of the American Football Conference.

While professional-football TV coverage has a note of compatibility with all three networks in for slices of the action, the regular-season TV college spotlight will be mostly on ABC with the others concerned with post-season specials.

The 1970 outlook, by network:

ABC-TV, in the first year of a new two-year contract, at a rights cost of \$12 million will be carrying 35 National Collegiate Athletic Association football games, equal to the 1968 total and two fewer than last year. The schedule includes 11 national telecasts, four at night, and 24 regional games. For the third consecutive year the network is

Monday night may never be the same

ABC's football caper could scramble network audiences; ladies to get special pitch

ABC-TV's plunge into prime-time football this fall could reorganize the demographics of network TV audiences on Monday nights when the football games will be carried at 9 p.m. to conclusion (New York time).

CBS-TV's Monday night line-up last year, unchanged for the 1970-71 season, was much more efficient in reaching women than men, according to advertising researchers, while NBC-TV's Monday-night movie, also continuing at

9 p.m. this fall, had special success in reaching men.

NBC officials have been quoted as saying that, confronted with the male appeal of pro football on ABC-TV, they may prefer to compete with CBS and pick movies that are primarily attractive to women for showing on Monday nights.

ABC officials aren't writing the women off, however, by any means. They and football Commissioner Pete Rozelle, who has been trying for years to get football into prime time on a regular basis—took pains to make the team pairings in the first five or six games as broadly attractive as possible, recognizing that "these will be the crucial telecasts, particularly in single-set homes."

The regular-season's first Monday night game Sept. 21 has the New York

Jets against the Cleveland Browns. The next week it will be the Kansas City Chiefs against the Baltimore Colts, followed by Chicago versus Detroit, Green Bay-San Diego, Washington-Oakland and Los Angeles-Minnesota.

Beyond the scheduling, ABC is making a special effort to get wives and husbands to watch together. As part of its promotion program it is preparing a booklet—especially for women—on how to watch pro football.

Whatever their luck with the women, however, ABC authorities are counting on the games to lift them out of the "lousy third" position ABC has generally had on Monday nights. Still unanswered is what will go into the Monday period when football season is over. Best bet right now is movies, but some network officials think a year or two from now it may be basketball.

also offering an extra "wild card" game, to be chosen during the season.

If bought as a package, the NCAA regular-season games plus the Liberty, Sugar and Hula Bowls are priced at \$50,500 a commercial minute. A package of minutes in the regular-season games without the bowls carries a price tag of \$53,000 a minute. Individual minute buys are priced at \$65,000. The availabilities are about 60% sold.

Veteran NCAA announcers Chris Schenkel and Bill Fleming will handle the play-by-play, and Bud Wilkinson, Lee Grosscup and Dave Nelson will be on color. Two additional play-by-play men and one other on color will be named shortly.

NCAA Football Highlights, a one-hour series initiated last year, will return at 12-1 p.m., NYT on Sundays. Marvin Sugarman will again handle one-day delayed tapes from regional games with ABC adding 15-minute tapes from other important games. Announcers and sponsors will be named shortly.

After an absence of five years, ABC again will be telecasting pro football games under its new four-year contract. Its NFL Monday night games, will include 13 regular-league contests beginning Sept. 21 and one preseason game, Aug. 28; they will be telecast in prime-time.

Sportscaster Howard Cosell will provide game commentary, with Keith Jackson, former NCAA commentator, on play-by-play and Don Meredith on analysis.

CBS-TV will cover three preseason games beginning Aug. 22, and 18 regular-league dates from Sept. 20. This year the Super Bowl goes to NBC and the All-Star Game will be a CBS feature on Jan. 24.

The All-Star game will be included in the network's "red" package at \$70,000 per minute, \$5,000 less than last year's asking price when the Super Bowl was in the package. Also contained in the package are 14 Sunday dates, the Eastern and Western championships and the NFL conference championship games. Sponsorship is 85% sold. The "blue" package, at \$40,000 per minute, includes the three preseason contests. Sponsorship is sold out. The "white" package, at \$50,000 per minute, contains five Sunday games (the second of a doubleheader in each case), two Saturday games and a Thanksgiving Day contest.

Two collegiate contests, the Sun and Cotton Bowls, have been retained by CBS. Sponsors include American Airlines, through Doyle Dane Bernbach; Buick, through McCann-Erickson, and Philip Morris, through Leo Burnett.

Seventeen minutes are still open in the Sun Bowl and 11 still remain in the Cotton Bowl.

NFL Today announcers on CBS are Ray Scott, Don Criqui, Frank Glierber, Jack Drees, Lindsay Nelson, Jack Whitaker, Pat Summerall, Tom Brookshier, John Sauer, Eddie LeBaron, Andy Musser, Frank Gifford and Don Perkins. Handling the five-minute pregame and postgame shows are Bruce Roberts, Dick Stockton, Gil Straton, Jim Thacker, Bill Mazer, Jack Fitzgerald and Frank Clarke.

The NBC professional schedule calls for three preseason games this year, all in weekend prime time. The regular season's offering of 82 contests will be highlighted by seven double-headers. Post-season play includes four collegiate games, the traditional Rose, Orange, Gator (in its second year on NBC) and Senior Bowls, and three professional contests including the division playoffs and the American Conference championships. The Super Bowl will be an NBC feature this year with CBS carrying the alternate All-Star Game.

It was reported that the network is asking \$200,000 per minute for the Super Bowl this year, over twice the price asked by CBS last year when it included the game in an NFL package deal. Rose Bowl costs per minute re-

What networks pay for football

	Rights	Date		Rights	Date
ABC-TV			Mutual		
Coaches All-American Game	Unannounced	June 27	Notre Dame Football	\$ 50,000	Sept. 19
College All-Star Game	Unannounced	July 31	Total	\$ 50,000	
NCAA College Games	\$12,000,000	Sept. 12	NBC-TV		
Liberty Bowl	Unannounced	Dec. 12	AFC Games	\$15,000,000	Sept. 20
North-South Shrine Game	Unannounced	Dec. 25	AFC Division Playoffs	(3)	Dec. 26-27
East-West Shrine Game	Unannounced	Jan. 2	AFC Championships	(3)	Jan. 3
Sugar Bowl	Unannounced	Jan. 1	Gator Bowl	200,000	Jan. 2
Hula Bowl	Unannounced	Jan. 9	Rose Bowl	1,400,000	Jan. 1
NFL Monday Night Football	8,500,000	Sept. 21	Orange Bowl	700,000	Jan. 1
Total	\$20,500,000		Senior Bowl	50,000	Jan. 9
CBS Radio			Super Bowl	2,500,000	Jan. 17
NFC Western Championship	(1)	Dec. 26	Total	\$19,850,000	
NFC Eastern Championship	(1)	Dec. 27	NBC Radio		
NFL Conference Championship	(1)	Jan. 3	AFC Championship	(1)	Jan. 3
NFL All-Star Game	(1)	Jan. 24	Orange Bowl	(1)	Jan. 1
CBS-TV			Rose Bowl	(1)	Jan. 1
NFC Preseason Games	(2)	Aug. 22	Super Bowl	(1)	Jan. 17
NFC Games	\$20,000,000	Sept. 20	All Networks	\$61,400,000	
Sun Bowl	Unannounced	Dec. 19	Estimate for four unannounced		
NFC Western Championships	(2)	Dec. 26	special games	1,100,000	
NFC Eastern Championships	(2)	Dec. 27	Network total	\$62,500,000	
Cotton Bowl	Unannounced	Jan. 1	<i>(1) Radio rights included in TV contract.</i>		
NFL Conference Championships	(2)	Jan. 3	<i>(2) Rights included in NFL-National Football Conference package.</i>		
NFL All-Star Game	1,000,000	Jan. 24	<i>(3) Rights included in NFL-American Football Conference package</i>		
Total	\$21,000,000				

What major schools get from radio and local TV

Conference	Members	Radio stations	TV stations	Total Rights	Conference	Members	Radio stations	TV stations	Total Rights
Atlantic Coast	8	240	13	\$ 73,500	Southwestern	8	200	19	92,500
Big Eight	8	228	20	98,500	Western Athletic	8	73	3	39,200
Big Ten	10	303	27	156,000	Independents ^{1,2}	38	619	83	217,700
Ivy League	8	59	2	13,475	Totals	124	2,508	232	\$1,305,375
Mid-America	6	22	3	10,600					
Missouri Valley	7	21	4	16,000					
Pacific Eight	8	131	14	328,400					
Southeastern	10	576	42	252,000					
Southern	7	36	2	7,500					

¹ Includes schools from Middle America and Yankee Conferences where less than three teams reported radio-TV revenue.

² Does not include Notre Dame network revenue.



The cleats and cameras had barely been put away last January when pro football Commissioner Pete Rozelle (l) worked out the new four-year contract with NBC-TV for the American Football Conference. With him at the signing: Carl Lindemann Jr. (c), NBC Sports vice president, and sportscaster Kyle Rote.



Commissioner Rozelle also showed up at CBS-TV where he rounded out his week of network visits by completing a new four-year contract for the National Football Conference. Also at the session: Robert D. Wood (c), CBS-TV president, and William C. MacPhail, CBS-TV vice president-sports.

main \$120,000. NBC is splitting its costs into several packages. Preseason games will be \$40,000 per minute; Sunday single contests, \$35,000; Sunday doubleheaders, \$65,000; Saturday games, \$35,000; Thanksgiving Day games, \$65,000; American Conference playoff games, \$70,000; and American Conference championship contests \$110,000.

All preseason games and the Rose Bowl are sold out. Sponsors for the Rose Bowl are Chrysler, through BBDO; Philip Morris, through Leo Burnett; Gillette, through BBDO; Kentucky Fried Chicken, through Leo Burnett; Kellogg, through Leo Burnett and Goodyear, through Young & Rubicam. Sponsorship for regular-league games and the Orange Bowl is still open.

The AFC announcing crew will again have Curt Gowdy, Jim Simpson, Pat Hermon, Jay Randolph and Bill Enis on play-by-play and Kyle Rote, Al DeRogatis, George Ratterman and Elmer Angsman on color. Network is also negotiating for three additional men to be named shortly.

Hughes Sports Network will feed a one-hour *This Week in Pro Football* to a network of approximately 150 TV stations. NFL Films produces the program. Haggard Slacks, Dallas, through Tracy-Locke, has renewed its partial sponsorship with the remaining spots still open. A new announcing crew will be handling on-air work this year: Don Meredith, formerly of the Dallas Cowboys, and Pat Summerall, former Giant and currently CBS-TV announcer. In addition, a half-hour *NFL Game of the Week*, an NFL Films production, highlighting the most important game of the week, has been sold in over 120 markets. Feature was distributed last year through NFL Films on a limited basis. Hosts will be announced shortly.

For the third consecutive year Mutual

will feed 10 Notre Dame games to a radio network of approximately 700 stations. Game sponsors will be announced shortly. A 20-minute *ARA Parseghian Show*, featuring the Notre Dame coach, will return with the Ford Motor Co., through J. Walter Thompson, continuing sponsorship. Van Patrick, Mutual sports director, will again handle play-by-play chores, with Al Wester on color and Bill Etherton, new to the announcing team, on analysis.

C. D. Chesley Co., Philadelphia, has bought the TV rights to the Notre Dame games and will feed them to approximately 140 stations. Hughes sports network had distributed the games in the past with Chesley doing the production and packaging chores. The 10 games, all broadcast on a delayed basis and edited to one-hour, will be called by Lindsay Nelson. Sponsorship remains open.

A New York Giants and former New York Jets packager, Trans National Communications, has created a network of 25 stations in the northeast to carry 11 Army games, including the Army-Navy contest on Nov. 28.

The West Point Network fed six stations last year. Sponsors include Balantine beer, through Grey Advertising, with one-third still open. Marv Albert will cover on-the-field action and Ted Hodges the color.

Vic Piano, New York station representative, will again feed the Peach Bowl from Atlanta Dec. 30 to a network of 135 stations. Rights were purchased from Mizlou Productions. Jack Drees will call the games with Pat Summerall handling color. Sponsorship is one-fourth open. Two additional packages have been added to firm's football coverage this year, the Blue-Grey Bowl from Montgomery, Ala., Dec. 28, and Ohio State football games,

from Columbus. The Blue-Grey Bowl, produced also by Mizlou, will be fed to approximately 150 stations. Play-by-play will be called by Sal Marciano with color by Pat Summerall. Three-quarters sponsorship is sold. The Ohio State contests, distributed to 10 stations in a regional network, will be handled by National Teleproductions Inc., Indianapolis. Negotiations are still under way for packaging of two more bowl games.

TV coverage of black-college football, heretofore presented on a limited scale, promises to expand this year with a series of "Black Football Classics" being offered by Dennis Dunn Inc., Baltimore. The opener Sept. 11 from Yankee Stadium, New York, will have Southern University facing North Carolina A&T; a second game Sept. 24 from Tallahassee, Fla., will have Florida A&M against Tennessee State; a third game from Baton Rouge, La., will feature Grambling College and Southern. A fourth "wild-card" game is to be selected for Nov. 28.

Local stations are reporting that sales to football sponsors are going just a bit slower than in previous years, but certainly a brisker pace than other phases of their business.

Typical of this is the plan of KSTP-(AM) Minneapolis-St. Paul, which not only plans to feed the Minnesota Vikings games to a network of more than 60 stations, but also will run a solid three hours of pregame shows alone (see page 30).

Another example is in Pittsburgh where WTAE-TV has arranged for a live pick-up from Waco, Tex., of the Sept. 26 night game between Baylor and the University of Pittsburgh. Station said that the local Mellon Bank, Bell Telephone, Boron Oil and Coca-Cola lost little time in picking up the tab.

AMERICAN CONFERENCE

Baltimore Colts

Though transplanted to the new American Football Conference, the Colts will stay in their WCBM(AM) Baltimore radio home for six preseason games and the 14 regular-season slate. The Colts' rights are held by the station and Metromedia Inc. under a three-year contract. WCBM has contracted with Dennis Dunn Inc., Baltimore, which currently is lining up a regional network. Last year the radio hook-up numbered 40 stations. In-game participations have been sold in equal amounts to Black & Decker Manufacturing Co. (through VanSant, Dugdale & Co.), Commercial Credit Corp. (W. B. Doner & Co.), Baltimore Area Ford Dealers (J. Walter Thompson), Humble Oil and Refining Co. (McCann-Erickson) and National Brewing Co. (W. B. Doner & Co.). A warm-up show and a postgame show from the Colts' locker room with Jimmy Orr as host will be presented with each of the 20 games. During the regular season there will be an even earlier 10-minute segment featuring Colt quarterback Johnny Unitas. List of sponsors of these programs is being completed.

Ted Moore, who handled Green Bay Packers' games for 11 years, will do the Colts' play-by-play. Color will be presented by Neal Eskridge, WCBM sportscaster and *Baltimore News-American* columnist, along with retired Colt Ordell Braase.

Preseason TV rights to the Colts' games are held by Dennis Dunn Inc. which currently plans three games on WMAR-TV Baltimore. These are the contests with the Denver Broncos and Miami Dolphins in those cities on Aug. 22 and Aug. 29, respectively, as well as a Sept. 5 pickup from Raleigh, N.C., of the Colts game with the Detroit Lions. Sponsors will be F&M Schaefer Brewing Co. (through BBDO), STP (Media Buyers Inc.) and the local Coca-Cola dealers. Jim Karvellas will do the play-by-play with Tom Gorman on the color.

Boston Patriots

WBZ(AM) Boston, in the second year of a five-year contract, will originate 14 regular-season games and five exhibition contests and feed to a seven-station radio network. Bob Starr will handle the play-by-play action and Gil Santos the color. A 15-minute pregame show and a 10-minute postgame program will also have the two announcers as hosts. Sponsors thus far are unannounced.

No preseason TV games are set.

Buffalo Bills

WBEN(AM) Buffalo, originating Bills' games for the 11th year, will cover 14 league games and six exhibitions. Approximately 35 radio stations, as compared to 25 last year, will carry the broadcasts in upstate New York. *Buffalo Bill Forum*, a 15-minute pregame show, will feature Van Miller, and *Locker Room Show*, a 15-minute postgame program, will be handled by Stan Barron. Sponsorship for both shows is sold out. Play-by-play will be handled by Mr. Miller, color by Mr. Barron and on-the-field pickups by Dick Rifenburg. Ford dealers (through J. Walter Thompson) Mobil Oil (Doyle Dane Bernbach), M&T Bank (Comstock Advertising), and Utica Club beer (Delehanty, Kurnit & Geller), will sponsor the games, with one-fifth still open. WBEN-FM game sponsors are same as on WBEN.

WKBW-TV Buffalo will carry three preseason games, all away. The station has been broadcasting Bills' games for five years on a yearly contract renewal

Avid football fans

An average of 25-million people watched TV for at least six minutes of college football per game last year. That is one of the staggering statistics offered by National Collegiate Athletic Association TV committee which said that the ABC-TV series last fall reached an all-time high average of 15.6-million TV homes. The previous record was 1968's 14.4-million homes. The committee also said that in terms of A. C. Nielsen ratings (percent of all TV homes in the U.S.) the Southern California-UCLA game of Nov. 22, 1969, earned a 38.9, highest regular-season rating in 14 years.

Three stations in upper New York state are expected to pick up the telecasts. Rick Azar, WKBW-TV sportscaster, will again handle play-by-play and be host on a weekly half-hour *Bills Highlights* series each Saturday dealing with the previous game. Sponsorship is incomplete.

Cincinnati Bengals

Avco Broadcasting Corp. moves into the third year of its three-year rights agreement. Avco's WLW(AM) Cincinnati will feed six exhibition games plus the regular-season schedule to a regional radio network of about 36 stations. Renewing one-quarter sponsorships on WLW are Chrysler-Plymouth Dealers (through Young & Rubicam), Burger Brewing (Midland Advertising) and Tresler-Comet gasoline (Joel

Friedman Advertising). Ohio appliances (Byer & Bowman) and Union Central Life Insurance (Adams, Gaffney & Associates) each will take one-eighth. WLW again offers three pregame shows with Cinderella Cleaners (Jackson, Aristotle & Behan) renewing the *Preview Show*, First National Bank of Cincinnati (Northlich-Stolley) renewing *Coach's Corner* and Partridge Meats (Kenyon & Eckhardt) renewing *Warmup*. WLW's two halftime features have been renewed by Central Trust Bank (Stockton West Burkhardt) and Shillito's men's store (Carl Press Inc.). Postgame highlights show will be sponsored again by Carter's Restaurants (Early-Selmeier) and *Star of the Game* show has been renewed by the First National Bank of Covington, Ky. Radio play-by-play will be handled by Phil Samp with Jimmy Crum on color.

WLW also is feeding the daily *Paul Brown Show* for 26 weeks to a regular radio network of 8-10 stations. sponsored locally.

Two Bengal exhibition games, Aug. 15 and 22, will be aired on Avco's WLWT(TV) Cincinnati and WLWD(TV) Dayton, Ohio. Avco's WLWI(TV) Indianapolis may carry one of the two games while clearance on the group's WLWC(TV) Columbus, Ohio, is not settled. Sponsors are not set. Mr. Samp and Omar Williams are expected to announce.

Cleveland Browns

WHK(AM) Cleveland is in the third year of a three-year contract and will originate a radio network of approximately 50 stations for six exhibition games plus the regular season. Package calls for five in-game sponsors and exposure each quarter. Duquesne Brewing Co. (Admark) is renewing for one-fifth while Standard Oil of Ohio (Marschalk) is considering renewal of one-fifth. Locally on WHK, Household Finance Corp. (Needham, Harper & Steers) is renewing for one-fifth, Chevrolet Dealers (Wattslee & Kenyon) is taking one-fifth and the remainder is open. On WHK the pregame *Blanton Collier Show* is available. The pregame *Locker Room Report* has been bought by Union Carbide (William Esty Co.) for one-half and East Ohio Gas (D'Arcy) is considering renewal of the other half. WHK's *Halftime News* is open but *Halftime Sports* has been sold to Chrysler-Plymouth Dealers (Marcus Advertising). The postgame *Scoreboard* is open. Radio announcers are Gib Shanley and Jim Graner.

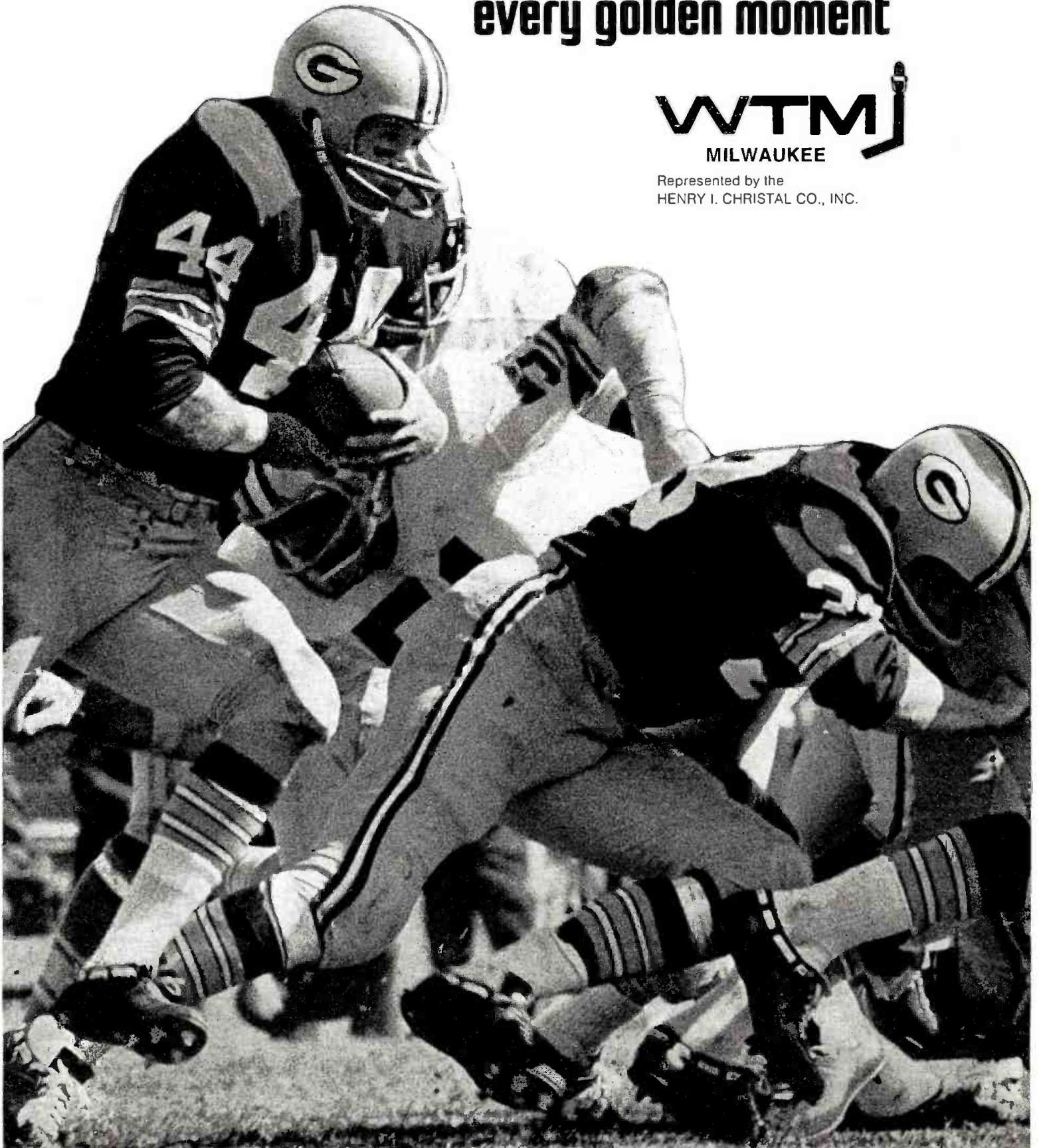
WKYC-TV Cleveland will air the Browns' Aug. 7 exhibition game with Los Angeles on a participating basis while WEWS(TV) there will air the Aug. 29 Cincinnati and Sept. 12 New York Giants exhibitions, also participating. Announcers are not set.

**Wisconsin is cheering
the Packers' 51st season***

**and so are we—with
exclusive coverage of
every golden moment**

WTMJ
MILWAUKEE

Represented by the
HENRY I. CHRISTAL CO., INC.



*WTMJ has carried Packers play-by-play since 1929

Denver Broncos

KOA(AM) Denver takes over the radio coverage of the Broncos and will carry five preseason games and the 14-game regular-season schedule. Tied in on the coverage will be a 43-station hook-up mainly composed of Intermountain Network affiliates. One-eighth sponsorships on KOA will be taken by Sigman Meats, State Farm Insurance, Majestic Savings & Loan Association, Red Seal potato chips, Texaco, Greater Denver Ford Dealers, Schlitz and Public Service Company of Colorado. Bob Martin will do the play-by-play.

Two preseason television games are planned by KOA-TV with one in color. The TV sponsors so far are First National Bank of Denver (through Sam Lusky) and Greater Denver Ford Dealers (J. Walter Thompson), each a quarter, plus Texaco and Coca-Cola on participating basis. Also being negotiated are pregame and postgame sponsorships that include a pregame feature with Bronco Coach Lou Sabin.

Houston Oilers

Majestic Advertising, Milwaukee, is in third year of a three-year broadcast rights agreement, covering all radio and preseason TV. Six exhibition and the 14 regular-season games will be packaged for a regional radio network of some 25 stations, an increase over the previous years. Schlitz beer through Majestic will take a share but sponsor and station details are to be determined.

As of last week preseason TV plans for the Oilers also were to be worked out.

Kansas City Chiefs

KCMO(AM) Kansas City is in third year of three-year agreement and again will feed a regional radio network of over 55 stations in seven states, up considerably, for six exhibition events and the regular season. Schlitz Wholesalers (Mace Advertising) will take one-fifth on the network and KCMO as also will Vickers Oil Co. (Barickman & Selders). Interstate Securities (Ballantine Radford) will take one-fifth on KCMO and one-tenth on the network. On KCMO only Fairmont Country Club Dairy (Lennen & Newell) will take one-fifth and U.S. Supermarkets (Ver Siddall Associates) will take one-tenth. On KCMO will be a pregame *Fans in the Stands*, to be sponsored alternately by Falstaff beer (Ogilvy & Mather) and Michael Clothing. The pregame *Scouting the Chiefs* will be sponsored by City National Bank (Oliver Advertising). A postgame scoreboard has been signed by Aamco Transmission (Sher & Jones) while the *Locker Room Show* will be sponsored by Swift Dodge, and Skil Tool (Fuller & Smith & Ross). An-

nouncers will be Tom Hedrick on play-by-play and Bill Grigsby on color.

KMBC-TV Kansas City will telecast four exhibition games. Sears, Roebuck & Co. (Fremmerman-Papin) has renewed for one-quarter. Other quarter sponsors will be Wilson meats (Campbell-Mithun), Falstaff beer (Ogilvy & Mather) and Kansas City Power and Light (Valentine-Radford). Charlie Jones and John Sanders will split play-by-play assignments while Galin Fiss will do color.

Miami Dolphins

WIOD(AM) Miami will be originating the 14 regular-season and six preseason games of the Dolphins. Seven stations had joined WIOD's Florida network by July 1 with expectation that the number will greatly increase by the first game. Last season 10 stations participated.

Sponsors on WIOD include Johnnie and Mack Inc. Auto Service (through Ross Hancock Advertising), Household Finance, Ballantine beer, STP additive (through Media Buyers Inc.) and Eveready batteries (William Esty). STP and local advertisers in each city will sponsor on the Florida network. WIOD Sports Director Joe Croghan, who last year did play-by-play for the Baltimore Colts, will call the Dolphins' radio games. Color announcers will be Henry Barrow and Larry King of WIOD.

Don Shula, new Miami head coach, will be featured on a 15-minute pregame show with Mr. Croghan. Sponsor is to be J. M. Pontiac (Greenman and Associates). A post-game *Rolling Home*, program of interviews, scores and sky patrol reports for the home-bound fans, has been bought by the Bonfire Restaurant and Bob Houston Volkswagen. The pregame and postgame shows will not be fed to the network.

Two of the Dolphins' preseason games will be telecast. WPLG-TV Miami will carry the Aug. 8 exhibition opener with the Pittsburgh Steelers from Jacksonville, Fla. Sponsors already sold are the First National Bank and Johnny and Mack (auto services). Bob Dahlgren is to do the play-by-play. A Sept. 5 game between the Dolphins and the Washington Redskins from Tampa, Fla., will be carried by WCKT(TV) Miami. Participations are being sold but the sponsor lineup is not complete. Ray Scott will do the play-by-play with Morris McLemore handling color.

New York Jets

WABC(AM) New York, entering the last year of a six-year contract, will cover 14 regular-season games and six exhibition contests. Sponsors are the F&M Schaefer Brewing Co. and Chevron Oil Co. (both through BBDO), Manufac-

turer's Hanover Trust (Young & Rubicam) and Buick Dealers of Greater New York (McCann-Erickson). Merl Harmon will do the play-by-play and Sam De Luca will handle color. A 10-minute pregame show, *Jet Huddle*, with Howard Cosell, and a 10-minute postgame show, *Locker Room Huddle*, with Mr. De Luca, are planned.

The jets will have a radio network of 60 stations, 15 more than in the 1969 season, in New York, New Jersey, New England, Pennsylvania, Rhode Island and Delaware. The network is being planned by Trans National Communications, New York, which last year also packaged a New York Giants radio network. Ballantine beer (Grey Advertising), Mobil detergent (Doyle Dane Bernbach) and English Leather (Cunningham & Walsh), will sponsor, with one-fourth still open. Jim Gordon will handle the play-by-play, Joe Hasel the color and Dick Lynch the analysis. A five-minute *Weeb Ewbank Show* will be handled by Coach Weeb Ewbank.

WOR-TV New York, in its sixth year with the Jets, will cover four of the six preseason games, including the Jets-Giants contest in New Haven, Conn. Two of the four broadcasts will be on a one-day-delayed basis. Play-by-play will be called by Don Criqui, with a color specialist to be announced. Sponsors are Ballantine beer, (Grey); B. P. Oil Corp. (Dancer-Fitzgerald-Sample); Hertz (Carl Ally); Seven-Up (J. Walter Thompson); Bristol-Myers (Young & Rubicam); Volkswagen (Doyle Dane Bernbach); Akla-Seltzer (Doyle Dane Bernbach), and Yellow Pages (Gardner Advertising).

Oakland Raiders

KNEW(AM) Oakland will broadcast six preseason games and 14 regular-season games along a 15-station network in California and Nevada with Bill King and Scotty Stirling doing the play-by-play and color of Raiders' games on radio.

Quarter sponsors of the games are Union Oil (through Leo Burnett Co.), Smith's Clothiers (Wenger Michael Inc.) United Vintners (Honig, Cooper & Harrington), and Central Valley National Bank (Meltzer, Aron and Lemen). A 20-minute pregame show and two postgame programs totaling half an hour will be fed to the network stations to be sold locally. KNEW sponsors of the pregame shows are Kilpatrick's bread (J. Walter Thompson), one-half; Pacific Southwest Airlines, (Gross, Pera, Rockey), and C. Marcus Hardware (Roizen), each one-quarter. The 10-minute postgame *Hi-Lites* is fully sponsored by Treesweet Juices (Marsteller, Inc.), while a 20-minute locker-room show is half-sponsored by Canadian Pacific (Hoefler, Dieterich &

Radio-TV network sponsors for football

AC Spark Plugs (Burnett): CBS-TV, NFC pregame, and games.
AOA Oil Co. (S.F.M. Media Service): CBS-TV, NFC pregame and games.
Alberto Culver (JWT): CBS-TV, NFC postgame.
Allstate Insurance (Burnett): CBS-TV, NFC games.
American Airlines (DDB): CBS-TV, NFC games.
American Tobacco Co. (BBDO): CBS-TV, NFL preseason.
Amity Leather Products (Feldman & Norton): CBS-TV, NFC pregame.
AT&T (Yellow Pages) (Cunningham & Walsh): CBS-TV, NFC pregame and NFL preseason.
Arrow Shirts (Y&R): ABC-TV, NFL Monday night games.
Aurora Plastics (Adams, Dana & Silverstein): ABC-TV, NCAA games and NFL Monday night games.

Beecham (K&E): ABC-TV, NFL Monday night games.
Benjamin Moore Paint (Dreher Advertising): ABC-TV, NCAA games.
Black & Decker (Vansant, Dugdala & Co.): ABC-TV, NCAA games and NFL Monday night games.
B.P. Oil Corp. (D-F-S): CBS-TV, NFC games.
Bulova (DDB): CBS-TV, NFC pregame.

Carter Wallace (Ally): CBS-TV, NFL preseason and NFC games.
Champion Spark Plugs (JWT): ABC-TV, NFL Monday night games.
Chevrolet (C-E): ABC-TV, NCAA games.
Chrysler (BBDO): NBC-TV, NFL preseason games, Rose Bowl, Gator Bowl and Senior Bowl.
Colgate (Bates): CBS-TV, NFC pregame and NFL preseason.
Consolidated Cigar Co. (David, Oksner & Mitchneck): CBS-TV, NFC pregame.
Continental Insurance (DDB): ABC-TV, NCAA games.

Dupont (Ayer): CBS-TV, NFL preseason.

Employers Insurance of Wausau (JWT): CBS-TV, NFC games.
Equitable Life Assurance (FCB): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Firestone (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason and NFC games.
Ford (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason, pregame and NFC games.
Foundation for Full Service Banks (D-F-S):

CBS-TV, NFC games; NBC-TV, AFC games and Orange Bowl.

General Electric (Compton): CBS-TV, NFC pregame.
Gillette (BBDO): NBC-TV, Rose Bowl.
Glidden (Mel drum & Fewsmith): CBS-TV, NFL preseason.
Gold Seal (Gilbert): ABC-TV, NFL Monday night games.
Goodyear (Y&R): ABC-TV, NCAA games, NFL Monday night games; CBS-TV, NFL preseason and NFC games; NBC-TV, AFL preseason, AFC games and Rose Bowl.

John Hancock Life Insurance (M-E): CBS-TV, NFC postgame.
Hertz (Ally): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason and NFC games.
Humble Oil (M-E): ABC-TV, NFL Monday night games.

Interbank Card Association (FCB): CBS-TV, NFC games.

Jackson Brewing Co. (Bloom): CBS-TV, NFC games.

Kelloggs (Burnett): NBC-TV, Rose Bowl.
Kentucky Fried Chicken (Burnett): NBC-TV, Rose Bowl.

P. Lorillard (FCB): CBS-TV, NFL preseason.
Lucky Breweries (BBDO): CBS-TV, NFC games.

Marathon Oil Co. (C-E): CBS-TV, NFC games.
Master Lock (C-M): CBS-TV, NFL preseason.
Matsushita (Bates): CBS-TV, NFL preseason and NFC games.
Mennen (JWT): CBS-TV, NFL preseason.
Midas Muffler (WRG): CBS-TV, NFL preseason.
Monroe Auto Equipment (Aitkin-Kynett): CBS-TV, NFL preseason.
National Association of Insurance Agencies (Doremus): ABC-TV, NFL Monday night games.

National Cash (M-E): CBS-TV, NFC games.
New York Life Insurance (Compton): CBS-TV, NFC games; NBC-TV, AFC games.
Norelco (Laroche, McCaffrey & McCall): CBS-TV, NFC games.

Olympia Beer (Botsford, Ketchum): CBS-TV, NFC games.

Pabst Brewing Corp. (K&E): CBS-TV, NFL preseason, NFC pregame and games.
Panasonic (Bates): NBC-TV, AFC games.
Pharmacraft (R-H): CBS-TV, NFL preseason.
Philip Morris (Burnett): ABC-TV, NFL Monday

night games; NBC-TV, Rose Bowl.
Philips 66 (JWT): ABC-TV, NFL Monday night games.
Piel Bros. (PKL): CBS-TV, NFC games.
Polaroid (DDB): ABC-TV, NCAA games; CBS-TV, NFC games.
Pontiac (MacManus, John & Adams): CBS-TV, NFL preseason; NBC-TV, Orange Bowl.

Qantas (C&W): CBS-TV, NFC pregame, postgame, NFL preseason and NFC games.

Remington Rand (Y&R): CBS-TV, NFC games.
R. J. Reynolds (Esty): NBC-TV, AFC preseason, games and Orange Bowl; CBS-TV, NFL preseason and NFC games.

Schlitz (Burnett): CBS-TV, NFC games.
S. C. Johnson & Sons (FC&B): CBS-TV, NFL preseason.
Sears (FC&B): ABC-TV, NCAA games, NFL Monday night games; CBS-TV, NFL preseason, and NFC games.
Shell Oil (O&M): CBS-TV, NFL preseason.
Schick (Compton): ABC-TV, NFL Monday night games.
Skill Corp. (Fuller-Smith & Ross): CBS-TV, NFC pregame and postgame.
Speidel (Marschalk): NBC-TV, AFC games.
Stokley-Van Camp (L&N): CBS-TV, NFL preseason.
STP (Media Buyers): NBC-TV, AFC games, Gator Bowl and Senior Bowl.
Stroh Brewery (DDB): CBS-TV, NFC games.
Sunbeam (FCB): CBS-TV, NFC games.
Sunoco (Esty): ABC-TV, NCAA games.
Sun Oil (Esty): CBS-TV, NFC games.

Textron (Marschalk): CBS-TV, NFC games.
Toni (North): CBS-TV, NFL preseason.
Trans World Airlines (WRG): ABC-TV, NCAA games; NBC-TV, NFL preseason and NFC games.

Union Carbide (Esty): NBC-TV, NFL preseason and NFC games.
Union Oil (Burnett): ABC-TV, NFL Monday night games; CBS-TV, NFC games.
United Airlines (Burnett): ABC-TV, NFL Monday night games; NBC-TV, Orange Bowl.

Volkswagen (DDB): CBS-TV, NFL preseason.

Warner (JWT): CBS-TV, NFL preseason.
Wemby Inc. (Peter A. Mayer): CBS-TV, NFL pregame and NFC postgame.
Weyerhaeuser (Cole & Weber): CBS-TV, NFC games.
W. F. Young (JWT): CBS-TV, NFL preseason.

Zale Corp. (Bloom): CBS-TV, NFC games.
Zenith (FC&B): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Brown) and Toyota Dealers (Clinton E. Frank Inc.)

Preseason television coverage of the Raiders is still being negotiated by KTVU(tv) Oakland, Calif., with discussions centered on two exhibitions for a two-station network as well as some Raiders TV programming in the regular season.

Pittsburgh Steelers

WTAE(AM) Pittsburgh takes over the origination of the Steelers' games for 1970 for a regional network expected to number between 40 and 45 outlets. Empire Sports Productions, McKeesville, N.Y., is handling production and sales details. The list of sponsors is incomplete, but a spokesman for the Steelers said that commercial time is half sold. Jack Fleming will do the play-by-play with WTAE's Myron Cope doing the color.

As it did in 1969, KDKA-TV Pittsburgh will carry five preseason games of the Steelers. Dick Stockton, KDKA-TV sports director who will work with the CBS-TV team on 14 NFL shows during the 1970 season, will do the play-by-play for the preseason slate. List of participating sponsors has not been completed.

San Diego Chargers

KDEO(AM) El Cajon, Calif., will be going into the second year of a five-year agreement to broadcast all of the Chargers' games. Six preseason games will originate on KDEO for a 16-station network in California, Arizona and Nevada. Stu Nahan will do the play-by-play with Emil Karras handling the color. Sponsors thus far include Texaco (through Benton & Bowles) for a quarter, and an eighth each for First Federal Savings & Loan Association

(Jack Buchanan), Volkswagen (Doyle Dane Bernbach) and Household Finance (direct). The pre-pregame coach's show will be handled by Charlie Weller with Ron Reina doing the pregame program and Emil Karras handling the postgame honors from the locker room. Sponsors of the pregame programs are Reading Dynamics and Pickwick Book Stores. Sears (Teawell Advertising) will sponsor the postgame show.

KCST(tv) San Diego begins the first year of a new two-year contract to broadcast the preseason games of the Chargers. Five games will be broadcast, all in color. Two away games will be carried live, while the three home contests will be aired on a delayed basis. Bob Chandler will call the games. No pregame or postgame television shows are planned. However, KCST will broadcast a one-hour special on the Chargers before the season begins and will carry

a weekly broadcast with General Manager Sid Gilman and Coach Charlie Waller.

NATIONAL CONFERENCE

Atlanta Falcons

WQXI(AM) Atlanta will again originate the Falcons' games for a Southeast radio network. On the heels of a just-concluded new contract to run through the 1972 season, WQXI General Manager Gerald S. Blum said that 26 stations already had signed for the network with the expectation that ultimately a minimum of 60 outlets would carry five exhibitions and the 14 regular-season games. With the exception of one quarter and two half-time announcements, the radio games are sold out. Quarters of the game have been taken by Atlanta Ford Dealers (J. Walter Thompson); Citgo Products (Media Corp. of America) and First National Bank of Atlanta (Cargill, Wilson, Acree). Spots before kickoff and after the final gun have been sold to Ellman's Jewelry Co. (direct). Pregame and postgame shows have been bought by Gordy Tire Co. (Phil Klein Advertising) and Tapes Unlimited (B&B Advertising). The pregame *Norm Van Brocklin Show*, featuring the Falcons' coach, has been sold to Miller beer.

All of the programs before and after the games will be fed to the regional network. Play-by-play will be handled for the fifth consecutive year by Jack Hurst with Alex Hawkins, former Baltimore Colt player, doing the color.

Preseason live pickups of four Falcon games are planned by WAGA-TV Atlanta. One other contest, with the Kansas City Chiefs Aug. 29, will be carried the next afternoon on tape. The TV games will not be on a regional hookup.

WAGA-TV Sports Director Ed Thilenius who called the games last summer will again do the announcing with Johnny Sauer as color man. Lineup of sponsors is not yet completed, according to the station.

Chicago Bears

WGN(AM) Chicago will air two exhibition games and the 20 regular-season games of the Bears and will again feed a regional radio network still being organized. For the 25th year the basic rights owner, Standard Oil Division of American Oil (through D'Arcy Advertising), will sponsor one-third. G. Heileman Brewing (Campbell-Mithun) and Household Finance Corp. (Needham, Harper & Steers) each has renewed for one-third also. The pregame warmup show has been renewed by Robert Hall Clothes (Arkwright). The halftime and scoreboard shows are still open. Play-by-play announcer is Jack Brickhouse.

with Irv Kupcinet handling color.

WBBM-TV Chicago will telecast six exhibitions this summer, one live and the rest by tape delay. All are being sold on participating basis. Lindsey Nelson and Jerry Kramer will do the announcing.

Dallas Cowboys

The Cowboys continue to live up to the Texas tradition for bigness with a radio hookup that promises to be pro football's largest. Radio rights are retained by the Dallas club which works with the Texas State Network, Fort Worth, in a profit-sharing arrangement. Last year, TSN fed the games to approximately 145 stations. This year, 122 stations in Texas, Louisiana, New Mexico and Oklahoma already have agreed to carry the six preseason and 14 regular-season schedule with many more affiliates expected to be added in the next few weeks. Games are delivered by TSN to the stations at no cost with half the time taken by network sponsors and the other half going to the stations to sell locally, keeping all that revenue. Firm TSN contracts so far are with Schlitz Brewing Co. (through Leo Burnett Co.) and Texaco (Benton & Bowles) for the actual games. Other in-game sponsors as well as advertisers for the pregame and post-game shows are being negotiated, but Gene Craft, TSN manager, notes that "everything seems to be going slower this year."

The preseason television for the Cowboys is not set. Glenn Advertising, Dallas, is currently negotiating for a station and a lineup of sponsors. Last summer KRLD-TV Dallas carried three live and two delayed colorcasts of exhibition games.

Detroit Lions

WXYZ(AM) Detroit takes its third-year option and again will feed a regional radio network of over 50 stations this season for six exhibition games plus the regular season. The team retains its own radio rights and preseason TV rights and sells them to advertisers with WXYZ providing radio-TV and other promotion plus the engineering pack-

NCAA anniversary present

As collegiate football goes into 1970, it will receive a 101st birthday present: an extra game. The new National Collegiate Athletic Association rules now permit an 11th in-season game. Though not in effect at all schools this year, it nevertheless showed up in added rights and extra programming reported in BROADCASTING's annual survey of 125 major schools (see page xx).

age for the network. Marathon Oil (through Campbell-Ewald) is renewing one-half on the network. Ford Motor Co. and Theo. Hamm Brewing (both J. Walter Thompson Co.), each will renew for one-quarter on the network. Pregame and postgame shows again are being sold on rotating participation basis. A pre-pregame show with Lions Coach Joe Schmidt is still open. Regular season announcers will be Van Patrick on play-by-play and Bob Reynolds on color. Announcers of exhibitions on radio will be Mr. Reynolds and Dave Diles.

WJBK-TV Detroit again will air four away exhibition games this year. Sponsors will be Marathon Oil for one-half and Ford and Hamm's for one-quarter each. Preseason play-by-play will be handled by Mr. Patrick with J. P. McCarthy doing color.

Green Bay Packers

WTMJ(AM) Milwaukee, which has broadcast Packers games every year but two since 1929, again will originate a regional network of about three dozen radio stations, split into a basic network of seven outlets with the rest bonus, for six exhibitions and the regular season. Thorp Finance has renewed on the network for one-half through Klau-Van Pietersom-Dunlap while Blatz beer (Campbell-Mithun) and Humble Oil (McCann-Erickson) each will renew for one-quarter on the network. The pregame Packers preview was still open last week while the postgame *Playback* show on WTMJ was renewed by Ruby Chevrolet (Marvin Frank Agency). Both features are fed to the network for local sponsorship. Announcers will be Gary Bender on play-by-play and Jim Irwin on color.

WBAY-TV Green Bay once more is packaging five exhibition games on video tape delay and live basis for a regional network of five stations. On WBAY-TV sponsors will be participating. Bill Howard will do play-by-play. WBAY-TV also will air twice-weekly *Phil Bengston* show. Sponsors are not set.

Los Angeles Rams

KMPC(AM) Los Angeles will again originate a Rams radio network of 23 stations from Alaska to Arizona, for three preseason games and 14 regular-season games. Three other preseason games will be fed to the network from KABC(AM) Los Angeles using the KMPC feed when that station has conflicts with California Angels baseball. Dick Enberg will call the games, with Dave Neihaus and Steve Bailey providing color. Sponsors for the games, with one-quarter each, are Household Finance and Continental Airlines (both through Needham, Harper & Steers),

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GRAMBLING VS SOUTHERN UNIVERSITY

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Schlitz (Leo Burnett Co.) and Chrysler-Plymouth Dealers (Honig, Cooper & Harrington).

Two pregame shows, *The George Allen Show*, with the Rams coach, and *Rams Warm-Up*, with the three announcers, are to be aired five minutes before the start of each game. An open-ended Rams report will follow the games. Sponsors list for the programs before and after the games include Colonel Sanders (DJMC), Grodins Clothes (Wyman, Anderson & McConnell), Adohr Diary (Stanford Agency), Pacific Telephone (BBDO); Sears (Star Advertising), Langendorf Bakeries (Media Purchasing Corp.) and Pan American Insurance (J. Walter Thompson).

KNXT(TV) Los Angeles will carry six Rams preseason games. All the games will be in color on a delayed basis. Play-by-play announcer for the games will be Gil Stratton with Don Paul handling the color commentary.

There are no plans for a regional TV network nor will the station present any pregame or postgame shows.

Minnesota Vikings

KSTP(AM) Minneapolis-St. Paul this year takes over from WCCO(AM) there as the key station for a regional radio network, having been selected by Northwestern National Bank of Minneapolis which recently acquired broadcast rights to the Vikings in a new three-year contract. WCCO originated the games for nine years. The radio package this season will include six exhibition games plus regular-season play. The regional radio network is up considerably, expected to exceed 60 stations in seven states. Northwestern National Bank is taking one-half on KSTP and its affiliated interests will sponsor in certain local markets of the network. Quarter shares on KSTP and the network also have been sold, a quarter being taken by G. Heileman Brewing Co., with brand and agency to be determined, and the other quarter to a sponsor who has not yet given KSTP permission to disclose identity for competitive reasons.

Because of the broad regional attraction for the Vikings, KSTP will promote Sunday as Vikings Day and will begin related coverage three hours before kickoff. The shows will include parking-lot interviews at tailgate-picnic parties [People come so far they spend the whole day, lunch with friends in lot and custom is called "tailgating"], helicopter reports, pretaped interviews and similar formats. Pre-kickoff *Bud Grant Show* has been sold to Rock Springs Beverages (Jenkins Advertising). The pregame fan-in-the-stands show, as yet untitled, will be sponsored by Twin Cities Federal (Colle-McVoy). A half-time show will be sponsored by Steph-



It literally will take a millionaire to buy five minutes of commercial time on the next Super Bowl. With NBC-TV slated to carry the climax of the pro season, commercial minutes reportedly are being sold for \$200,000 each. Last Janu-

ary, when the CBS-TV cameras swung away from such action as (above) Kansas City's Mike Garrett being brought down by a host of Minnesota defenders, the cost-per-minute was less than half of this season's price.

ens Buick and Buerkle Buick (both M. R. Bolin). A postgame *Paul Hornung Show*, has been one-half sold to Union Carbide (William Esty Co.) with other portion open. Radio announcers are Jim Morse on play-by-play and Paul Hornung on color.

KSTP-TV will air four exhibition games live with Northwestern National Bank taking one-third and the remainder participating. Ed Cain, sports director of KSTP-TV, will call the play-by-play with a color man to be selected. Starting Sept. 20, station will start its weekly 10:30 p.m. *Bud Grant Show* in which filmed portions of the Vikings' game earlier that day will be shown. Coach Grant will team with Mr. Cain on program. As a prelude to the regular season, KSTP-TV Aug. 1 kicks off a weekly half-hour series, *Vikings Countdown*.

New York Giants

WNEW(AM) New York, beginning its 10th season of Giants coverage under a new three-year contract, will carry 14 regular-season games and six exhibition contests. Calling the games will be Sal Marciano and Chip Cipolla. Sponsors for a half-hour pregame show by Mr. Marciano and a 15-minute postgame *Locker Room Report* with Mr. Cipolla are Union Carbide (through William Esty), and American Express (Ogilvy & Mather). Game sponsors are Manufacturer's Hanover Trust (Young & Rubicam), Schaefer Beer (BBDO), Getty Oil (Delehanty, Kurnit & Geller) and Buick Dealers of New Jersey (Forssberg Inc.).

The Hughes Sports Network, replacing Trans National Communications,

will package a Giants radio network of approximately 50 stations in the Northeast. Sponsors are to be announced.

WCBS-TV New York will carry five exhibition games, three on a delayed basis. One half-hour pregame show is scheduled before the Giants-Jets contest in New Haven Nov. 1. Frank Gifford will handle the play-by-play and Pat Summerall will do the color for the first two telecasts. Jack Whitaker will call the last three games with Mr. Gifford handling color. Sponsors are U.S. Steel (Compton), B. P. Oil (Dancer-Fitzgerald-Sample), Hertz (Carl Ally) and Ballantine Beer (Grey Advertising).

New Orleans Saints

WWL(AM) New Orleans, which holds the radio rights to the Saints' games, said last Thursday (July 16) that its plans for the coming season were not firm. Last year the station fed a regional network of about 45 stations.

WWL-TV New Orleans, as it did in 1969, will telecast all preseason games of the Saints. List of local sponsors includes King Cotton (meat products), Jax beer, Rex root bear, Bank of New Orleans and Bob McKinnon Chevrolet. Announcers and other details are not yet firm.

Philadelphia Eagles

WIP(AM) Philadelphia will feed the six exhibition and 14 regular-season games of the Eagles to a network of six radio stations in Pennsylvania and New Jersey. The station list is nine fewer than last year's but includes the larger markets of Scranton, Harrisburg, Allentown, Reading and Atlantic City. A five-minute pregame show, *Eagles'*

Warmup, will feature announcers Charles Swift and Al Pollard. There will be a 10-minute postgame show with Clarence Peaks and a 15-minute *Around the NFL* program with John Deignan. Sponsors are Cottman Transmission, (through Ross Advertising); Penn-Jersey Stores (Bofinger, Kaplan) and Llanerch Gun Shop (Barsel Advertising). Messrs. Swift and Pollard will also handle the play-by-play and color. Game sponsors are Merit/Save-way Gas & Oil (Sonder, Levitt, Sagsky); Schaefer Beer (BBDO); Abbots Dairy (Lewis & Gilman) and Gerard Bank (Aitkin Kynett).

WCAU-TV Philadelphia, which has telecast the Eagles' games for 10 years, plans to carry five preseason games, four on a delayed basis. Tom Brookshier, WCAU-TV sports director, will be host of a half-hour pregame show and handle game analysis. Quarter sponsors are Ballantine beer (Grey Advertising), Oldsmobile (D. P. Brothier), and Household Finance Corp. (Needham, Harper & Steers), with the remaining quarter in participations.

St. Louis Cardinals

KMOX(AM) St. Louis for the tenth year will feed a radio network of some 40 stations in six states for five exhibition games and 20 regular-season contests with one-half sponsorship on the net-

work to be taken by STP, placing direct. On KMOX STP will have one-quarter, Busch Bavarian beer (Gardner Advertising) will take one-quarter as will General Finance Corp. (Post-Keyes-Gardner). One-quarter is open. KMOX has two pregame features. They are the *Charlie Winters Show*, sold to St. Louis County National Bank (Winfield Advertising), and *The Larry Wilson Show*, available. A postgame *Star of the Game* show has been sold to Steak-N-Shake. Ray Geracy will do the play-by-play and Jim Butler will handle color.

KMOX-TV St. Louis will telecast five exhibition events and one regular-season game [a "disgorged" game out of network package] this season with Southwestern Bell and Laclede Gas (both D'Arcy Advertising) and Falstaff beer (Ogilvy & Mather), each renewing one-quarter with the remainder participating. Announcer will be Bob Wilson.

San Francisco 49ers

The six preseason and 14 regular-season games will originate from KSFO(AM) San Francisco for a 12-station network. One-fourth sponsors for the preseason games are United Vintners through Honig, Cooper and Harrington and Northern California Chrysler-Plymouth Dealers (Young and Rubi-

cam). Remaining two quarters were not set as of last week. The pregame and postgame shows will be sponsored in part by Household Finance Corp. (Needham, Harper & Steers). Lon Simmons and Hugh McElhenny will provide the play-by-play and color.

KTVU(TV) Oakland will carry six 49er preseason games, four live and two on a delayed basis because of previous commitments for the San Francisco Giants baseball games. KTVU will feed the games to two other television stations.

Washington Redskins

WMAL-AM-FM Washington, in its seventh year as holder of exclusive radio to the Redskins' schedule, plans to again feed the games to approximately 32 outlets in Maryland, Virginia, Pennsylvania and North Carolina. Quarter sponsors of the games locally will be Household Finance Corp. (through Needham, Harper & Steers), Ford Dealers (J. Walter Thompson), Washington Gas Light Co. (JWT) and National Brewing Co. (W. B. Doner). On WMAL only will be a pregame show with Mal Campbell, sponsored by Union Carbide Co. (Wm. Esty); a half-time newscast for Tool Shed and Hickory Farms (SM Advertising); a post-game show with Mal Campbell for Utz potato chips (Torrerri-Meyers),

There are 8,000 alcoholics right here in river city... so who cares?

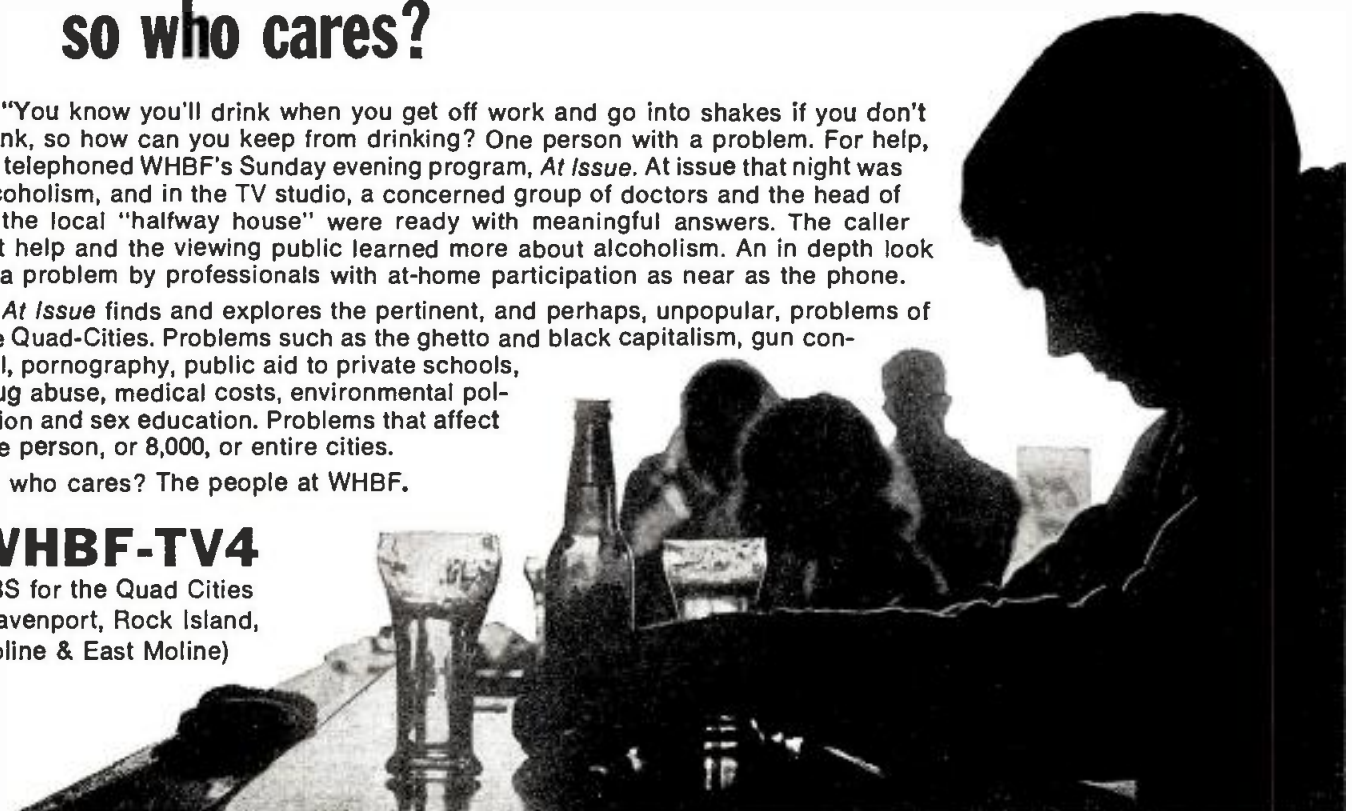
"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, *At Issue*. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at a problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

So who cares? The people at WHBF.

WHBF-TV4

CBS for the Quad Cities
(Davenport, Rock Island,
Moline & East Moline)



and *Locker Room Reports With Chris Hanburger* sponsored by Koons Ford (Kal & Merrick). WMAL-FM will carry the pregame show for Heathkit Electronics.

Steve Gilmartin and Mr. Campbell will do the play-by-play and color, respectively.

WTOP-TV Washington will carry the six preseason games of the Redskins. Ray Scott, who came to WTOP-TV earlier this year after a long career of sportscasting mostly in the Midwest, will do the play-by-play. WTOP-TV's Warner Wolf will handle color. Sponsorship will be on a participating basis

and is not yet completed.

(The foregoing article was supervised and principally written by Fred Fitzgerald, senior editor, with reports contributed by staff members in Washington, New York, Chicago and Hollywood.)

Broadcast Advertising®

No softness in 1st-quarter spot TV

General Foods holds few qualms about medium as it gets close to P&G with \$10 million outlay

General Foods Corp., White Plains, N.Y., led all other companies in added investments in spot-TV advertising for the first quarter of 1970, according to Television Bureau of Advertising figures being released today (July 20).

The figures, based on tabulations from 261 stations in 75 leading markets, were supplied by Broadcast Advertisers Reports. They showed national and regional expenditures exceeding \$276 million by 1,173 companies for 5,017 brands. The figures, TVB noted, "have not been projected to reflect total U.S. investments."

The findings indicated that GF increased its spot budget \$2.8 million, to a total \$10.02 million for the quarter.

GF officials said expenditures for the first quarter had been budgeted before release of the firm's much-heralded study that was said to find magazine advertising "generally comparable" to TV advertising (BROADCASTING, March 9, et seq.). That study, undertaken by GF with *Life*, *Look* and *Reader's Digest*, subsequently received bad reviews from officials at the three networks, all of which attempted to debunk its findings.

GF officials also would not disclose second-quarter figures or indicate how the company planned to implement its TV-versus-magazine study in terms of its advertising budgets. But, it was reported, GF's expenditures in both broadcast and print advertising were up for the fiscal year ended March 31, 1970 as compared to the year before.

Other TVB-BAR findings:

- Five companies—Procter & Gamble, GF, Colgate-Palmolive, American Home Products and Bristol-Myers—allocated more than \$5 million to spot TV during 1970's first quarter.

- Food and food products ranked as the leading product category with investments totaling \$75.1 million in spot-

TV advertising. Toiletries and toilet goods ran second, drugs and remedies, third.

- In the first quarter, three out of every five announcements were 30-second units with spot advertisers using more 30's than all other lengths combined.

- Early evening TV posted the largest dollar investments—\$83.2 million—followed by nighttime with \$80.7 million. For the second consecutive quarter early evening was the biggest revenue producer.

TVB said that "specific company investments in this report are comparable to data which appeared in the TVB/BAR 1969 reports. Due to shifts in national and local designations by BAR,

Marion Harper bows out

Harper Rosenfeld Sirowitz, New York, announced last week that Marion Harper Jr. has resigned as president of the six-month-old advertising agency "because of the pressure of his other business interests."

Mr. Harper, a prominent figure in the advertising field, was ousted several years ago as board chairman of the Interpublic Group of Companies. There was speculation last week that Mr. Harper had been forced to resign from Harper Rosenfeld Sirowitz by three other members of the agency's board because they felt that Mr. Harper was not devoting sufficient time to the company.

Mr. Harper also is president and chairman of Systems for Growth, New York, a company that includes among its computer-oriented subsidiaries, Tekna-Media, a media buying service.

The name of the agency will be changed to Rosenfeld Sirowitz, with Len Sirowitz as president.

total dollars and category dollars for spot TV are not comparable."

The estimated expenditures of top-100 national and regional spot-television advertisers:

Rank	Company	Est. Expenditure
1.	Procter & Gamble	\$10,777,000
2.	General Foods	10,028,200
3.	Colgate-Palmolive	7,622,000
4.	American Home Products	5,508,200
5.	Bristol-Myers	5,248,900
6.	Lever Brothers	4,859,100
7.	Gillette	4,843,800
8.	Warner-Lambert Pharmaceutical	4,516,000
9.	Coca-Cola	4,213,500
10.	William Wrigley Jr. Co.	4,099,000
11.	R. J. Reynolds Industries	4,027,400
12.	General Mills	4,021,100
13.	Nestle Co.	3,769,200
14.	International Telephone & Telegraph	3,474,300
15.	Ford Motor	3,460,400
16.	Kraftco	3,249,700
17.	Sterling Drug	3,184,000
18.	PepsiCo	2,912,100
19.	General Motors	2,810,500
20.	Miles Laboratories	2,705,400
21.	Philip Morris	2,704,000
22.	Scott Paper	2,619,500
23.	Alberto-Culver	2,239,200
24.	Carnation	2,116,900
25.	American Can	2,061,400
26.	Standard Brands	2,038,500
27.	Richardson-Merrell	2,038,400
28.	Loews Theatres	1,993,900
29.	Quaker Oats	1,970,900
30.	Triangle Publications	1,933,800
31.	Johnson & Johnson	1,929,600
32.	Pillsbury	1,890,300
33.	C. B. C. International	1,795,900
34.	Motorola	1,743,900
35.	Shell Oil	1,667,100
36.	Norton Simon	1,613,500
37.	Campbell Soup	1,551,900
38.	Jos. Schlitz Brewing	1,470,800
39.	Plough	1,446,900
40.	Pan American World Airways	1,413,000
41.	Peter Paul	1,397,400
42.	Carter-Wallace	1,388,500
43.	Magnavox	1,369,800
44.	Avon Products	1,361,900
45.	Liggett & Myers Tobacco	1,324,700
46.	Seven-Up	1,270,100
47.	Borden	1,224,800
48.	Smith Kline & French Labs	1,201,200
49.	Dow Chemical	1,157,000
50.	Toyota Motor Distributors	1,142,900
51.	Rio Tinto-Zinc Corp. Ltd.	1,116,600
52.	Beatrice Foods	1,113,000
53.	Sunkist Growers	1,107,400
54.	Hillis Brothers Coffee	1,080,400
55.	British-American Tobacco Co.	1,076,200
56.	General Telephone & Electric	1,063,500

Rank	Company	Est. Expenditure
57.	Mars Inc.	1,053,600
58.	Chrysler	1,050,600
59.	National Biscuit	1,028,900
60.	UAL Inc.	1,027,200
61.	Hoffmann-La Roche Inc.	1,026,100
62.	Kayser-Roth Corp.	1,021,400
63.	Mattel	1,017,100
64.	Morton-Norwich Products	1,009,700
65.	Squibb Beech-Nut	1,005,700
66.	Standard Oil Co. of New Jersey	987,400
67.	CBS	973,800
68.	H. J. Heinz	961,000
69.	RCA	947,000
70.	Eastern Air Lines	934,900
71.	American Cyanamid	923,100
72.	Sun Oil	900,400
73.	Standard Oil Co. of California	898,900
74.	Jeffrey Martin Inc.	894,800
75.	Kellogg	893,900
76.	Castle & Cooke	885,400
77.	Nationwide Insurance	877,400
78.	E. & J. Gallo Winery	875,800
79.	Clorox	874,200
80.	Pabst Brewing	870,900
81.	Revlon	823,600
82.	Longines-Wittnauer Watch	818,800
83.	Pet	815,500
84.	Interstate Brands Corp.	814,400
85.	Noxell	813,500
86.	Greyhound	810,400
87.	Florida Citrus Commission	803,300
88.	Ralston Purina	799,700
89.	Melville Shoe Corp.	790,400
90.	National Products Ltd.	774,100
91.	Volkswagenwerk A. G.	766,500
92.	Clark Oil & Refining	764,200
93.	Golden Grain Macaroni Co.	762,500
94.	Associated Products Inc.	758,100
95.	Daimler-Benz A. G.	755,600
96.	Swift Co.	755,100
97.	Heublein	725,200
98.	Anheuser-Busch	723,700
99.	F. & M. Schaefer Brewing	717,500
100.	AT&T	712,100

Young & Rubicam loses \$6 million in accounts

Young & Rubicam, New York, lost two accounts last week: the confections division of Beech-Nut Inc., New York, and Procter & Gamble's Safeguard deodorant soap. Combined billing of the two accounts can reach as high as \$6 million.

The Beech-Nut assignment includes Beech-Nut gum, Life Savers, Pine Bros. cough drops and Care gum, and bills approximately \$4 million, of which about \$2.5 million is in broadcast. The new agency is Dancer-Fitzgerald-Sample, New York.

The new agency for Safeguard is Wells, Rich, Greene, New York. Estimated billing is \$2 million, of which approximately \$1.6 million is in TV-radio.

No summer letup for Alberto-Culver

Alberto-Culver Co., Melrose Park, Ill., will continue its heavy commitment to television during the summer months this year. The toiletries firm last week announced it had concluded negotiations with NBC-TV "for a major package of commercial time" on a dozen nighttime shows through September.

Alberto-Culver explained the NBC-TV buy supplements earlier contracts

BAR's 1st-half report on network TV

	JUNE		% Chg.	JANUARY-JUNE		
	1969	1970		1969	1970	% Chg.
Daytime	\$ 36,070.9	\$ 38,393.1	+ 6.4	\$251,876.4	\$267,661.5	+ 6.3
Mon-Fri	27,613.3	29,889.4	+ 8.2	182,751.8	187,869.2	+ 2.8
Sat-Sun.	8,457.6	8,503.7	+ 0.5	69,124.6	79,792.3	+15.4
Nighttime	77,700.4	85,098.8	+ 9.5	563,762.2	599,236.0	+ 6.3
Total	\$113,771.3	\$123,491.9	+ 8.5	\$815,638.6	\$866,897.5	+ 6.3

	ABC	CBS	NBC	TOTAL
January	\$ 36,956.2	\$ 71,434.8	\$ 55,794.1	\$164,185.1
February	39,679.4	57,082.8	48,589.4	145,351.6
March	45,560.8	61,324.9	53,587.8	160,473.5
*April	37,766.4	51,672.3	48,870.5	138,309.2
May	36,374.8	52,167.8	46,543.6	135,086.2
June	33,965.6	48,800.8	40,725.5	123,491.9
Year to Date	\$230,303.2	\$342,483.4	\$294,110.9	\$866,897.5

* Revised
Source: Broadcast Advertisers Reports (BAR)

with ABC-TV and CBS-TV for the same period, giving it prime evening exposure on all three networks throughout the week. All brands are represented, Agency in the NBC-TV agreement was J. Walter Thompson Co., Chicago.

Alberto-Culver is not commenting upon its reported interest in possibly "triggybacking" three 20-second commercials for related products in single-minute buys ("Closed Circuit," July 6). The company, however, has been a pioneer in the introduction of new commercial formats and was a leader in the piggyback evolution. Sources from Japan currently report Alberto-Culver is using two 15-second commercials in 30-second buys on commercial TV there.

A Falstaff campaign on Boston stations

Falstaff beer, manufactured by the Falstaff Brewing Corp., St. Louis, has moved into the Boston market with a new TV and radio campaign produced through Ogilvy & Mather, New York. The Boston market was chosen because of the distribution organization already set up to handle the marketing of Falstaff's Naragansett beer in New England, a company spokesman said.

"For guys who really like it . . . man, it's Falstaff," the theme will be featured in 20 to 34 one-minute and 30-second TV spots a week on WHDH-TV, WBZ-TV and WNAC-TV. On radio, 600 spots per week will be seen on WJIB, WRKO, WBZ, WEZE, WCOP and WILD, all AM.

Chicago agency wins Braniff air account

Chicago's Clinton E. Frank Inc. captured a colorful \$8 million Madison Avenue advertising account last week—the domestic and international airline advertising of Braniff International, Dallas, the home of pastel planes. The switch is effective Oct. 15.

Frank over the past five years has

been successful with the United Air Lines air freight account, which it will give up, along with another smaller account, Avianca (Colombian National Airlines). United air freight will move to Leo Burnett Co., Chicago, which handles United's passenger business.

Braniff is the 10th largest airline in the world, carrying six million passengers annually and serving 53 cities in the U.S., Mexico and South America. It recently won routes to Hawaii, Detroit, New Orleans and Miami. Braniff's first New York agency was Jack Tinker & Partners, then Wells, Rich, Greene. It moved to its present agency, Lois Holland Callaway, about two years ago.

Agency appointments:

- R. J. Reynolds Foods has named Tatham-Laird & Kudner, Chicago, to handle its Patio foods division account which bills about \$1 million. Patio is major Mexican-American food line and has been handled by Norsworthy-Mercer, Dallas.

- Lintas Argentina, a part of SSC&B-Lintas International, has been appointed to handle consumer advertising for Cyanamid Argentina, S.A., a subsidiary of American Cyanamid. American Cyanamid is the first of SSC&B's international accounts to utilize the services of the agency's new alliance with Lintas International, world-wide advertising network with headquarters in London (BROADCASTING, Feb. 2, 1970).

- BP Oil Ltd., Canada, has appointed Spitzer, Mills & Bates Ltd., New York, member of the Ted Bates group of companies, as its advertising agency, effective Sept. 1. Account will be serviced by SM&B's Montreal office.

Rep appointments:

- WNUW-FM Milwaukee: RKO Radio Representatives, New York.

- KFMU-FM Kansas City, Mo.: CBS/FM National Sales, New York.

- WASR(AM) Wolfeboro, N.H.: Eckels & Queen Inc., Boston (regional).

Private war on antismoking spots

Citizens seek FCC aid in getting procigarette side on the air

Three Virginians, two of them in broadcasting, have undertaken a campaign aimed at making sure broadcasters who carry antismoking spots are not airing only one side of what the FCC has held is a controversial issue of public importance.

The campaign, directed at broadcasters who air health-hazard warnings but do not carry cigarette commercials, raises questions broadcasters and anti-smoking forces alike will have to face after Jan. 1, when the statutory ban on the broadcast of cigarette advertising becomes effective.

One of the Virginians involved, Edmund D. Baydush, general manager of WFOG(AM) Suffolk, Va., has asked the FCC to rule that the fairness doctrine, under which broadcasters carrying cigarette advertising were required to air the antismoking spots, obliges broadcasters to carry prosmoking spots to balance health-hazard warnings if they do not carry cigarette commercials. He suggests a ratio of one procigarette spot to three anticigarette announcements.

Mr. Baydush last week said it is "ludicrous" for the government to spend \$50 million a year subsidizing the growth and sale of tobacco and, at the same time, to discourage its use. And,

like others who opposed the commission ruling applying the fairness doctrine to cigarette advertising, he expressed the fear that the doctrine might be applied to other products now legally sold.

"I also want to show the FCC its logic is absurd," he said, adding that if the doctrine requires antismoking messages to balance cigarette commercials, it also requires prosmoking announcements to offset antismoking spots when no commercials are carried.

There may be grounds for disputing the correctness of that reverse of the commission's position, however. The U.S. Circuit Court of Appeals for the District of Columbia, in upholding the commission's application of the fairness doctrine to cigarette commercials, on Nov. 21, 1968, said the commission's "public health issue rationale . . . would hardly justify compelling broadcasters to inform the public that smoking might not be dangerous."

The commission has also held that broadcasters who do not carry cigarette commercials but do air antismoking spots have wide discretion in presenting the tobacco industry's position on the issue. For instance, in its Feb. 5, 1969, rulemaking proposal to ban all cigarette advertising—a proceeding made moot

by Congress' action in the field—the commission said that, following adoption of the proposed rules, broadcasters might "conclude that the antismoking messages . . . should continue unabated, with the cigarette manufacturer afforded the opportunity to present his side in newscasts, documentaries, roundtable discussions and other formats. It added: "All these are matters of licensee judgment."

Furthermore, the mounting concern in and out of government about cigarette smoking—as evidenced by the law banning the broadcast of cigarette commercials—could lead some broadcasters to conclude that the issue is no longer controversial. However that judgment would undoubtedly be reviewed by the commission, whose policy in the field is based on the conclusion the issue is a controversial one of public importance.

Conceivably, the commission might attempt to deal with that question either in response to Mr. Baydush's request for a declaratory ruling or in dealing with a test case that is being sought—so far without success—by the other Virginians engaged in the effort to promote the prosmoking view.

The others are Michael E. Handley, of Falls Church, Va., a staff announcer

Business recruits march to a Pepto-Bismol tune

Businessmen, "recruited" for overseas assignments by U.S. corporations, are the stars of a new TV campaign launched last Friday [July 17] on the *CBS Friday Night Movie* by Morton-Norwich's Pepto-Bismol tablets, through Benton & Bowles, New York.

After reporting to the "recruiting" station in all types of garb and haircuts, the businessmen are outfitted in executive apparel, shorn to an appropriate hair style and marched to an embarkation point for overseas assignment. The voice-over warns of the dangers these men will face in strange countries with different foods. The remedy: Pepto-Bismol tablets, of course, as the businessmen are shown fondling the tablets found in their new attache cases.

The 60-second spot campaign also is scheduled for prime-time slots on all networks, on news and sports shows, and on NBC's *Today* and *Tonight*.



at WQMR(AM) Silver Spring, Md., and WGAY(FM) Washington, and Thomas E. Fulmer, of Norfolk, Va. Mr. Handley and Mr. Fulmer are not working with each other or Mr. Baydush, but their efforts are parallel, and they are aware of one another's activities.

Mr. Handley last week said his interest stems from the feeling that the FCC ruling requiring the anticigarette spots is unfair not only to broadcasting—the ruling applies to no other media, he noted—but to the South, where cigarette tobacco is grown.

Mr. Fulmer has also maintained he is concerned only with what he considers the fairness of the issue: He says he has no financial or other interest in the tobacco industry.

The kind of prosmoking spot they feel broadcasters should carry to balance antismoking announcements attests to the pleasures of cigarette smoking and asserts that in the view of some members of the scientific community, there is no evidence linking smoking to human disease.

So far, Mr. Handley and Mr. Fulmer have each contacted one station that does not carry cigarette commercials with a request that it air prosmoking spots to balance anticigarette announcements. In response, both stations dropped their anticigarette spots.

WTOP(AM) Washington, which had been contacted by Mr. Handley, told him that, in accordance with an announcement by its owners, Post-Newsweek Stations, last year it has been phasing out local cigarette advertising as well as that carried by its network, CBS. It "recently" began "blocking" network cigarette commercials, in view of the company's decision last year to honor only pre-existing contracts.

Accordingly, the station said, it "has not been and will not be broadcasting antismoking, locally originated public-service announcements." The station is also blocking network antismoking spots, it said, adding, "Given these circumstances, WTOP Radio is not required to present prosmoking announcements. . . ." The station's letter was signed by Daniel E. Gold, Post-Newsweek's vice president for business affairs.

Mr. Fulmer directed his request to WNOR-FM Norfolk, Va., which had been carrying Tuberculosis Association spots warning of the dangers of cigarette smoking. It has not been carrying cigarette commercials—but not because it rejects such business; none was offered it. The station last week decided to drop the Tuberculosis Association spots in favor of VISTA spots, a station spokesman said. In part, the decision was "operational," the spokesman said. But in part, also, it was because "the station doesn't want to fight."

Dispute continues over FTC charges

American Brands asks commission to drop required disclosures in cigarette ads

American Brands Corp. denied a Federal Trade Commission complaint that some of its cigarette advertising had been deceptive and asked the FTC to dismiss the charge as moot at a hearing resumed last week in Washington.

The move for dismissal stems from the fact that broadcast cigarette advertising is scheduled to cease Jan. 2, 1971, by law. American Brands' lawyer, Abe Krash, argued that any FTC decision would be largely irrelevant after that date. A substantial percentage of the advertising at issue in the case is broadcast. The FTC decision, however, would also affect print advertising.

The FTC complaint, issued in March 1969, focused on an advertising claim that Pall Mall Gold 100's "are lower in tar than the best selling filter king." FTC claimed American Brands omitted certain facts, creating the false impression that the brand was a low-tar cigarette.

The FTC wants American Brands to state in its advertising the tar content of both its Pall Mall brand and that of "the best-selling filter king." It also wants American Brands to mention the comparison cigarette (Winston) by name and give the high and low tar-content figures based on FTC reports for all cigarettes.

The trade commission said that Pall Mall Gold 100's ranked 56th out of 122 brands tested for tar content. American Brands claimed that this listing is not valid because low-tar cigarettes have a very small share of the market, and that when sales are correlated with tar content only 27% of all cigarettes sold on the American market were lower in tar than Pall Mall Golds.

American Brands also denied that the advertising theme implied that the cigarette is low in tar—only that it is "lower in tar than the best selling filter king." The theme was adopted, William Moore, deputy advertising director for American Brands, said, to publicize the fact that Pall Mall had reduced its tar content. He also said that the requirement to name the competitor referred to in the advertisements was unprecedented and contradicted standard advertising practice. He noted that two networks, ABC and CBS, have a policy against this practice.

The battle also rages on another front. Under advisement in federal district court in Washington is a motion

by American Brands seeking FTC records which, it is claimed, show that the agency engaged in ex parte communication with the National Association of Broadcasters (BROADCASTING, July 13).

The NAB code boards last fall adopted the FTC's position regarding mention of tar content in broadcast advertising, resulting in the refusal by the networks of Pall Mall and American Brands' Silva Thins advertising. American Brands late last year sought an injunction against this move by the networks and NAB, but these were denied. American Brands charged that the networks and the NAB violated the anti-trust laws by allegedly banning its advertising on the air.

Cut-rate political move in House

Bill to limit costs of broadcast campaigning gets bipartisan push

The political broadcasting bill sailed untouched through the House Commerce Committee last week, encountering a lone dissenter.

The bill (HR 18434) which was given little chance earlier in the 91st Congress, came out of the committee with strong bipartisan support. And as one House staff member noted, the committee, composed of 21 Democrats and 16 Republicans, is fairly representative of the House as a whole. It had emerged from the Communications Subcommittee a week earlier (BROADCASTING, July 13).

The House bill, more comprehensive than the Senate version on which it is based, would not become effective until Jan 1, 1971, after this year's elections.

Here are the major points of the bill:

- It would repeal Section 315 of the Communications Act of 1934 as it applies to the President and Vice President. The repeal of this section, which requires equal time for all legally qualified political candidates, sparked one of the few notes of disagreement apparent in the Commerce Committee session. With the repeal, the networks and stations are given the responsibility of deciding which candidates for President and Vice President will be provided with free time. The majority thinking was that broadcasters would make such decisions responsibly—that if there were signs of abuse, Section 315 could be re-applied to the two offices.

- All broadcasters would be required to sell time to legally qualified candidates for any political office at the lowest unit rate charged conventional ad-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 5, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 5	Total dollars week ended July 5	1970 total minutes	1970 total dollars
	Week ended July 5	Cume Jan. 1-July 5	Week ended July 5	Cume Jan. 1-July 5	Week ended July 5	Cume Jan. 1-July 5				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 62.8	\$ 3,192.3	\$ 303.1	\$ 8,715.5	73	\$ 365.9	2,237	\$ 11,907.8
Monday-Friday 10 a.m.-6 p.m.	1,421.2	46,553.0	2,667.7	83,867.9	1,430.7	49,085.2	814	5,519.6	23,131	179,506.1
Saturday-Sunday Sign-on-6 p.m.	351.9	26,497.3	506.4	35,653.1	707.1	19,207.3	199	1,565.4	7,613	81,357.7
Monday-Saturday 6 p.m.-7:30 p.m.	162.7	6,198.8	470.9	21,550.7	401.9	15,636.5	77	1,035.5	2,089	43,386.0
Sunday 6 p.m.-7:30 p.m.	36.8	3,219.3	149.4	7,156.0	6.0	6,038.6	10	192.2	569	16,413.9
Monday-Sunday 7:30-11 p.m.	4,345.8	144,370.5	4,598.2	186,483.2	5,045.7	183,049.1	439	13,989.7	11,637	513,902.8
Monday-Sunday 11 p.m.-Sign-off	168.5	7,739.5	270.7	10,404.4	623.4	17,921.0	112	1,062.6	3,018	59,799.9
Total	\$6,486.9	\$234,578.4	\$ 8,726.1	\$348,307.6	\$ 8,517.9	\$299,653.2	1,724	\$23,730.9	50,294	\$ 882,539.2

vertisers for the same time in the same time period.

▪ Spending limits for the purchase of broadcast time would be placed on candidates for national office—Presidency, Vice Presidency and Congress—as well as governors. The monetary limits, which apply to the candidates and their supporters as well, are an amount equal to seven cents for every popular vote cast in the proceeding election for that office or \$20,000, whichever is greater.

▪ Spending limits would also be placed on primary elections—at exactly half that for general elections, 3.5 cents per vote or \$10,000, whichever is greater. The limit would be computed from the number of votes in the preceding general election, not the primary, and would apply to congressional and gubernatorial, but not presidential, candidates.

▪ The House bill would place the burden of proving compliance with the spending limits on the candidate, not on the broadcaster. The bill would prohibit putting a candidate on the air until either he or his designated representative had certified his compliance with the provision in writing.

▪ Another provision gives states the authority to adopt their own limitations on spending for nonfederal positions in addition to governorships. The limit could not exceed the seven-cents-a-vote-or-\$20,000 formula in the federal bill.

▪ The bill would apply to radio, TV and cable-television systems.

Name change

Richard S. Humphrey, Jr., president of Reach, McClinton & Co., Boston, has announced that effective Aug. 1, the firm will be formally identified as Humphrey Browning MacDougall Inc.

FCC rules on what rate candidates may pay

The FCC last week told KARK-FM Little Rock, Ark., that local stations may charge local rates for political broadcasts in response to another candidate's appearance on a network program. The declaratory ruling was in response to a letter the station's licensee, Mullins Broadcasting Co., sent to the commission.

Mullins's question was whether the network rate or the local network affiliates rate should be charged a candidate who timely requests for "equal opportunities" from one or more of the network affiliated stations in response to another candidate whose appearance was aired by the network and carried by the local affiliates.

The commission said the rate charged an opposing candidate by an individual affiliated station need not be related to the rate charged by the network for the prior use. The second candidate, the commission wrote, also has the right to go to the network and demand comparable network time at comparable network rates.

Ottinger details cost of his N.Y. campaign

Representative Richard L. Ottinger (D-N.Y.), whose campaign expenditures in his successful race for the Democratic senatorial nomination in New York's June 23 primary had become the key issue of the campaign (BROADCASTING, June 29, 22), last week reported he spent \$1.8 million.

Of that, according to David Garth, president, David Garth Associates, the New York agency that handled Mr.

Ottinger's advertising drive, about \$830,000 was spent for TV time. Mr. Ottinger's three opponents—Paul O'Dwyer, Theodore Sorensen and Representative Richard L. McCarthy (D-N.Y.)—reported a total expenditure of \$233,000.

Mr. Ottinger's over-all payment to the Garth agency came to more than \$1 million.

Business briefly:

Metropolitan Life Insurance Co., through Young & Rubicam, both New York, has purchased one-quarter sponsorship on NBC-TV's *The Wonderful World of Disney*.

Xerox Corp., through Needham, Harper & Steers, New York, will sponsor *Civilization: A Preview*, one-hour color special, on NBC-TV, Tuesday, Sept. 8, 7:30-8:30 p.m. (EDT). The show will highlight the 13-week TV series scheduled to start on 180 stations of the Public Broadcasting Service network beginning in October.

Timex watches, through Warwick & Legler Inc., New York, will sponsor *Timex Presents Peggy Fleming at Sun Valley*, one-hour special on NBC-TV in January 1971. Show will be packaged by Bob Banner Associates in association with NBC-TV.

General Motors Corp., United Motors Service division (Delco), through Campbell-Ewald, Detroit, switches from seasonal advertising pattern to "extensive" full-year campaign "for the first time," the agency announced last week. Network TV and spot radio are to be used. Campaign seeks to educate auto owners on replacement product features and safety aspects of proper maintenance.

Show your stuff.

Say you've got one commercial. Or a whole reel. What else can you do with them besides putting them on the air to sell? Plenty! If the commercials are on film. See, film has a lot of great television commercial advantages. Just one of them is its show anywhere, go anywhere capability.

Clients can show them at sales meetings to get salesmen steamed up. Agencies can show them to prospective clients to get new accounts. Production houses can show them to agencies to get more work. Writers, Art Directors, and Producers can show them around to get better jobs. Everybody can show them off in advertising contests to win awards. We could go on, but the point is, you get top value when you air a film commercial, and you get a lot of mileage out of it later. Since you're doing the work, have something to show for it.

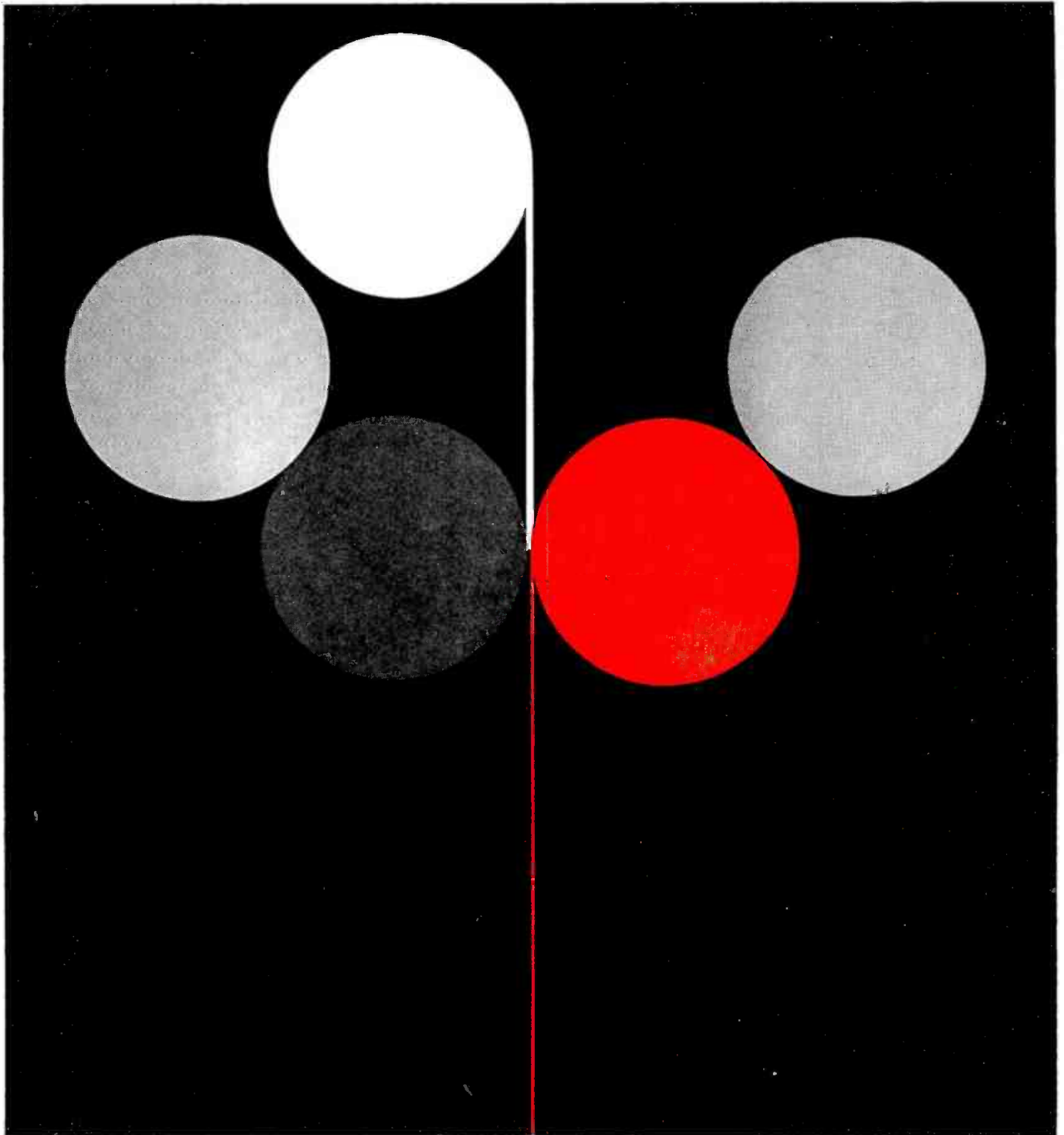
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All's quiet at Whitehead hearing

OTP candidate sails smoothly through Senate Commerce test of his qualifications

Dr. Clay T. Whitehead was showered with praise and pleas last week in his appearance before the Senate Commerce Committee on his nomination to be the first director of the Office of Telecommunications Policy.

Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, who presided, described the 31-year-old nominee, currently a presidential assistant with responsibilities in the communications field, as "one of the most brilliant young people to come to government in a long time."

And in a six-page prepared statement and brief, friendly questioning of Dr. Whitehead, Senator Pastore made clear his frustrations over what he feels is the lack of a coherent national telecommunications policy and his wish that Dr. Whitehead, in his new position, will do something about providing one.

In view of the rapid development in communications technology, Senator Pastore said in his prepared statement, the formulation of an over-all telecommunications policy is imperative "if we are to achieve our goal of a nationwide and worldwide wire and radio communication service with adequate facilities at reasonable charge."

"I think you know the business," Senator Pastore said to Dr. Whitehead. "You can do something about this." The friendly tone of the questioning indicated that committee approval of the nomination would be swift.

Dr. Whitehead, who has degrees in electrical engineering and management from the Massachusetts Institute of Technology, was a major author of the White House statement on what the nation's domestic communications-satellite policy should be. He also had a principal role in preparing the reorganization plan that led to establishment of OTP.

As director of that office, the successor to the Office of Telecommunications Management, Dr. Whitehead will have considerable potential for affecting national telecommunications policy. He will be the President's principal adviser on such policy, help formulate policies on a wide range of telecommunications issues, coordinate the government's own

vast communications systems, and provide a voice for the executive in Congress and before the FCC on telecommunications matters.

But Senator Pastore noted that the effectiveness of a presidential adviser depends on the degree of his access to the President. And James D. O'Connell, who as head of OTM was President Johnson's telecommunications adviser, "never met the President."

"The President is the one individual with the power and right of command," Senator Pastore said.

Dr. Whitehead assured the senator that the new office would do everything it can "to develop telecommunications policy." But he cautioned the senator against expecting a document that can be pointed to as containing "our policy." In such a dynamic field as communications, he said, that would not be feasible. He said the OTP would attempt to deal with problems as they arise.

Senator Pastore expressed concern about the spectrum—he said it is "a mess of confusion"—and the nation's inability to point to a domestic communications-satellite system, despite the initiation in 1966 of an FCC proceed-

ing looking to the establishment of such a system.

Dr. Whitehead said nothing about domestic satellites. In recounting what he felt was the government's failure to establish communications policy Senator Pastore noted that the White House had twice stepped in to halt FCC movement toward adoption of a policy on domestic satellites. The first time was when President Johnson in 1967 established a task force to review communications policy; the second was after President Nixon came into office and a White House committee under Dr. Whitehead undertook its own review of the domestic communications-satellite matter.

However, Dr. Whitehead did discuss the spectrum matter, but briefly, and in a manner apparently aimed at easing fears of those with a large stake in the manner in which the spectrum is now managed. He said the "tremendous sums of money" that have been invested by spectrum users is a matter that would not be considered lightly.

"We must have sensible spectrum policy," he said, but added that while the spectrum presents a matter of concern, he does not share the views of those who speak of "a spectrum crisis."

This suggests a shift in emphasis at least from the tone of the White House memorandum which proposed establishment of the OTP and which is believed to have been drafted principally by Dr. Whitehead. That document spoke of "highly inflexible" procedures that



Dr. Clay T. Whitehead (center), President Nixon's nominee to be the first director of the new Office of Telecommunications Policy, chats with his sister, Nancy and their home-state senator,

James B. Pearson (R-Kan.), following the Senate Commerce Committee hearing on Dr. Whitehead's confirmation last week. Senator Pearson is a member of the committee.

"are increasingly creating a spectrum-shortage crisis" (BROADCASTING, Dec. 29, 1969). It referred specifically to the situation in land-mobile radio frequencies.

Dr. Whitehead also apparently sought to calm those who feel that the new office would pre-empt authority now exercised by the FCC. He noted that there was "talk" during the developmental stages of OTP of consolidating the authority of regulators of the government share of the spectrum with that of the FCC.

But, he said, this approach was dis-

carded as unnecessary. Cooperation, he said, was held to be both possible and desirable. "The President wants the executive branch to be a better partner in developing policy," he said. "That's my goal."

There is, however, one agency of the executive branch that has long troubled the Commerce Committee, and Senator Pastore in particular, because of what they feel is its failure to cooperate in spectrum-management matters—the Department of Defense, which has within its control a large but undisclosed number of frequencies. The

committee is interested in the possibility of some frequencies being turned over to nongovernmental use.

Senator Pastore expressed the hope that "someone in the White House would be strong enough" to be able to obtain from Defense information on why they must retain frequencies at a time when the country is growing and needs to expand its communications facilities. "No one down there [in the White House] has the guts to tell them off," he said.

Dr. Whitehead did not say whether he would.

Memphis: What color is fairness?

Blacks and whites, militants and moderates square off as stations come up for renewal

As promised, a group of blacks unable to reach agreement with WMC-TV Memphis on its programming and hiring practices last week filed a petition to deny the station's license-renewal application (BROADCASTING, July 13). But the petition, a check of FCC files reveals, is nowhere near half the story of the controversy swirling about the station's renewal application.

Hundreds of Memphis-area residents, through letters and dozens of typed petitions, have already expressed their views on whether the Scripps-Howard Broadcasting Co. outlet's license should be renewed. Those favoring the station appear to have the edge in numbers.

Adding a touch of irony, if not confusion, to the controversy brought to light by the station's difficulties with the Memphis blacks, are the identities and arguments of the others that have given the commission their views on WMC-TV's performance.

One of those opposing license renewal for WMC-AM-FM as well as WMC-TV is Emmett L. Baker, president of the Memphis Citizens Council. He asserted that the stations are one-sided in their coverage of "the riots and revolutions we have had" and "refuse to give equal time to all parties." And while he was not explicit, others urging the commission to deny the stations' license renewals argued, in effect, that the stations are pro-black.

The stations' supporters, on the other hand, including representatives of a number of educational institutions, said the outlets are fair and accurate in their handling of news. The Metropolitan Interfaith Association praised WMC-TV's "intelligent presentation of both sides of explosive issues . . . during prime viewing" and said the station "has helped to keep Memphis reasonably calm in our age of protest and aliena-

tion."

The controversy among Memphis-area residents over the WMC stations apparently was triggered by a sharply worded response that M. E. Greiner Jr., vice president and general manager of the stations, addressed to a woman viewer. She had objected to WMC-TV programming—"all we have heard for a week was that smart Negro reporter interviewing Negroes"—and suggested that the station interview "the white Citizens Council, the KKK or some other organizations."

Mr. Greiner, in his Feb. 14 response, denounced Ku Klux Klan and white Citizens Council members as "gangsters," "criminals," and "mentally sick," and said they are doing "irreparable disservice to society." He said the stations' facilities "are not available to them, now or ever."

The letters and petitions opposing the WMC renewals, including Mr. Baker's protest, began streaming in to the commission in April, as the May 4 dead-

line for Tennessee stations to file renewal applications approached. The letters and petitions supporting the stations were not far behind.

In a related development last week, the Memphis blacks who had filed against WMC-TV—the group is the Memphis Coalition for Better Broadcasting—notified the commission that they were withdrawing a petition to deny they had filed earlier against RKO General Inc.'s WHBQ-TV. The withdrawal was accompanied by a statement embodying an agreement the two sides reached on the station's programming and employment practices.

And Cowles Broadcasting Service's WREC-TV, whose renewal application is also the object of a petition to deny by the same group of Memphis blacks, last week filed an opposition to that petition. However, like WREC-TV, it is continuing its talks with the coalition.

The WHBQ-TV-coalition agreement resembles some of the pacts Atlanta stations reached with a coalition of blacks in that city who had expressed dissatisfaction with the broadcast service they were receiving (BROADCASTING, April 6). It provides for monthly meetings between the station and an advisory council consisting of members of black organizations on questions of "community betterment," "the systematic inclusion of blacks in all locally produced programs," and "special programs to deal with black awareness and identity." The station has also agreed to carry programs of interest to small farmers and religious programs for "predominantly black churches."

The agreement notes that the station is already sponsoring a black woman at the Columbia University School of Journalism summer program and plans to employ her in the news department when she completes her course, in

WGN offices move

WGN Continental Sales Co. has opened new and larger sales offices in the Southern California area at Suite 2640, 1900 Avenue of the Stars, Century City, Los Angeles 90067. Telephone is (213) 553-6500. Also housed at Century City are WGN Televents Inc. and WGN Continental Production Co.'s subsidiary, WGN of California Inc. Other WGN Continental sales offices are in New York, Chicago, San Francisco and Tokyo. Both West Coast offices continue to represent WGN-TV Chicago, KWGN-TV Denver and KDAL-TV Duluth, Minn.

September. It also points out that the station expects its established policy of providing tuition reimbursement assistance to employees who want to further their education—a policy now benefiting several minority employees—to “produce potential additional candidates for advancement in news employment as well as other important positions.”

In other matters affecting employment, the agreement points out that WHBQ-TV is an “equal-opportunity employer,” conducts summer-intern programs for minority students, will establish workshops to stimulate and inform black students and others interested in broadcasting, and “will afford equal opportunity to all persons in all levels and classifications of employment, including management personnel.”

The last point is of particular importance to the coalition, whose members are concerned not only with the number of blacks employed by stations but the jobs they hold; the coalition is interested in seeing blacks in management.

WREC-TV, in opposing the petition to deny its license-renewal application, said it was “shocked and disappointed” that its efforts to include blacks and their views in every phase of station programming could be disregarded by the petitioners. The coalition charged that the station excludes blacks entirely from some programs, includes some in others as “a token gesture.”

The station pointed to letters of appreciation it has received from black leaders for work it has done in all fields, and noted that the coalition’s account of WREC-TV’s record in presenting blacks on local programs contained a number of errors, all of them indicating the number of black appearances was less than it actually was.

WREC-TV also said its news and public affairs programs are designed to serve the needs of all segments of the community—but it admits to one program for which it might be criticized. This was a half hour program shown 13 times in which only white M.D.’s were shown on a medical discussion show. The station said the doctors were selected for the program by their own medical society, but added that exclusion of Negro doctors in the future “will not be tolerated.”

The station, in responding to the coalition’s complaint about its employment practices, said that it has taken “affirmative steps” since 1966 to recruit and train employees from minority groups. Seven of the station’s 60 employees are black; they include two cameramen (one of whom is assistant to the chief producer), an on-air reporter, a director of community relations, and a first-class engineer trainee.

The petition that the coalition filed against WMC-TV was similar to those it

Black employes knock KBYE off the air

About 300 black Oklahoma City citizens temporarily seized control of KBYE-AM there July 11 after they were urged to march on the station.

According to John A. Claro, attorney for KBYE and a member of the board of directors of its licensee, FJL Broadcasting Corp., police were able to persuade the protestors to leave—but not before they had knocked the station off the air, stolen records and erased taped commercials.

Mr. Claro said Mrs. Clara Luper—general adviser of the local youth council of the National Association for the Advancement of Colored People—was at the station that afternoon with a group of alleged black Muslims. She said a state of emergency had been reached in the city and without further explanation broadcast a plea for a march by black citizens on the station for a rally. Program Director Ben Tipton then reportedly took the microphone and told the audience to also boycott the station’s advertisers. After their brief remarks, Mr. Claro said, some employes shut down the stations’ facilities as several hundred black citizens arrived at the studios.

Mr. Claro said some of the KBYE employes demanded that the station be

turned over to blacks. They were seeking more hiring of blacks, better wages and more authority for the black program director, he added.

The attorney said there was no basis for the demands, since there was no wage or hiring discrimination at the station and since Mr. Tipton already had substantial authority at KBYE and its affiliate KBYE-FM.

Mrs. Luper said last week that she had been at the station as an individual rather than as a representative of the youth council, and had broadcast the statements to gather the community together to explain to them the list of charges made by Mr. Tipton and his fellow employes.

She said the employes later submitted a list of their grievances to the youth council, which is involved in civil rights matters, and the youth council requested the FCC to investigate the situation. Mr. Claro said the station owners had also requested an investigation, but that the commission had not yet responded.

The stations, which program religious and “soul” music, employ black announcers, Mr. Claro said. Those employes who participated in the protest would not be rehired, he said, adding the stations would continue to have an all-black announcing staff.

KBYE went back on the air the following day.

filed against WHBQ-TV and WREC-TV. It said WMC-TV’s programming failed to provide an opportunity for community self-expression—for the blacks particularly, but for the whites also—and that the station employed only “a token” number of blacks (about 10% of its work force), none in executive positions.

But one new element—and one cited by many of the other opponents of WMC-TV—involved a charge of concentration of control of media ownership. The E. W. Scripps Co., majority owner of the WMC stations, controls the only two dailies in Memphis—the morning and Sunday *Memphis Commercial Appeal* and the afternoon *Memphis Press-Scimitar*. The coalition also pointed out that Scripps Howard has interests in broadcast and newspaper properties in Knoxville, and elsewhere in the country.

The Citizens Council’s Mr. Baker said the Memphis properties provided a mechanism by which the newspaper and broadcast owner was seeking to control the political and governmental systems in Memphis and surrounding Shelby County.

Mr. Greiner, in responding to Mr. Baker’s complaint, denied any monolithic communications entity existed in

Memphis. He said the Scripps-Howard stations were as independent of the operations of the two newspapers as they were of any other business in Memphis. The stations and newspapers compete with one another, he said.

The blacks’ petition was filed late: The last day for submitting complaints against Tennessee stations submitting renewal applications by the May 4 deadline was July 1. And WMC-TV did file by May 4. However, the commission can if it wishes consider the coalition’s petition as an informal protest.

WAKS gets \$2,000 fine

The FCC last week cited WAKS(AM) Fuquay-Varina, N.C., for alleged fraudulent-billing practices and logging violations, and proposed a fine of \$2,000. The commission said investigation of WAKS’s logs revealed that two sponsored religious programs fed to the station by Mutual Broadcasting System were not aired at their scheduled times. The commission stated it appears “that the licensee has issued certificates of performance and obtained payment from MBS on (that) basis . . . which misrepresented the nature of the advertising broadcast.”

FCC opens up a tax haven

Ownership policy points way toward tax-free proceeds from spin-offs

A broadcaster who reacts to the FCC's new ownership policy by breaking up his multiple-station holdings in a single market will be entitled to a tax break on the spin-off, the commission said last week.

In a declaratory ruling, the commission said it would issue a tax certificate whenever a station owner can demonstrate a "causal relationship" between the new policy and the sale of any part of an AM-FM-TV combination.

The certificate would permit a seller to avoid taxes on his proceeds from the sale for at least two years. He could avoid the taxes forever if he reinvested the money in his remaining broadcast properties.

The commission's action permits broadcasters to treat such sales as involuntary conversions of property. Under Internal Revenue Service criteria, the commission may issue a certificate in connection with any sale that is "necessary or appropriate" to a change

in its policy.

Such a sale would not literally be "involuntary," since the commission's ownership policy does not require divestiture of existing holdings. The commission prohibits all future acquisitions of more than one full-time station in a market (BROADCASTING, March 30).

But even though the commission was not explicit about what kind of "causal relationship" might exist between this policy and spin-offs of media combinations in a market, the connection can be made. It is conceivable that some owners of AM-FM-TV combinations would feel threatened at renewal time by the existence of a policy that specifically frowns on their kinds of holdings. The commission has said it will not hold media combinations against a licensee at renewal time, but that might be small comfort to some broadcasters.

The commission sounded as if it wanted to encourage this kind of thinking. ". . . Having found that this kind

of crossownership is inconsistent with the public interest," the commission said, "it clearly serves the public interest to facilitate sales which will bring about consistency with the new policy."

Since the only apparent basis for a "causal relationship" between the policy and a spin-off is to be found in a broadcaster's state of mind—his unease at the thought that multiple holdings in a market might hurt him at renewal time—it was not entirely clear how the commission would determine the existence of such a relationship. However, it indicated that the presumption would favor any broadcaster who sold one part of an AM-FM-TV combination.

"Broadcasters in a market do not usually sell an AM (or FM) operation, retaining the TV operation (or vice versa); . . . the normal and well-established practice is to operate both the aural and television facilities in the same market," the commission said.

Since the broadcaster could qualify for a tax certificate only if his sale actually achieved compliance with the new policy, he would get no tax break by selling an AM, FM and TV in a market. The commission's policy does not require this action of any multiple owner, existing or proposed.

The commission emphasized that its action was based upon the existing policy and not upon its proposed new one-to-a-market rule. That proposal would require divestiture of existing multiple ownerships and newspaper-broadcast cross-ownerships in a market. A media owner would be permitted to retain only a newspaper, or a TV station, or an AM-FM combination.

Commission sources could not immediately recall any recent sale that would have entitled the seller to a tax certificate under the new ruling.

The commission said its ruling was prompted by the inquiries of "interested parties." Not mentioned was the specific request for such a ruling earlier this year by the law firm of Pierson, Ball & Dowd, on behalf of unidentified clients ("Closed Circuit," May 4). The firm's position—that sale of AM, FM or TV would qualify for tax break even without a mandatory divestiture requirement—was given implicit endorsement in last week's ruling.

The ruling was adopted in a 6-to-0 vote, with Commissioner Robert T. Bartley abstaining.

Changing Hands

Announced:

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

■ KXOA-AM-FM Sacramento, Calif.: Leased to be sold by J. B. Fuqua and

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others to Scott M. Elrod and others for \$1,922,500 (for the AM) and to Ray Rhodes and others for \$190,000 (for the FM) (see story this page).

▪ **KYND(AM)** Burlington, Iowa: Sold by Robert W. Sudbrink and others to James Edwin Smith and Kenneth R. Hodges for \$220,000. Mr. Sudbrink owns **KYED(AM)** Pasadena, Tex., **WWPB-FM** Miami, is applicant to purchase **WTOW(AM)** Towson, Md., and **WTOW-FM** Baltimore, and holds 85% of license owning 80% of **KYND(AM)** Burlington, Iowa, and 50% of **WRMS(AM)** Beardstown, Ill. Mr. Smith is general manager of **KYND**; Mr. Hodges is account executive with **WGEM-TV** Quincy, Ill., and owns 33⅓% of car wash. **KYND** is a daytimer on 1150 kc with 500 w. Broker: Chapman Associates.

▪ **KGOL(AM)** Palm Desert, Calif.: Sold by Harry Trenner to J. A. Jolstead and others for \$125,000. Mr. Trenner is former vice president, sales, for **KHJ-AM-FM-TV** Los Angeles and owns **KCKC(AM)** San Bernardino, Calif. Mr. Jolstead was formerly general manager of **KMEN(AM)** San Bernardino. **KGOL** is a daytimer on 1270 kc with 500 w.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 61).

▪ **WSUB-AM-FM** Groton, Conn.: Sold by Lawrence A. Reilly and James L. Spates to William Crawford and Thomas J. Noonan for \$475,000. Mr. Crawford was formerly vice president and general manager of **WDRG-AM-FM** Hartford, Conn.; Mr. Noonan is an account executive for Carl Byoir & Associates, New York. **WSUB** is a daytimer on 980 kc with 1 kw. **WSUB-FM** has a construction permit for 105.5 mc with 3 kw and an antenna 275 feet above average terrain. Brokers: Avpro Inc. and John H. Vondell.

▪ **WEEE(AM)** Rensselaer, N.Y.: Sold by Oliver Lazare and others, debtors in possession, to Laurence Gunst Barnett, William Barnett and others for \$210,000. Mr. Lazare owns 21% of **WBJA-TV** Binghamton, N.Y., and 66⅔% of **WKIP(AM)** and **WSPK-FM**, both Poughkeepsie, N.Y. L. G. Barnett is program director for **WSFW(AM)** Seneca Falls, N.Y. W. Barnett owns 2.45% of textile-processing plant. **WEEE** is a daytimer on 1300 kc with 5 kw.

New CATV office

Teleprompter Corp., New York, plans to open permanent office in late July in Mt. Vernon, N.Y., to serve subscribers to its new CATV system in Mt. Vernon.

Fuqua would lease Sacramento outlets

Firms leasing KXOA-AM-FM would have option to buy after eight-year period

In a rare, but not unprecedented move last week, Fuqua Industries Inc., Atlanta-based diversified company and group station owner, announced plans to lease the facilities of **KXOA-AM-FM** Sacramento, Calif. and eventually sell them for \$1,852,500.

Subject to FCC approval, **KXOA(AM)** is being leased to a newly formed San Francisco firm headed by Scott M. Elrod for \$1.4 million for an eight-year period. After that time, Mr. Elrod's company, Mediacast Inc., has an option to purchase the facilities for an additional \$522,500. Mr. Elrod is majority stockholder of **KSJO(FM)** San Jose, Calif.

Concurrently announced was the proposed lease of **KXOA-FM** to an as yet unnamed firm headed by Ray Rhodes for a similar eight-year period for \$161,500. Mr. Rhodes's option to become owner of the FM facilities comes of age in eight years for an additional

price of \$28,500.

Mr. Rhodes heads Ray Rhodes & Co., San Francisco-based media representatives, and owns 8.75% of **KFAX(AM)** and minority interest in **KUDO(TV)**, both San Francisco.

J. B. Fuqua is chairman of the board of Fuqua Industries and personally owns **WJBF(TV)** Augusta, Ga. Fuqua Industries own **WROZ(AM)** and **WTWV(TV)** both Evansville, Ind.; **WTAC(AM)** Flint, Mich.; **WTVM(TV)** Columbus, Ga., and **WTVG(TV)** Chattanooga.

KXOA(AM) is a full-time station on 1470 kc with 5 kw day and 1 kw night. **KXOA(FM)** is on 107.9 mc with 12.5 kw and an antenna 170 feet above average terrain.

Leaving broadcasting, Triangle keeps cables

Triangle Publications was reported last week to be considering a regrouping of some of its holdings which in effect would continue the publishing company's activity in cable television after it disposes of its group of broadcast stations.

Under the plan said to be in preparation, the new division will include Triangle's current CATV operations; FM "Educating," a system of teaching by FM, and *Seventeen Magazine*. H. F.

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ARKANSAS: —Daytimer in single station County Seat town that can be bought for less than today's equipment prices. Market potential is 2½ times present billings. A perfect owner-manager opportunity, now operated on absentee basis. Price \$45,000—\$15,000 down, balance 10 years.

Contact George W. Moore in our Dallas office.

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(Gerry) Lenfest, an attorney with Triangle, which has its headquarters in Philadelphia, has been mentioned as possible head of the new organization.

Triangle currently is involved in a \$110-million transaction involving the sale of nine of its stations to its syndication division and certain Philadelphia real estate to Capital Cities Broadcasting (BROADCASTING, Feb. 23 et seq.). In a separate transaction, Triangle has sold the rest of its stations to George A. Koehler, general manager of Triangle's radio and TV division. All station transactions are subject to FCC approval.

NAB's Walbridge has last word at Harvard

The class of 1970 management development seminar for broadcasters at the Harvard University School of Business Administration, prepared for graduation exercises Friday (July 24), after a two-week session.

The 50 broadcasters attending the course—the smallest group in the seven years the program has been sponsored by the National Association of Broadcasters—are to hear NAB Board Chairman Willard E. Walbridge, KTRK-TV Houston, as their commencement speaker. Mr. Walbridge, with Professor Sterling Livingston of the university, will hand out certificates.

The management development course is given every two years on even-numbered years. Ron W. Irion, director of NAB's broadcast management department, supervised the program.

Those attending the course are:

David Abbott, WLWC(TV) Columbus, Ohio; Marvin Astrin, WGN Chicago; William Bellman, CHQM Vancouver, B.C.; Robert Buford, KLTU(TV) Tyler, Tex.; J. Campbell, KPRC Houston, Tex.; J. Clifford, KTR Phoenix; W. A. Creed, WJYN Springfield, Mass.; A. Davison, WLH New London, Wis.; N. E. Derrough, KCBS San Francisco; C. C. Earls, KBOA Kennett, Mo.; J. R. Gennaro, WFHR Wisconsin Rapids, Wis.; G. D. Gentling, KRCC Rochester, Minn.; Robert Goodwin, KCFI Des Moines, Iowa; Robert Gordon, WCPO Cincinnati.

F. R. Griffiths, WJAR Providence; George Hagar, WQXI Atlanta; Don Hamilton, CKLG Vancouver, B.C.; William Hart, WYES New Orleans; John Hicks, KLVJ Beaumont, Tex.; Robert Howe, WRTH St. Louis; Harvey Hudson, WLEE Richmond, Va.; C. Julian, WBRZ Baton Rouge, La.; R. Kalthoff, Avery-Knodel, Chicago; Robert Krueger, KTVB Boise, Idaho; Roy Lemons, KBUY Fort Worth; D. Look, KKAN Phillipsburg, Kan.; G. Lyons, WZZM Grand Rapids, Mich.; Carl Marcocci, WESA Charleroi, Pa.; Victor Miller, KOOK Billings, Mont.; J. Montgomery, KDIN Des Moines, Iowa; James Moroney, WFAA-AM-FM-TV Dallas; James O'Grady, RKO Radio, New York.

Tom Paro, WRC(TV) Washington; Les Rau, Rust Craft, Steubenville, Ohio; D. W. Reynolds, KGNS Fort Smith, Ark.; Roger Rice, KTVU(TV) Oakland, Calif.; R. Schollem, WGSM Huntington Bay, N.Y.; Pat Shannon, WJRT(TV) Flint, Mich.; Leslie Small, WKAN Kankakee, Ill.; Douglas Smith, WFBC Greenville, S.C.; Kendall Smith, WTC Hartford, Conn.; Gordon Stewart, KIMB Kimball, Neb.; W. F. Turner, KCAU(TV) Sioux City, Iowa; J. B. Walton, KERP El Paso, Tex.; Raymond Watson, KOGO San Diego; James Watt, KSTT Davenport, Iowa; Norman Williams, KMA Shenandoah, Iowa; E. Wittrock, KRLN Canon City, Colo.; Donald Yelser, WHP Harrisburg, Pa.

WCCO stations get renewals

Cox provides swing vote as FCC dodges mass-media-control issue

The FCC in what, for it, was an unusual action last week turned around on the WCCO case. It granted Midwest Radio-Television Inc.'s petition for reconsideration of the March 21, 1969, order setting the renewal applications of WCCO-AM-TV Minneapolis for hearing, and renewed the stations' licenses.

The action came one month after a hearing examiner recommended that course in a report based on the massive pleadings that had been filed in the case, principally by Midwest. The examiner, Herbert Sharfman, concluded that Midwest had resolved all factual questions which might adversely affect it and that a hearing would merely be protracted, futile and expensive (BROADCASTING, June 22).

The commission agreed, though not without first defending its action in designating the renewal applications for hearing and disputing Midwest's assertion that the commission had the burden of establishing the validity of the allegations made against the stations before designating the applications for hearing.

It is rare that the commission changes its mind on a hearing order. And the vote was a surprise, too—4-to-3, with Commissioner Kenneth A. Cox, who is regarded as a hard-line regulator and who voted to designate the applications for hearing, casting the swing vote. He sided with Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells.

Thus, WCCO-AM-TV, in effect, picked up three new votes. At the time the applications were set for hearing, two members now retired, Chairman Rosel H. Hyde and Commissioner James J. Wadsworth, voted to grant the applications (BROADCASTING, March 24). Commissioner Cox then had voted with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee, who were in the minority last week.

The application had been designated for hearing on a number of issues. One was whether Midwest and its owners, who have interests in the *Minneapolis Star and Tribune* and the *St. Paul Pioneer Press and Dispatch*, have an undue concentration of media control in the area. Others involved questions as to whether Midwest used its position in the newspaper field to obtain rights to broadcast sports events and whether its joint newspaper connections enabled Midwest to obtain reciprocal benefits to the disadvantage of competing broadcast licensees.

The commission agreed with the ex-

aminer's conclusion that the concentration-of-media-control question would be more appropriately dealt with in a general rulemaking proceeding—and it noted that it is currently considering a proposal to require licensees to reduce their holdings within a market to one television, one AM-FM combination or one newspaper within five years. It said the other issues had been adequately resolved in favor of Midwest.

The commission's decision to set the WCCO-AM-TV applications for hearing was triggered by charges leveled by Garfield Clark, manager of KSTP(AM) St. Paul, in testimony before the Senate Antitrust Subcommittee. Hubbard Broadcasting Co., licensee of KSTP-AM-FM-TV, was made a party to the renewal hearing and opposed Midwest's petition for reconsideration.

The commission's defense of the decision to designate the renewal applications for hearing was in response to Midwest's suggestion that the commission lacked sufficient information at the time of the designation order to warrant that action and that the hearing was set only because of WCCO-AM-TV's newspaper connections.

"Contrary to Midwest's belief," the commission said, "when we designated this proceeding for evidentiary hearing, we were unable to find that grants of its applications would serve the public interest, not because of its ownership structures, but because of the complaint of Mr. Garfield Clark."

The commission also rejected Midwest's claim that it had the responsibility to establish the validity of Mr. Clark's allegations before setting the applications for hearing. Midwest, it added, was merely attempting to obscure its failure to assume its responsibilities as a renewal applicant.

The commission said the Communications Act spells out the divisions of responsibilities imposed on a renewal applicant and on the commission in renewal proceedings, and stressed that it is the applicant who has responsibility of establishing that a renewal grant would be in the public interest and must overcome adverse allegations.

In concluding that the issues had been resolved in Midwest's favor, the commission referred to the company's seven-volume pleading consisting of more than 1,000 pages that consisted of affidavits and depositions of individuals with direct knowledge of the questions, reports and other material.

But the commission also made it

clear it did not relish such voluminous pleadings. They "are not conducive to the efficient performance of the commission's business," the commission said, adding, "we intend to adopt procedures in the near future to limit the consideration which will be given to pleadings of this nature."

The commission said that if Midwest had filed "a fraction" of the material before the designation order was issued, it might have "fared better."

A three-year extension for Rand's cable study

The Rand Corp. study of broadcasting and CATV got a renewed lease last week when the John and Mary R. Markle Foundation, New York, announced a grant of \$500,000 to keep the project going for three more years.

The CATV study, which is headed by Dr. Leland L. Johnson, a senior economist with Rand who was research director of President Johnson's Task Force on Communications Policy in 1967-68, was undertaken with a \$165,000 grant from the Ford Foundation and resulted in Dr. Johnson's report early this year (BROADCASTING, Feb. 2). In it, Dr. Johnson recommended that the FCC lift its restrictions on cable TV, but in turn advocated that CATV systems pay copyright fees.

This was followed by a report on CATV and local monopoly in which Richard A. Posner, former Department of Justice antitrust lawyer now a law professor at the University of Chicago, recommended that a period of experimentation and study take place before any national antitrust policy is established for CATV (BROADCASTING, May 25).

FCC raps KNOE with short renewal

The FCC last week granted KNOE(AM) Monroe, La., a probationary short-term license renewal because of alleged improper use of a 1967 Pulse audience survey. The commission said it was granting the renewal only until Aug. 1, 1971, to review the performance of licensee James A. Noe.

The action followed complaints that Mr. Noe was distributing the Pulse survey without an accompanying disclosure that figures are based upon estimates and are not accurate to any precise mathematical degree as required by the Federal Trade Commission.

The commission said it found, among other things, that there is evidence of improper use of the survey with respect to three prospective advertisers and that the station's general manager had submitted "self-serving false statements to the commission."

Nonprofit cable system asked

Delay in grant of New York franchises is sought so city can study other options

A proposal for nonprofit ownership of cable-television systems, with public boards of trustees auctioning channels to private users and allocating those designated for public service, was advanced in New York last week.

The proposal came from the Center for Policy Research, an organization financed by government and foundation grants, which held that CATV owners, operators and equipment manufacturers should have no control over CATV programs, and that CATV's public programs must have financial autonomy.

"These two purposes could best be served if one or more nonprofit corporations were created to lease all future TV cables and buy out existing ones," the CPR report said. "Capital outlays for these corporations would be derived from the sale of bonds or from foundation support. Current income would be drawn from installation and subscription funds.

"Channels for private use could be awarded to the highest bidder, while only nominal charges would be made against those using the public channels. A public board of trustees [rather than a city agency] would allot the public channels among the various users."

The CPR report appeared to recognize that this plan might not be entirely realistic.

If it proved "impractical in certain areas, especially those in which there are already private franchisees," CPR said the private franchisee should be required to reserve 33% of his system's channel capacity for public service, the public channels should be allocated by a specially created public corporation and the private franchisee should turn over 5% to 15% of all his income to the corporation to establish studios, pay production staff salaries and training costs and set up a liability fund.

The franchisee would also be required to construct headend and broadcast facilities dividing the CATV system into neighborhood units so that, eventually, these smaller communities could have their own "electronic town meetings" and originate their own programs. There also would be provision, through "addressed cable" or other means, for communication among specific groups that are not concentrated in a single neighborhood.

CPR spokesmen said the position paper, although prepared for the hearings scheduled in New York Thursday (July 23) on plans to issue 20-year CATV franchises in that city (BROAD-

CASTING, June 22), was "nationwide in its applicability."

They strongly challenged the New York plan, and so, in another paper released last week, did Sidney W. Dean Jr., communications consultant and chairman of the communications committee of the City Club of New York.

Mr. Dean urged that each home and nonprofit establishment in Manhattan be offered a cable terminal outlet—free. The terminal would contain a "splitter"; programs of the three educational, municipal and nonprofit stations would be delivered by cable and unused channels would be available for city, educational and community services, but the subscriber would continue to rely on his own TV antenna for commercial TV broadcasts.

Mr. Dean said "the difference in quality of reception between the cable stations and the commercial stations would be manifest," and if the subscriber wanted the commercial programs by cable he could get them at the standard monthly fee. If this "free sampling" shortened the delay in getting standard subscriptions by only two months, Mr. Dean said, "it would pay for itself."

"With virtually complete access to the entire population in three to 10 channels (depending on the set, UHF tuner and converter facilities), many services, benefits, revenues and economies become possible," he said. "Services may include in-home public education; health and welfare; community programing; public safety and alert, eventual meter reading and even first-class mail delivery."

Mr. Dean gave his views on the *All About TV* program on municipally-owned WNYC-TV New York last Wednesday night (July 15) and in an article in the June 20 issue of *The Nation*.

Both Mr. Dean and the Center for Policy Research stressed the importance of two-way capability in CATV systems. CPR said it was "vital to require the CATV corporations to make the network bi-directional so as to allow for electronic town hall meetings."

CPR recommended that the city hold up for 90 days the 20-year franchise contracts proposed for Teleprompter and Manhattan Cable, which currently serve different sections of Manhattan; that the 90 days be spent in "extensive public examination of the issues involved and options available" and that the contracts be awarded initially for two years rather than 20, "to allow experience with this vital, important

system to accumulate before long-run commitments are made."

CPR said "a real danger exists if New York City allows commercial interests to shape this medium, as they fashioned over-the-air TV and radio. Then CATV will be used chiefly to fill the channels of New York City CATV systems with a plethora of even lower quality programs than we now have, because the new FCC ruling allows pumping the local programs generated by any TV station across the country into a local CATV network.

The contract proposed for Manhattan Cable and Teleprompter was challenged by the CPR on grounds that it

permits the owners to program the systems; permits only 17 channels per system for the next three years although "the latest state of the art now is conservatively estimated to be 24 channels"; specifies "two-way" service but does not specify that this means to and from the subscribers' homes; permits the operators to set the rates for use of public channels although discounts of 40% to 80% or more for universities, citizens groups or community groups such as parent-teacher associations probably would be desirable.

Amitai Etzioni, director of CPR and chairman of the sociology department of Columbia University, prepared the

CPR statement, which said he also had advice from Stephen Unger, professor of engineering at Columbia; Eugene Leonard, president of System Resources Corp., Jack Willis of National Educational Television and "others".

CPR describes itself as a nonprofit corporation "whose main purpose is to provide the intellectual environment and the facilities for research dealing with issues of public policy." It is funded primarily by grants from government agencies, such as the Department of Health, Education, and Welfare and various foundations. Its headquarters moved from Washington to New York last fall.

Race for political air time heats up

Republicans accuse CBS of fronting for Democrats as FCC moves to make policy from mound of complaints

The Republican National Committee used the rapier and the bludgeon last week to attack CBS for giving Democratic National Committee Chairman Lawrence F. O'Brien air time as part of what the network says is an effort to afford the party out of executive power an opportunity to express its views on controversial issues.

The rapier was a pleading filed with the FCC requesting it to direct CBS to give the Republican National Committee time to respond to Mr. O'Brien's 25-minute appearance on July 7. The GOP said Mr. O'Brien had "propagandized" on partisan matters and that CBS's failure to afford the Republicans time for a prompt response would constitute a violation of the fairness doctrine.

The bludgeon was wielded by Representative Rogers C. B. Morton (R-Md.), chairman of the Republican National Committee, in a news conference on Thursday. He virtually called CBS a part of the Democratic party apparatus: "If CBS wants to be a partisan network . . . then the only thing I want them to do is say it honestly and say, 'We are Democrats and we're going to champion the Democratic party.'"

The pleading added to the thick stack of fairness-doctrine protests and related issues that have been accumulating at the FCC over the past two months. Most result from President Nixon's use of radio and television to discuss national issues (BROADCASTING, July 13). But one, from Senator Robert Dole (R-Kan.) and 10 other Republican senators is directed at NBC's refusal to grant them time to respond to Senate backers of the McGovern-Hatfield amendment to cut off funds for the Vietnam war after June 30. The Senate

doves paid for a half hour on NBC on May 12; Senator Dole's group is seeking free time.

The plethora of complaints and responses are likely to provide the raw material for basic new commission policy in the fairness field. Indications last week were that the commission will attempt to deal with them in a package, possibly at its meeting on Aug. 5. Chairman Dean Burch will be away from the commission on reserve Army duty this week and next.

The GOP filing of the pleading, on Tuesday, and the news conference were sandwiched around CBS's rejection of the request Representative Morton had made for time under the fairness doctrine. The rejection came in a letter from Robert V. Evans, CBS vice president and general counsel, which may cause the Republicans more anguish. For it makes it clear that CBS's offer of time for the *Loyal Opposition* broadcasts does not rule out the Democrats' use as spokesmen of well-known party figures even if they are senatorial candidates for re-election—such as Senator Edmund Muskie, of Maine, a possible presidential candidate in 1972.

Mr. Evans, who was responding to a question raised by Representative Morton, noted that CBS does not intend to place restrictions on the *Loyal Opposition* format. But since the appearance of a candidate would impose an equal-time obligation on affiliates serving the candidate's state, Mr. Evans said, the network would inform those affiliates in advance so that they could exercise their options—either to refuse to carry the broadcast or to offer equal time to the candidate's opponents or secure waivers from them.

CBS last month announced its in-

tention to afford the Democratic party an opportunity "from time to time"—CBS officials have indicated that a total of four broadcasts is contemplated—to help offset the inherent advantage it said that President Nixon, as President, has over the principal opposition party in communicating with the public by radio and television (BROADCASTING, June 29).

But the GOP, in its protest to the FCC, said Mr. O'Brien did not use the 25 minutes provided by CBS to present the other side of issues that the President has discussed in his recent broadcasts. "On the whole, it was a political attack on the President and his party, coupled with a closing commercial that funds be contributed to support DNC's goal of ousting Republicans from office," the Republicans' petition said, adding: "It directly raised the fresh issue not specifically treated by any presidential speech: which political party should hold power."

The GOP petition made much of CBS's opposition last month to a DNC request of the FCC for a declaratory ruling that broadcasters may not, as a general policy, refuse to sell time "to responsible entities such as the DNC," for the solicitation of funds and for comment on public issues. The pleading noted that CBS had said that it maintains policies to assure that broadcasts dealing with controversial issues are produced under the supervision and control of CBS News or a CBS-owned station and that appearances of outsiders on its programs "are not permitted to become the instrument of partisan advocacy."

(CBS has also opposed a DNC proposal that the commission adopt a rule requiring broadcasters who carry presi-

dential addresses or news conferences to seek out opponents of the views expressed by the President and offer them time for reply. The network attacked the proposal not only as contrary to existing law and fairness-doctrine standards but as unnecessary: "The fact is that the public is constantly hearing and seeing on these media points of view that are contrary to the views of the President and his administration." As partial support for that statement, CBS cited its offer of time to the Democratic party.)

The GOP pleading said that in the O'Brien appearance, "CBS allowed 'partisan program control' which permitted the program "to become the instrument of partisan advocacy." It might be "merely farcical that CBS was thus hoist with its own petard were it not for the fact that such caprice was practiced by persons whose responsible performance is so vital to our democratic system."

Representative Morton, who appeared at the news conference with attorney W. Theodore Pierson Sr., who prepared the GOP's pleading, used blunter language. He said the fairness doctrine "has a gaping hole at the water line, put there by CBS." That policy, which "has served the American electorate well," he added, "is in danger of being lost."

Mr. Evans, in rejecting Representative Morton's request for time to answer Mr. O'Brien, stressed CBS's contention that the network is acting responsibly in its treatment of controversial issues. He said "there is no doubt that the President has addressed himself to controversial issues of public importance in his broadcast appearances.

"Nor have you . . . suggested that [Mr. O'Brien's] broadcast dealt with issues that have not been covered with fairness and balance on CBS News broadcasts, including appearances by the President."

Furthermore, he said, when the President speaks, he acts as the leader of his party as well as of the nation. And while it is not likely that his own party would want broadcast time to disagree with him, the party out of power would.

Mr. O'Brien was staying out of the fight between CBS and the Republicans. But it is understood that he wrote a note to CBS President Dr. Frank Stanton last week thanking him for the time made available to the DNC—and asking that the committee be given ample notification of when time for future installments of the *Loyal Opposition* would be granted.

He reportedly did not request any specific dates. But a DNC official told a reporter that, if it had a choice, the committee would probably like a time

slot near Labor Day, another later in September and the third "just before" the state and local elections in November.

Meanwhile, a CBS News producer, Don Hewitt, offered his own solution for resolving the fairness-doctrine controversy that centers on the President's use of radio and television. He would have the three television networks rotate in carrying President Nixon's speeches and follow them by analyses of equivalent length by prominent individuals.

Mr. Hewitt, who outlined his plan in a letter to various news media and in an interview with BROADCASTING, said that in being carried by the three networks the President's speeches often "take on the magnitude of an election or a moon landing even though the contents may not justify it."

Mr. Hewitt said his suggestion would enable each network to reduce the amount of time it would allot the President but, by providing a post-speech analysis of equal length, still provide full and balanced coverage.

"The way things are going now a President's speech doesn't compete with a prime-time network show since all networks are carrying the talk," he said. "Under my proposal he would be competing for attention with two networks that are carrying entertainment shows. I feel that viewers should have the opportunity to make a choice."

Antiwar senators find some equal time on FM

Spokesmen for Pacifica Foundation's four noncommercial FM stations—WBAI New York; KPFA Berkeley, Calif.; KPFA Los Angeles; and KPFT Houston—confirmed last week that they had offered equal time to 14 antiwar senators to answer President Nixon's TV conversation of July 1.

A telegram and letter were sent on Tuesday (July 14) to Senator George S. McGovern (D-S.D.) expressing the stations' willingness to provide the time denied them by the TV and radio networks. No specific time period was suggested. "We just wanted to see if they'd be interested," commented a spokesman.

"We hope they won't ask for more time than we can readily offer," he added. He conceded that the audience the four stations can offer might not be enough for the anti-war group. But, he said, "We hope they'll see it as better than nothing."

A McGovern aide said that the senators had replied, thanking the stations for the offer. He said that, although the senators would not accept as a group, several might be interested.

One-month reprieve for ABC affiliates

Network to pay rate hikes in December; its next move may hinge on fall business

ABC-TV said last week that it will continue to absorb its increase in AT&T rates for network interconnection through the end of this year. The extent of affiliates' clearance of ABC-TV programs may have much to do with ABC's decision on whether to continue absorbing the increase after that.

Initially, ABC-TV had notified affiliates that it would probably not be able to continue absorbing the hike beyond Nov. 30, 1970 (BROADCASTING, June 8). The new action was said by both George A. Koehler of Triangle Stations, chairman of the ABC-TV affiliates board of governors, and Richard L. Beesmyer, vice president, affiliate relations for ABC-TV, to have resulted from a request of the affiliates board. It extends the cutoff date by one month.

Mr. Koehler said the one-month extension—till Dec. 31, 1970—"pursues the opportunity for review of performance rather than to base a judgment on promise. Your board will review progress with the network in November and at that point it will be decided whether all or a portion of the increase will be passed along to stations effective Jan. 1, 1971, or whether the network then will absorb the increase for a much longer period."

He said the success of the review in November would "depend squarely on the affiliated stations and the progress the network has made by that point." ABC officials pointed out that the additional month's time would provide a better idea as to the performance in the first quarter of the new programming season.

Mr. Koehler in commenting on the agreement between the network and affiliates board said that ABC, by the extension, will have absorbed the AT&T rate increase fully for 15 months and that affiliates "will have saved hard dollars for that period—dollars that CBS and NBC affiliates have paid." He said the agreement represented "a most reasonable position" assumed by the network and that in this opinion, "the network has more than gone the second mile." Mr. Beesmyer said the hike absorbed by ABC-TV since last Oct. 2 will come to \$7 million by the end of 1970.

Mr. Koehler said that affiliates would have an opportunity to ask questions on the subject during a series of regional meetings to be held shortly.

ABC-TV originally had elected to absorb the AT&T rate increase for a

one-year period, but in June of this year said it would continue the policy for an additional two months, or through Nov. 30. It was indicated by ABC that a rate change, if effected at that time, would mean that interconnected affiliates would have their network station rates reduced by 6.5% and noninterconnected outlets by 3.25%, effective Dec. 1.

Newspaper bill: one step away

The Senate approved the final version of the newspaper preservation bill last week and sent it to the White House for probable approval.

The bill had already passed both houses, and was put in its final form last week by a Senate-House conference committee. It would exempt financially troubled newspapers in 22 cities from antitrust laws and allow them to share noneditorial operations with other papers. These joint operating agreements allow common mechanical, business and advertising departments and profit-pooling but require separate and independent editorial operations.

Senator Thomas J. McIntyre (D-N.H.), an opponent of the bill, predicted last week that granting these antitrust exemptions will open the flood gates for similar requests from the broadcast industry, motion picture producers and magazine publishers. "What we need," he said, "is not legislation to make rich publishers richer and monopoly situations stronger but legislation to encourage diversification of ownership and editorial opinion."

San Jose CATV plans 42-channel service

According to general manager Harry S. White, San Jose Cable TV Service, San Jose, Calif., will this week place in operation the first 32-mile section of what will eventually be an 1,800-mile, dual-cable 42-channel CATV service.

The new section, originally scheduled to be christened last April (BROADCAST-

ING, Feb. 2), is slated to be augmented by from 25 to 30 new miles per month. The entire system is supposed to be complete in two or three years, and is aimed at serving between 50,000 to 100,000 subscribers. It is being built by Vikoa for an estimated \$15 million.

An impressive array of equipment has been budgeted for the system, including computer monitors, stand-by generators, dual antenna sites and a full complement of color studio equipment which will be used for projected program originations.

At present the system presents weather-news-stock ticker-time and occasional live, local originations.

San Jose Cable is owned jointly by KNTV(TV) San Jose and the *San Jose Mercury and News*. It began operating in 1968.

Indiana TV's rebuff charges

Stations assert media-control issue is 'frivolous,' licenses should be renewed

Three Elkhart-South Bend, Ind., television stations—faced with petitions by a local CATV company to deny their license renewal applications—last week told the FCC that the case is without merit.

Mishawaka CATV Inc., holder of a franchise for Mishawaka, Ind., asked the commission on July 1 to deny the renewals of WNDU-TV and WSBT-TV, both South Bend, and WSJV(TV) Elkhart-South Bend, Ind. Mishawaka CATV charged that Valley Cablevision Corp., equally owned by the licensees of the stations, has prevented Mishawaka CATV from obtaining financing "since the bankers see only that Valley Cablevision has the only franchises in all of the surrounding areas." It also leveled a charge of concentration-of-mass-media-control issue against the licensees because the principals of Valley Cablevision own radio and TV stations, news-

papers and CATV.

In its opposition to the petition to deny the renewal of WNDU-TV, licensee Michiana Telecasting Corp. said last week that Valley Cablevision's franchises are nonexclusive and competing franchises are held by others in Mishawaka, Winona Lake, Warsaw and Goshen, all Indiana. It charged Mishawaka CATV "lumped" together the interests of the three partners in the CATV joint venture "as though they were under common ownership or other common interest."

The *South Bend Tribune*, owner of WSBT-TV, called the Mishawaka petitions "frivolous" and a "blatant attempt to seek private advantage through the FCC." It said the fact that both Mishawaka and Valley Cablevision have franchises for Mishawaka "undoubtedly" explains the petitions to deny the renewals of the stations. The licensee added that under law Indiana cannot grant exclusive franchises. In addition, the FCC has stated that mere media holdings are currently no basis for denying license renewals, the *Tribune* pointed out.

The comments of Truth Publishing Co., licensee of wsjv, focused on the mass-media-control question. It said "issues of media crossownership are being resolved through rulemaking proceedings and should not be adjudicated in an *ad hoc* license-renewal hearing."

ABC-TV to hold regional gatherings

ABC-TV will hold five regional meetings with its affiliates, starting on July 28 and ending on Aug. 7, to discuss fall programming and plans for the future.

The network will be represented at the meetings by Elton H. Rule, president of ABC; I. Martin Pompadur, vice president, ABC; James E. Duffy, president of ABC-TV; Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV; Martin Starger, vice president in charge of programming, ABC-TV and Richard L. Beesmyer, vice president in charge of affiliate relations, ABC-TV. The meetings will be held in Cincinnati on July 28; Denver, July 29; Atlanta, Aug. 4; Pittsburgh, Aug. 5 and Los Angeles, Aug. 7.

Setting up house

Cypress Communications Corp., Los Angeles, has moved into offices formerly occupied by Harriscope Cable Corp., there following the merger of the two firms. The new address for Cypress is 10889 Wilshire Blvd., Los Angeles, Calif. 90024. Telephone: (213) 478-1555.

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Court sets interim fees in music dispute

NBC will pay ASCAP \$4.3 million annually; CBS balks at similar deal as it pursues per-use licenses

An order under which NBC-TV will pay the American Society of Composers, Authors and Publishers \$360,000 a month—or \$4.32 million a year—pending final settlement of their music-license dispute was reported last week to have been signed by Judge Sylvester J. Ryan of the U.S. Southern District Court in New York. The fees will be subject to retroactive adjustment to conform to the rates finally set in the litigation.

NBC-TV is seeking a limited license from ASCAP, covering only about 2,200 specific compositions, rather than the customary blanket license covering all ASCAP music. ASCAP is opposing the bid so strongly that it has sued to put NBC-TV—and also CBS-TV, which is seeking per-use rather than blanket license—virtually out of the network business on antitrust grounds (BROADCASTING, June 1).

There had been no disagreement between NBC-TV and ASCAP on the \$360,000 monthly interim fee, which was proposed by Judge Ryan in the first place (BROADCASTING, June 15). They did disagree on other provisions of the order, particularly those related to retroactivity.

The order as signed apparently favored NBC's position more than ASCAP's because it was said to permit NBC-TV to give ASCAP 20 days' notice if it wishes to switch from use of the full ASCAP repertory to use of only the 2,200 specified tunes; then, if NBC wins its case for a limited license, the retroactive adjustments will take into account NBC's limited use of the repertory during the interim period.

Judge Ryan had expressed hope that a similar \$360,000-a-month interim deal could be worked out between CBS-TV and ASCAP, but CBS counsel have repeatedly characterized that figure as unacceptably high, and last week they reiterated that they might reject any interim license from ASCAP that was not on a per-use basis.

That disclosure came in still another case in the tangled litigation over network-TV music licenses—CBS-TV's suit for per-use licenses from both ASCAP and Broadcast Music Inc. and BMI's countermove for a court order

requiring that, until the case is terminated, CBS-TV be required to pay BMI 70% as much as it pays ASCAP (BROADCASTING, June 8).

In a hearing on the BMI 70% motion 10 days ago, CBS counsel argued that the motion should be denied, but countered with an offer to pay BMI for each piece of BMI music that CBS-TV uses, the same amount that BMI pays its writer and publisher affiliates for CBS's use of that music (BROADCASTING, July 13). CBS said it would make the same offer even if BMI's motion is denied.

CBS counsel also said that if the court grants its counteroffer, CBS will withdraw from the interim-license proceeding in the ASCAP case and try to work out a similar interim per-use deal with ASCAP.

If that effort succeeds, CBS attorneys continued, the terms will be made known to BMI, which could "petition for reconsideration if it believed those terms to be discriminatory." If no such per-use arrangement could be worked out with ASCAP, CBS continued, ASCAP could file a motion for "preliminary relief," as BMI has done in its 70% bid, and CBS would also "consent to the grant of that motion on

nondiscriminatory per-use conditions."

CBS counsel acknowledged they would be risking massive infringement suits if they followed this course, just as they have risked—and BMI has filed—massive infringement suits in the BMI-CBS dispute. But they said that if the court upholds their counteroffer to pay interim fees to BMI on a per-use basis, "we are just going to take that extra risk with ASCAP as well."

The next hearing on ASCAP's application for an interim fee from CBS is set for Aug. 10, reportedly in Puerto Rico because Judge Ryan, who presides over matters dealing with ASCAP's consent decree, will be presiding there at that time. Judge Morris E. Lasker, also of the U. S. Southern District Court in New York, who is presiding over the CBS per-use suit, has indicated he expects to rule on BMI's 70% motion by the end of this month.

BMI strongly opposed CBS's counteroffer to pay BMI's royalty scales, contending the proposal is "anticompetitive," underestimates the royalty payments BMI actually makes and would reduce even further BMI's revenues and therefore its ability to compete with ASCAP—an ability that BMI claims is already seriously threatened by multi-million-dollar additional payments that CBS and NBC made to ASCAP last year but refused to make to BMI.

The July 10 argument before Judge Lasker of BMI's 70% motion reviewed and elaborated on the earlier briefs and affidavits of the disputants. Much of it dealt with legal points and precedents, but occasionally it was enlivened by sharp exchanges, when CBS counsel, questioned about CBS's role as one of the original founders of BMI, said "we [now] regard BMI as a Frankenstein monster". BMI counsel countered that "CBS is Dr. Frankenstein."

Principals in the argument were Jerome G. Shapiro of Hughes, Hubbard & Reed, BMI counsel; Allan J. Hruska of Cravath, Swain & Moore, CBS counsel; Arthur H. Dean of Sullivan & Cromwell, ASCAP counsel, and Jay Topkis of the Paul, Weiss law firm representing four individual ASCAP members included as defendants in the CBS suit.

Dickerson resigns after news show is canceled

NBC News last week confirmed that Washington correspondent Nancy Dickerson had resigned, effective when her contract expires on Sept. 1.

Officials said Miss Dickerson's decision to leave after seven years came because of a "disagreement about her new contract." Specifically, one spokesman said, Miss Dickerson was reportedly upset over the decision of NBC-TV to drop her daily five-minute *Nancy Dickerson with the News* program.

Miss Dickerson, however, will be covering special assignments for NBC-TV, among them a pair of week-long appearances as substitute for Barbara Walters on the *Today* show.

Last stands on prime-time access

Opponents trying for stay of effective date, reconsideration of rules

Westinghouse Broadcasting Co. last week came under attack from CBS and NBC for its position favoring the FCC's new prime-time access rule. ABC, however, voiced qualified approval of the proposal, which would cut back the amount of prime time affiliates may take from networks, but suggested the commission revise its restrictions on acquisition of subsidiary rights and interests.

In its reply to oppositions by Westinghouse to petitions for reconsideration of the proposal, CBS labeled as false Westinghouse's assertion that there have been no detailed showings of the unfeasibility and adverse effects of the proposed rule. The network pointed out that no producers—including Westinghouse—have offered to produce network-quality programs for first-run syndication, and that all "active" producers

of such programs commenting in the rulemaking proceeding have stated that such production is economically unfeasible.

CBS also said that both affiliated stations and independents have demonstrated the adverse effects the proposed rule will likely have.

CBS termed "unsuccessful" Westinghouse's effort to show that network-quality, first-run syndicated product can be profitable. It said Westinghouse—"which has had no experience in providing network-quality series"—estimates such programming can be produced for \$60,000 per half-hour episode. CBS pointed to its estimate (which is shared by NBC and others) of \$100,000; and to estimates in that range by MCA, Screen Gems and the William Morris Agency. CBS said Westinghouse's statement that distribution costs would be between 14% and 20% of production expenses, was "unrealistic" and pointed to MCA's estimate of 70% to 75%.

Westinghouse does not offer estimates of total revenues from first-run syndicated programming, CBS said, adding its own estimate was only \$35,000 per episode before deductions of distribution fees and expenses.

CBS's Dawson becomes pro baseball hireling

Professional baseball has taken a leaf from its much younger cousin, professional football, by hiring a broadcast-oriented individual to talk contract turkey with the networks. Thomas H. Dawson, a veteran CBS executive, was named last Friday (July 17) to oversee organized baseball's dealings and relationships with television and radio. The announcement was made by Baseball Commissioner Bowie Kuhn at a news conference in New York.

Mr. Dawson, one-time CBS-TV network president and most recently assistant to John Schneider, corporate executive vice president, isn't sure just what his title will be.

"It could be 'director of TV and radio' or 'coordinator of TV and radio' for baseball," he said last week, after 45 minutes at his new desk. But, he added: "I'm going to try to relate a lot of years of broadcasting experience to organized baseball as it relates to TV."

The biggest responsibility he will have, he said, is administering the ever-expanding major league baseball-TV contracts. NBC-TV is now in the second year of a three-year contract, he observed, and he pinpointed re-negotiation of the contract as a top priority.

Mr. Dawson's TV-radio responsibilities in the baseball commissioner's of-

fice formerly were handled on a part-time basis by retired NBC sports executive, Tom Gallery, who served as consultant to a TV committee of baseball-club owners. According to officials, however, the job grew too big, and the baseball executives started about a year ago looking around for someone to handle the function on a full-time basis. Mr. Dawson left CBS about 10 days ago to take the job.



Mr. Dawson

CBS, which has already requested a stay of the effective date of the prime-time access and related rules (BROADCASTING, June 29), last week also offered the commission a new reason for staying the effectiveness of one of them—the one banning network acquisitions of subsidiary interests in programs they do not produce. It is to become effective Sept. 1.

CBS, in a letter to the commission, said its plan to establish a new company to inherit CBS's program-syndication and CATV interests (BROADCASTING, July 6, et seq.) is likely to render moot its request for a stay of the Sept. 1, 1971, effective date of the rule barring networks from domestic syndication. But it said its plan for the new company "raises new questions as to the need for the financial interest restriction" not previously considered by the commission.

CBS noted that the commission, in adopting the new rules, said they were required by the "conflict of interest" inherent in a network's acquiring subsidiary rights and then using those rights in its syndication business. But once a network company drops out of the program-syndication business, CBS said, "this justification no longer exists and there is no conceivable need for the financial interest restriction."

CBS noted that, although the details of the new organization are still being worked out, "steps will be taken to insure its operation and management independently of CBS." A company spokesman emphasized this point later by noting that plans contemplate that there will be no common officers or directors of CBS and the new company—an apparent response to published reports that some commission officials have expressed doubt that the commission would agree that CBS would be complying with the new rules if there were close relationship between the two companies, particularly if top CBS executives were active in both ("Closed Circuit," July 13).

In its reply, last week NBC said that eight of the nine stations selected by Westinghouse as examples of stations that would profit from the prime time access rule would in fact lose money. For the average affiliate, the network said, the rule would increase the amount of time available for spot sale in evening hours by 50% or more—and currently most stations do not sell all their time—even their prime time.

NBC added that Westinghouse "cavalierly dismisses" data supplied by producers showing that production costs for a half-hour episode would be about \$100,000, and merely states "there is no way to explore the basis of the figures and estimates supplied."

West Coast opposition to the proposed ruling also appears to be mounting.

In a letter to the commission, the Producers Guild of America urged the FCC to reconsider its action. The letter is signed by PGA president Robert S. Finkel.

The producers say they are convinced "the resulting decrease in network programming will not be offset by increased syndication demands. Such demands," the letter continues, "if they develop, will be for local shows, game shows, and, in general, lower budget ventures."

Without naming them, the producers assert that the decision "if forced, will create problems for the entire entertainment industry."

The letter from the producers follows closely a request by the Screen Actors Guild that the FCC reconsider the original 50-50 proposal (BROADCASTING, June 29).

ABC, in its reply comments last week, said it had no opposition to the prime-time access rule as an interim measure—with the exceptions of news documentaries, live sports and half-hour network news.

"We believe that the long-run diversity which the FCC seeks will better come from full development of UHF and public broadcasting than from CATV (and pay-TV) and that for the next few years, until they are given a chance to develop, the preferable regulatory course is a prime-time access rule, which will help them develop," ABC said.

ABC also suggested that the commission set aside its proposal to restrict acquisition by networks of subsidiary rights and interests and adopt the policy of CBS. CBS offers producers of programs for syndication for which CBS provides financing the option of repaying the network with either an 'unconditional credit worthy promise to pay' or 'a negotiable participation (by CBS) in subsidiary rights or interests.'

House Commerce issues CBS-Haiti report

The House Investigations Subcommittee report on CBS's involvement in an abortive Haitian invasion was released last week by the parent Commerce Committee. The subcommittee's harsh conclusions are basically unchanged from those circulated in a draft report last month (BROADCASTING, June 22).

The report makes two basic charges and converts them into broad recommendations: CBS staged scenes for presentation in a documentary (which was never broadcast) and it encouraged an illegal invasion scheme. The report calls for "new legislation in the communications field which would accomplish the following objectives: 1) Protect the public against falsification and deception in the preparation and presentation of

Changing Formats

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

■ WFLY(FM) Troy, N.Y.—Troy Record Co., effective Aug. 17, will change its format from middle-of-the-road to pop standards, past and present programming. A survey found, the licensee said, that its current programming is similar to that presented by seven other stations in their area. The station told the FCC that no facility in the area offers anything approaching the proposed new format in FM stereo. A station spokesman said the new format will be a combination of "from 30% to 40% rock, and from 60% to 70% old popular hits."

■ WCKY(AM) Cincinnati—Post Newsweek Stations, Florida Inc., effective July 17, switched from a contemporary music format to a pop-standard, easy listening sound (see this page).

purportedly bona fide news programming, and (2) prohibit the practice of news media involvement in criminal activities."

Although no more specific legislative proposals accompanied the issuance of the report, several members including Representatives John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) reportedly will issue some additional views. Some on the committee expressed the opinion that it should be illegal for newsmen to witness a crime without reporting it.

Protest is revived against Alabama ETV's

Senator Charles E. Goodell (R-N.Y.) last week protested the renewal of the eight ETV licenses held by the Alabama Educational Television Commission after the network had dropped three black-oriented programs originated by NET.

AETC contended that it had dropped the programs, *Soul*, *Black Journal* and *On Being Black*, because they contained "lewd, vulgar, obscene, profane or repulsive material."

Senator Goodell wrote in a letter to FCC Chairman Dean Burch that he was shocked that the FCC had renewed the licenses without a full investigation. He said that the decision to renew had the effect of protecting local censorship. "This paradox of freedom is too obvious to be ignored by the public or the FCC," he said.

At the time of the renewals three weeks ago, the FCC ruled that the rejection of the programs was a discretionary matter of "licensee taste or

judgment" (BROADCASTING, July 6).

The stations involved are WAIQ(TV) Montgomery, WBIQ(TV) Birmingham, WCIQ(TV) Mt. Cheaha State Park, WDIQ(TV) Dozier, WEIQ(TV) Mobile, WFIQ(TV) Florence, WGIQ(TV) Louisville and WHIQ(TV) Huntsville.

New format for WCKY(AM)

Post-Newsweek Stations Inc. last week announced that its WCKY(AM) Cincinnati has changed its program format from that of "contemporary music" to "a pop-standard, easy listening sound." Plans also call for an enlarged local news staff and CBS Radio affiliation later this year. The format switch, effective July 17, is being heavily advertised locally.

Italian-Americans hit network "defamation"

NBC-TV officials late last week were preparing replies to requests from the Italian-American Civil-Rights League—one expected to be a rejection of a bid for equal time; the other, a response to a bid for a meeting among league and NBC officials.

The request for equal time was made on July 10, two days before NBC-TV re-ran an episode, "The Trial of the Mafioso," on its Sunday night series, *The Bold Ones*. The league, which is fighting what it considers "defamation" of Italian-Americans through programs that suggest automatic links of Italian-Americans with the Mafia, was particularly offended by the "Trial" segment. Spokesmen complained that it "showed persons with Italian names, who were said to be Mafioso, who killed their own in-laws."

To spotlight their distaste for the show, about 150 league representatives picketed NBC offices in New York for three hours last Monday evening (July 13). That demonstration followed the league's June 29 rally and picketing of New York FBI headquarters.

A league official last week warned that, if NBC "continues defaming Italian-Americans," the league will "continue picketing in larger numbers."

Big game, big audience

Though regular national ratings were still unavailable, NBC estimated that 50 million persons watched its coverage of the major-league all-star baseball game last Tuesday night (July 14). New York Niensens showed the program to have attracted the highest rating in New York in the history of TV coverage of the classic (31.9 rating and 54 share on WNBC-TV). Last week's game was the first to be played in prime time, when available audiences are largest:

Chet Huntley has his say—at last

Parting shots at Nixon, Agnew and astronauts bring angry Hill response

Veteran NBC newscaster Chet Huntley stepped from in front of the television cameras last week to provide some personal views—often searing—regarding the Nixon administration and even the medium he served for 14 years as co-anchor of the NBC *Huntley-Brinkley Report*. His comments immediately generated outcries from several Capitol Hill Republicans.

"It deeply concerns me that 55% of the American people are getting most of their news from TV," Mr. Huntley said in a *Life* magazine interview. "These are people who are being confronted with news for the first time. And these are the people who form the Agnew clique."

Mr. Huntley, who leaves broadcasting at the end of this month to return to his native Montana, was no less candid about specific people and incidents. For example, there were the space flights:

"Covering the astronauts was an ex-

ercise in boredom. The networks all got trapped. Most astronauts are dull as hell, nice guys, mechanics. The only ones who had a mind of their own didn't last long."

And there was Vice President Agnew: "Spiro Agnew is appealing to the most base of elements. All the networks



Mr. Huntley

broke their asses putting his famous Des Moines speech on television (BROADCASTING, Nov 24, 1969). We all created him, for God's sake. . . . I resent being lumped in with his Eastern Establishment effete intellectuals. I've had more cow manure on my boots than he ever thought about."

And, finally, there was the President himself:

"I've been with Nixon socially; I've travelled with him in his private plane; I've seen him under many conditions. The shallowness of the man overwhelms me; the fact that he is President frightens me."

Mr. Huntley's comments brought angry responses from Republican media-watchers on Capitol Hill. Senator Bob Dole (R-Kan.) said: "The real Chet Huntley has finally revealed himself to the American people, and he is nothing more and nothing less than many of us suspected—a pat propagandist who has an antipathy for Republicans. . . . Perhaps his colleague, Mr. [David] Brinkley, will follow his lead."

And in a House speech, Representative William R. Scherle (R-Iowa) was no less outraged: "His retirement comes 16 years too late," Mr. Scherle said. ["He is] what we've always suspected—a Nixon-hater."

Who speaks for the 'real majority'?

CBS's Bill Leonard says broadcast news is still the most trusted voice

Broadcast news, though maligned and buffeted from all sides, is being turned to with "increased confidence" by millions of Americans who represent the "real majority" in the country and not the "so-called silent majority [which] is in truth a very vocal minority, a very determined, very frustrated and very unhappy . . . and very important minority."

That analysis was offered last week by Bill Leonard, CBS News vice president, to the New York State Broadcasters Association at its annual executive conference in Cooperstown, N.Y. As described by Mr. Leonard, the "real majority" is made up of:

"That great body of Americans who are willing to listen, who are willing to learn. Who are not afraid of the truth even if it hurts. In this real majority you will find few flag-wavers or flag-burners. few rock-throwers and few

hate-mongers. You will find people who are not so absolutely sure that they are right that they are absolutely sure the other fellow is wrong."

To back up his contention that electronic journalism has the willing ear and eye of these millions of Americans, Mr. Leonard cited studies made of TV news by Roper Associates as well as a Louis Harris poll conducted last year for *Time* magazine.

Mr. Leonard said the sampling of public attitudes about TV started in 1959 by Roper Associates shows "an increasing dependability on and acceptance of television news." Of particular interest, he said, was the choice of TV as the news medium people are most inclined to believe.

He also noted that while Vice President Agnew has been "in the forefront of those who say we are biased, slanted, liberal and unfair," the Harris poll for *Time* "indicates that nine out of 10 Americans regularly watch news on TV. A majority of those polled believed newspapers are sometimes 'unfair and slanted in news coverage.' A minority—one in three—believed that of television."

Mr. Leonard asserted that the charge of the so-called silent group that "says

television reporting of crime and violence is a major contributor to such crime and violence" draws little support from the "real majority," noting that Roper found TV coverage of disorders ranking "far down the list of what people considered contributory causes . . . ninth among 12 causes mentioned."

Mr. Leonard said there is a "curious inconsistency" in the attitude of those critics who say TV coverage of disorder and violence stimulates the incidence of disorder and violence. "These are pretty much the same people who say that the picture we have painted of the Vietnam war has helped turn people against the war. You can't have it both ways."

Also coming under Mr. Leonard's fire was the belief by some that TV "should be the tool of public policy, that we 'should get in line' . . . that [we] should somehow be harnessed, directed, shaped and formed to become an instrument to serve the purposes of authority." Contrary to this, he said, the "real majority" has a "healthy skepticism about government-controlled and government-managed news."

In an exchange of views following his formal talk, Mr. Leonard said—in re-

sponse to an assertion by Philip Spencer, wcss(AM) Amsterdam, N.Y., that network newscasters are often biased—that while he would accept the practice of labeling commentary for what it is, strict adherence to objectivity in news was desirable. He added that analysis is an integral part of news reporting.

Another broadcaster recalled the airing of complaints about alleged “bias” in network news coverage by a group of NBC-TV affiliates to NBC executives in New York (BROADCASTING, May 25), and asked if they were justified in their belief.

Mr. Leonard said that “newscasters give opinions no more often, probably less often today, than they did 10 years ago.”

But, he said, in the past three years, “times have changed, people are more polarized, more sensitive to bias they believe is there,” though he suspected “there is less bias in news now than even before.”

Affiliates’ views, he said, are a reflection of people’s attitudes in their communities.

“The TV personality,” he added, “is common to all the people—he is there every night as a constant factor—and he is there to get angry at.”

ABA presents its Gavel Awards

TV and radio broadcasters were among recipients of the 1970 American Bar Association Gavel Awards and certificates of merit announced last week.

Gavel Awards were given to: ABC for the feature film, “The Young Lawyers”; National Educational Television for the documentary, *The Warren Years*; NBC News for two documentaries, *Voices on the Inside* and *Between Two Rivers*; Universal City studios for a feature film produced for NBC, “The D.A.: Murder One”; noncommercial WNEB-TV Buffalo, N.Y., for *Are Campus Disorders Out of Hand?*, and KFWB(AM) Los Angeles for a series of editorials, *Ignorance and the Law*.

Those receiving certificates of merit were: CBS News for its documentary, *Garnishment of Wages*; KING-TV Seattle for *The Student and the Law*; WMAL-AM-FM Washington for the documentary, *Courts on Trial*; WIND(AM) Chicago for its actions in “clearing a citizen of unjust arrest charges and for bringing about new legislation to expunge the records of first offenders not convicted”; WBAL-AM-FM Baltimore for the series, *Buyer Be Aware!*; WEAM(AM) Arlington, Va., for *The Court System*; WFUN(AM) South Miami, Fla., for its series, *The Law and You*, and WSBA-AM-FM York, Pa., for the documentary, *Drugs—A Bad Scene*.

Program notes:

Travel talk ■ Frances Koltun, travel editor of *Mademoiselle* magazine, will broadcast a weekly series on NBC Radio’s *Monitor* beginning Saturday, July 18, on the where, when, and how of traveling.

Come up and see me ■ Mae West has signed to star in a one-hour television special being produced by MGM-TV, Culver City, Calif. The show, to be sponsored by the Singer Co., is Miss West’s first TV special and is scheduled to include several contemporary musical numbers composed by Miss West.

Free black news ■ The Race Relations Information Center, Nashville, is offering a free audio service, used mainly in the past by black-oriented stations, to general market outlets. The service consists of two feeds of 60 seconds or less, updated the first and fifteenth of each month, on newsworthy racial developments. The feeds are available from the Center, a private, nonprofit organization that gathers and distributes information on race relations, by phoning (615) 327-4217.

Media on media ■ *Report on the Press*, a 32-part series based on conversations between Professor William Wood of Columbia University’s graduate school of journalism and news media representatives, has begun on wCBS(AM) New York. Among those discussing the role of the news media with Professor Wood will be Elie Abel, dean, Columbia Graduate School of Journalism; John Callaway, vice president, program services, CBS Radio division; Walter Cronkite, CBS News correspondent; James Day, president, National Educational Television, and Chet Huntley, NBC News correspondent.

Return to syndication ■ Warner Bros. Television has placed into syndication again a package of 37 feature films which had been withdrawn from the market two years ago. The package, titled Volume 4—*Reissue*, includes such titles as “The Main In the Gray

Flannel Suit, “Kiss Them For Me,” “The Gift of Love” and “You’re In the Navy Now.”

More runs for “Valley” ■ Four Star Entertainment Corp. reports it will be releasing third and fourth runs of *The Big Valley* series following sales of the programming in 140 markets in the U.S. for the first and second runs. The hour series, consisting of 112 episodes, has been sold in 45 of the top 50 markets in the past year, according to Richard Colbert, vice president and general sales manager, and the third and fourth run release “comes well in advance of the original schedule.”

Frosty comedy ■ Television host David Frost will present a series of blackout comedy sketches on a Westinghouse Broadcasting Co. special *David Frost Presents: Put a Bit of English on It*. One-hour program starring an all British cast will be seen on WBC’s five TV stations during the week of Aug. 3.

Rickles special ■ Comedian Don Rickles will star in an ABC-TV special *The Many Sides of Don Rickles*, Thursday, Sept. 17, 9-10 p.m. NYT. Program is being produced by Tandem Productions and Mindy Beth Productions. Robert Goulet, Harvey Korman and Don Adams will make guest appearances.

“Nirvana” on film ■ TV script writer Arthur Singer will work on the shooting script for the film version of his unpublished original work “Odyssey to Nirvana.” Louis Brandt will produce the film, which is to be shot on location in the U.S., Sicily and Iran, and possibly in Indonesia, India and Tibet as well. Mr. Singer was story editor for *Star Trek* series and other television programs. The film is not scheduled for release until completion of Brandt’s current effort, “Cactus in the Snow.”

‘The Price’ ■ Arthur Miller’s Pulitzer Prize winner “The Price” will be a *Hallmark Hall of Fame* special starring George C. Scott on NBC-TV Wednesday, Feb. 3, 1971. The drama will be produced by David Susskind.

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CBS foresees stable first half

CBS Inc. reported last week that estimated sales for both the second quarter and first half of 1970 had increased over the 1969 levels, while net income for both periods of 1970 were approximately the same as last year.

CBS estimated the second-quarter net

income was approximately \$16.5 million on net sales of about \$283.5 million, compared to 1969 second-quarter earnings of \$16.7 million on net sales of \$259.5 million. Earnings per share were 60 cents, compared to 61 cents for the second quarter of 1969.

For the first six months of 1970, estimated consolidated net income was \$30.3 million on net sales of \$593.6

million, compared to \$30.2 million and \$519.4 million respectively in the comparable period of 1969. Estimated six-months earnings were reported at \$1.10 per share of the first six months of 1970.

Publishing buy called off

An agreement in principle whereby Norton Simon Inc., Fullerton, Calif., producer and marketer of consumer

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex. change	Closing July 16	Closing July 9	Closing July 1	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23½	23½	21¼	39¼	19½	7,073	150,301
ASI Communications	O		2½	3	3½	7	2½	1,789	6,262
Capital Cities	CCB	N	24½	24¼	22¼	36¼	19½	6,061	138,615
CBS	CBS	N	27½	25½	25½	49½	24½	26,512	685,865
Corinthian	CRB	N	23½	22½	23½	33½	19½	3,384	79,084
Cox	COX	N	13½	13½	12	24½	10½	5,789	69,468
Gross Telecasting	GGG	A	10½	11	11	17½	10½	803	8,833
Metromedia	MET	N	11½	10½	10½	22½	9½	5,733	59,451
Pacific & Southern	O		7½	8½	9	23	7½	1,636	14,724
Rahall Communications	O		6	6½	6½	16½	6	1,040	7,020
Reeves Telecom	RBT	A	3½	2½	3½	15½	2	2,288	8,283
Scripps-Howard	O		17½	17	16	24	15½	2,589	41,424
Sonderling	SDB	A	15½	13½	14½	34½	10½	991	14,736
Starr Broadcasting	SBG	M	7½	6½	7½	18	7½	461	3,458
Taft	TFB	N	15½	14½	14½	29½	13½	3,585	51,983
						Total		69,734	\$ 1,339,507
Broadcasting with other major interests									
Avco	AV	N	11½	10½	12½	25½	9½	11,469	139,004
Bartell Media	BMC	A	4½	4½	4½	14	4	2,292	9,443
Boston Herald-Traveler	O		27	29	28	43	25	574	16,072
Chris-Craft	CCN	N	6½	6½	5½	11½	4½	3,660	20,569
Combined Communications	O		6½	6	6	16½	6	1,938	11,628
Cowles Communications	CWL	N	3½	4	3½	10½	3½	3,969	14,884
Fuqua	FQA	N	9½	10	9½	31½	9	6,069	57,656
Gannett	GCI	N	20½	20½	19½	29½	18½	7,117	137,002
General Tire	GY	N	16½	15½	15½	20½	12½	18,434	281,119
Gray Communications	O		4½	4½	4½	7½	4½	475	2,137
Lamb Communications	O		2½	3	3½	6	2½	2,650	9,275
Lee Enterprises	A		13½	12½	12½	20½	12	1,957	23,973
Liberty Corp.	LC	N	14½	13	13½	21½	13	6,744	88,481
LIN	O		5	3½	3½	11	3½	2,244	8,415
Meredith Corp.	MDP	N	19½	18½	18½	44½	18	2,779	51,050
Outlet Co.	OTU	N	11	10½	10½	17½	10	1,342	14,252
Plough Inc.	PLO	N	69	65½	66½	85	55	6,880	455,800
Post Corp.	O		10	10	10	17½	8	713	7,130
Ridder Publications	O		13	11½	12½	22	9½	6,217	76,904
Rollins	ROL	N	23½	20½	22½	40½	19½	8,029	179,608
Rust Craft	RUS	A	19	19	19½	32½	18½	1,159	22,890
Storer	SBK	N	16½	14½	14½	30½	14½	4,223	61,234
Time Inc.	TL	N	32½	29	27½	43½	25½	7,257	198,624
Trans-National Comm.	O		¾	¾	¾	4½	¾	1,000	870
Turner Communications	O		3½	3½	3½	8½	2½	1,328	4,648
Wometco	WOM	N	18½	16½	16	20½	13½	5,817	93,072
						Total		116,306	\$ 1,985,737
CATV									
Ameco	ACO	A	5½	5½	6	16	4½	1,200	7,200
American TV & Comm.	O		12½	13	12½	22½	10½	1,775	22,631
Cablecom-General	CCG	A	10½	10½	10½	23½	7½	1,605	16,853
Cable Information Systems	O		2½	2	2	2½	¾	955	1,910
Citizens Finance Corp.	CPN	A	10½	11½	10½	17½	9½	994	10,308
Columbia Cable	O		6½	6½	7½	15½	6½	900	6,525
Communications Properties	O		6½	6½	6½	10½	6	644	4,263
Cox Cable Communications	O		13½	13½	13½	24	12	3,550	47,925
Cypress Communications	O		7½	9½	10	17½	7½	1,887	18,870
Entron	A		3½	3½	3½	8½	2½	1,320	5,108
General Instrument Corp.	GRL	N	12½	30	13	30½	11½	6,238	81,094
H & B American	HBA	A	17½	17½	17½	30½	12½	5,285	91,166
Sterling Communications	O		4½	4½	5	7½	3	1,100	5,500
Tele-Communications	O		9½	9½	10½	20½	9½	2,704	28,392
Teleprompter	TP	A	66	66½	64½	133½	46	1,161	74,594
Television Communications	O		5½	6	6½	18½	5½	2,816	18,304
Vikoa	VIK	A	8½	8½	8½	27½	6½	2,222	18,332
						Total		36,356	\$ 458,975

products and communications services, would acquire Simon & Schuster Inc., New York publishing house, for \$23.5 million (BROADCASTING, May 18) was called off last week. Neither company commented on the termination of negotiations. Under the initial agreement, holders of Simon & Schuster common and class-B stock were to receive some \$23.5 million for the 3,545,000 shares outstanding. While no comment was forthcoming, it was noted in New York that the May announcement of an agreement had failed to obtain favorable reaction both among stockholders and on Wall Street and that the price of the stock of both firms had dropped.

RCA reports 2d-quarter dip

Sales and earnings of RCA Corp. in the second quarter and the first half of 1970 dropped from last year's levels reportedly because of the national economic slowdown and a strike at 12 manufacturing plants throughout June.

Robert W. Sarnoff, chairman and president, said that in the second quarter earnings and sales declined to \$14.9 million and \$795 million, respectively, from \$27.3 million and \$808 million in the corresponding 1969 quarter.

Among the factors contributing to the reduced sales and net profit, Mr.

Sarnoff said, were the ongoing strike that began June 2 by 12,000 members of the International Union of Electrical, Radio and Machine Workers at plants that manufacture black-and-white TV sets and broadcast equipment, color-TV picture tubes and electronic components; the dip in consumer electronic sales, and reduced operating results of NBC. He noted that NBC's performance was "adversely affected by a decline in major advertising commitments, reflecting current trends elsewhere.

For the six months ended June 30:

	1970	1969
Income per share	\$0.59	\$1.00
Sales	1,572,400,000	1,625,600,000
Net profit	42,300,000	65,000,000

	Stock symbol	Ex-change	Closing July 16	Closing July 9	Closing July 1	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	11 1/4	10 3/4	10 1/2	31 1/2	8 3/4	5,942	62,391
Disney	DIS	N	121 3/4	118	119 3/4	158	96 1/4	5,133	614,009
Filmways	FWY	A	6 3/4	9 1/2	9	18 1/2	6 3/4	1,700	15,300
Four Star International		O	1 3/4	1 3/4	1 1/4	4	1 1/4	666	1,260
Gulf & Western	GW	N	12	12 1/4	12 1/4	20 3/4	9 1/2	16,310	197,677
Kinney National	KNS	N	24 1/4	23 3/4	22 1/4	36	21	9,067	201,740
MCA	MCA	N	14 1/2	13	14	25 3/4	11 3/4	8,195	114,730
MGM	MGM	N	14 1/2	12 1/2	13 3/4	29 3/4	12 3/4	5,843	78,120
Music Makers Group		O	4	4	4	9	3 1/2	589	2,356
National General	NGC	N	13 1/4	13	10 1/2	20 1/4	9	4,910	51,555
Transamerica	TA	N	13 3/4	12 3/4	12 3/4	26 3/4	11 3/4	63,169	789,613
20th Century-Fox	TF	N	8 3/4	7 1/4	7 1/4	20 1/2	6	8,562	62,075
Walter Reade Organization		O	3 1/2	2 3/4	3	13 1/2	3 1/2	2,312	6,936
Wrather Corp.	WCO	A	6 3/4	5 3/4	5	10 3/4	4 3/4	2,211	11,055
							Total	134,609	\$ 2,208,817
Service									
John Blair	BJ	N	11 1/4	11	11 1/4	23 1/4	10 3/4	2,605	29,958
Comsat	CQ	N	35 3/4	35 1/2	30 3/4	57 3/4	25	10,000	307,500
Creative Management		O	8 3/4	8 3/4	6 3/4	14 3/4	4 1/2	1,075	6,988
Doyle Dane Bernbach		O	14 1/4	14 1/4	14 1/4	24 1/4	14	1,924	27,417
Foote, Cone & Belding	FCB	N	8	7 3/4	7 3/4	12 1/4	7 3/4	2,167	16,794
Grey Advertising		O	5 3/4	6 3/4	7 3/4	13 1/2	6 3/4	1,207	9,354
LaRoche, McCaffrey & McCall		O	11	11	12	17	11	585	7,020
Movielab	MOV	A	2 1/2	2 3/4	2 3/4	7 1/2	2 3/4	1,407	4,038
MPO Videotronics	MPO	A	4 3/4	4 3/4	5 3/4	9 3/4	4 3/4	558	2,996
Nielsen		O	31 1/2	29	29 1/2	42	26 1/2	5,299	156,321
Ogilvy & Mather		O	17 1/2	15 3/4	15 1/2	22 3/4	15	1,096	16,988
PKL Co.	PKL	A	2 3/4	3 1/4	3 3/4	12 3/4	3	739	2,771
J. Walter Thompson	JWT	N	22 3/4	23	23	36	22 3/4	2,773	63,779
Wells, Rich, Greene		A	6 3/4	6 3/4	5 3/4	8 3/4	5 3/4	1,581	9,280
							Total	33,016	\$ 661,204
Manufacturing									
Admiral	ADL	N	7 3/4	7	7 1/2	14 3/4	6 1/4	5,158	38,685
Ampex	APX	N	15 3/4	16 3/4	17	48 1/2	13 3/4	10,825	184,025
CCA Electronics		O	2 3/4	2	2 1/2	5	1 1/2	800	2,000
Collins Radio	CRI	N	10 3/4	12 3/4	12 1/4	37 1/4	9	2,968	35,972
Computer Equipment*	CEC	A	3 3/4	4	4	12 1/4	3 3/4	2,406	9,624
Conrac	CAX	N	12 3/4	13 3/4	12 3/4	32 1/4	11	1,254	15,989
General Electric	GE	N	75	68	67 3/4	77 3/4	60 1/4	90,884	6,157,391
Harris-Intertype	HI	N	41	38 3/4	38 3/4	75	36 1/4	6,357	243,918
Magnovox	MAG	N	27 3/4	24 1/4	22 3/4	38 3/4	22 3/4	16,401	375,090
3M	MMM	N	77 3/4	74 1/2	73 1/2	114 3/4	71	56,058	4,120,463
Motorola	MOT	N	31 3/4	33 3/4	32 3/4	47 1/2	31	13,334	434,955
RCA	RCA	N	18 3/4	19 3/4	20	34 3/4	18 3/4	66,757	1,335,140
Reeves Industries	RSC	A	2 3/4	2 3/4	2 3/4	5 1/4	2 1/2	3,446	9,890
Telemation		O	9 3/4	9 3/4	11	24	9	1,080	11,880
Visual Electronics	VIS	A	1	1 1/4	1 1/4	10 3/4	1	1,357	2,198
Westinghouse	WX	N	64 1/4	62 3/4	63 3/4	69 3/4	53 1/4	39,685	2,529,918
Zenith Radio	ZE	N	25 3/4	25 1/4	25 1/4	37 3/4	22 1/4	19,020	477,782
							Total	335,384	\$15,975,296
							Grand total	725,405	\$22,629,536
Standard & Poor Industrial Average			83.65	81.04	80.26				

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

† Trading suspended July 16 by American Stock Exchange.

Shares outstanding and capitalization as of July 1. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington. * New addition to index.

Visual ends fiscal year with \$10.3 million loss

Visual Electronics Corp., New York, reported last week a net loss of more than \$10 million in the fiscal year ended March 31.

James B. Tharpe, president, said the main causes of the loss were drop in sales of broadcast products and the company's limited ability to offer delayed payment plans. He added that the loss for fiscal 1970 included material write-downs of certain of the company's broadcast-product inventories at March 31, 1970, to net realizable values in an amount not readily determinable.

Mr. Tharpe noted that the company is engaged in negotiations to obtain a new financing arrangement.

For the fiscal year ended March 31:

	1970	1969
Income per share	(\$7.58)	\$0.42
Net sales	15,207,000	21,501,000
Net income	(10,314,000)	703,000

Company reports:

Walt Disney Productions, Burbank, Calif., reported record revenues and earnings for the nine-month period ended July 4. The period of 40 weeks during the current fiscal year compares

with a 39-week period ended June 28, 1969.

	1970	1969
Earned per share	\$2.29	\$1.56
Revenues	112,859,000	90,082,000
Net income	13,505,000	8,453,000
Shares outstanding	5,894,000	5,418,000

Note: Earned per share figures are shown fully diluted. Primary earnings were reported as \$2.41 per share on 5,610,000 shares in 1970 and \$1.82 on 4,643,000 shares in 1969.

Time Inc. reported an increase in revenues but a decline in net income for the first six months of 1970.

The company noted that net income would have exceeded the 1969 period, except that Time had income for extraordinary items of \$5,305,000 last year and none during the current year. For the six months ended June 30:

	1970	1969
Income per share	\$1.56	\$2.14
Net income	11,286,000	10,149,000
Revenues	310,762,000	292,819,000

Taft Broadcasting Co., Cincinnati-based group owner, reported slight declines in revenues and net income for the first fourth of the fiscal year. Company attributed decrease to losses sustained in operating WTAF-TV Philadelphia and "continued softness in the general economy."

For the three months ended June 30:

	1970	1969
Earned per share	\$0.51	\$0.55
Revenues	12,405,862	12,738,906
Net income	1,877,782	1,976,808

Gross Telecasting Inc., Lansing, Mich., group station owner, reported increased revenues but a decline in net income for the first fiscal half, and declared a quarterly dividend of 17½-cents per share payable Aug. 10 to stockholders of record July 24.

For the six months ended June 30:

	1970	1969
Earned per share	\$0.53	\$0.56
Revenues	2,228,026*	1,774,209
Net income	423,387	450,729

*Figures include operation of WKBT (TV) La Crosse, Wis., acquired Jan. 15, 1970.

Dun & Bradstreet Inc., a broadly based data and business information service company, whose merger with Corinthian Broadcasting Corp., a group owner, is expected in the fall, last week reported a net income of \$5.4 million for the second quarter ended June 30—a jump of 7.6% over the same period in 1969.

For the period ended June 30:

	1970	1969
Earnings per share	\$1.03	\$0.95
Revenues	77,868,000	71,235,000
Net income	5,436,000	5,051,000

Filmways Inc. announced last week that both revenues and net income declined for nine months ended May 31:

	1970	1969
Earned per share	(\$.78)*	\$1.34
Revenues	65,831,000	66,765,000
Net income	(1,299,000)*	2,267,000

*Includes \$1,299,000 in extraordinary loss resulting from shut-down of auto racing facilities at Sears Point, Calif.

Equipment & Engineering

Cable television without the cable

Kamen's quasi-laser is second system to get FCC approval

Now there are two cable-less systems for distributing CATV. Last Wednesday (July 15), the FCC approved the quasi-laser airlink system developed by Chromalloy American Corp. and Laser Link Corp., both New York.

The announcement was made at a news conference in New York before official publication of the approval by the commission. The announcement was made by Herbert Zlotnick, an executive vice president of Chromalloy, and Ira Kamen, president of Laser Link, 50% of which is controlled by Chromalloy.

The quasi-laser system uses a "filtered pulse width modulation system" for local distribution of CATV signals. This permits 18 TV channels to be "stacked" on the beam of a single electromagnetic transmitter and broadcast to receivers within a 15-mile radius.

The rules approved by the commis-

sion accommodate the multichannel quasi-laser airlink system in frequencies assigned for community antenna relay services—thus, according to a company official, "paving the way for the introduction of cable TV without a cable, to serve both urban and rural markets."

FCC permission to use the system in the 12.7-12.95 gc area of the spectrum, they said, "will hasten the spread of cable TV service to millions in the top-100 markets."

Last November, the FCC approved use of an amplitude modulated link system, developed by Teleprompter Corp. and Hughes Aircraft, in the same band of frequencies (BROADCASTING, Nov. 10, 1969).

Meter registers X-radiation

Audio Equipment Co., a division of Walter Kidde & Co., Clifton, N.J., is manufacturing a new device to warn color TV set owners of the potential of dangerous X-radiation from their sets.

The electronic instrument, "Ray-guard," monitors high voltage parts of the set, providing a warning to the set owner on a small meter when the voltage exceeds levels set by the television set manufacturer.

Domestic-bird bids are expected soon

Reports speculate on when AT&T, Teleprompter-Hughes and the networks will file

Reports quickened last week that applications to the FCC might be forthcoming in the near future for a domestic satellite system or two. The reports were spurred by a remark made by H. I. Romnes, chairman and chief executive officer of AT&T, that that firm would be filing for a satellite system in a "few months."

According to sources familiar with their company's stance on domestic satellites, applications may indeed be filed with the commission before the summer is through, but their forms are slightly different than has been reported.

According to the best information, it is expected that Communications Satellite Corp. will file to put up a system, and that AT&T will file also as the first customer. AT&T is expected to file applications for the ownership of

a number of ground stations for the Comsat system.

Also in the wings is the expected application to be filed by the broadcast networks seeking a broadcast-oriented system. This has been awaiting a network-underwritten feasibility study done by Page Communications Engineers, Washington. Page's report was due July 1, but it's believed only a tentative preliminary draft was submitted by that date, with a complete submission due the end of this month. There's an indication, according to one source, that Page concludes that the relative efficiency and cost of all-satellite or all-terrestrial systems would be about the same.

A third prospective system is being worked up by Teleprompter Corp., multiple-CATV owner, and Hughes Aircraft Co. This would be principally for CATV, although other users would not be foreclosed. Hughes, which has been extremely active in building communications satellites for Comsat, owns a substantial interest in Teleprompter.

Last March, the FCC invited applications for the establishment of a domestic-satellite system or systems. It formulated no standards, but asked applicants to answer a number of technical as well as policy questions (BROADCASTING, March 30).

The FCC contemplates competition for AT&T

The FCC disclosed last week it is considering opening the door for competition with American Telephone & Telegraph in the specialized communications field. Although immediately concerned with computer data transmission, the commission's action has implications for broadcasters as well.

Specifically, the commission is asking for comments on procedural and rulemaking proposals to implement a staff position endorsing microwave system competition.

While most of the more than 1,700 applications already pending for specialized microwave service are concerned with data transmission and private-line service for large government and commercial customers, the commission's Common Carrier Bureau recommendation to allow competition has a potentially far-reaching effect on television and radio signal transmission, similar to existing broadcast hook-ups controlled by the Bell System.

Microwave Communications of America Inc. and other applicants propose "customized" private line services in various parts of the country, which would be tailored to the subscribers' requirements. MCI plans eventually to offer 17 networks. Not only can the band widths in the audio spectrum be tailored for data, facsimile, voice and teletype

messages, but for television and radio signals as well.

One reason for competition the commission staff forwarded was that of rapid growth and demand for all types of communications service, particularly in the data field. The bureau added that new entries in the microwave field would disperse somewhat the burdens, risks and initiatives involved in supplying these growing markets.

The commission said tentatively no comparative hearings would be held on issues of economic exclusivity among the applicants, adding the market potential appears sufficient to support competition in the same area and that users should have a wide choice as to how they can satisfy their specialized requirements.

The commission said one applicant, Data Transmission Corp., could be considered separately from the other applications because of its singular characteristics as an all-digital, switched network for use exclusively as a data transmission service.

In setting guidelines, the commission proposed to require applicants to amend their proposals to remove frequency conflicts with existing common carrier stations and to avoid blocking expansion of existing common carrier routes, as well as to avoid frequency conflicts with previously filed applications. No applications involving radio interference to existing or authorized common carriers will be processed, the commission said.

Other guidelines set down by the commission for applicants include proposed rules designed to avoid harmful interference to domestic satellites and to conserve spectrum space.

Users of CARS band may get to stay there

The FCC has issued a rulemaking notice aimed at extending for five years the date which CATV microwave-relay systems must vacate the 12,200-12,700-mc band. The present deadline is February 1, 1971.

In a report adopted October 13, 1965, the FCC established the Community Antenna Relay Service (CARS) to accommodate private microwave-relay systems used by CATV operators. Under that action, these systems would no longer be authorized in the Business Radio Service, but systems then authorized and those authorized subsequently on applications pending when the order became effective, were permitted to continue on frequencies in the 12,200-12,700 mc band. Thirty-seven CATV microwave-relay systems now operate in that band.

Cox Cablevision Corp., Globe-Miami Cable TV Inc. and Garden State Tele-

vision Cable Corp. asked for an additional five-year period. Florida Antennavision Inc. requested an extension pending FCC action on certain applications in the common-carrier services proposing to provide it with a substitute microwave-relay service.

The petitions said generally that compliance with the 1971 deadline would cause financial injury due to changing equipment before its useful life had run out.

The petitions said the 12,200-12,700 band is not congested and is not likely to become congested in the next five years.

If adopted, the FCC said, the extension would be subject to continuing surveillance of growth of safety and special microwave systems, and depending on the result, an earlier cutoff date may be prescribed.

No additional stations or frequencies will be authorized in the service if the amendment is adopted.

NBC, Durham TV back UHF translator move

NBC and WRDU-TV Durham, N.C., last week endorsed the FCC's proposed rule amendment to shift translator operations from the high-band to the low-band portion of the UHF spectrum, but expressed concern over translator-land mobile interference.

The amendment would help the commission pave the way to allocate channels 70-83 to land-mobile radio users.

In its comments on the proposal, NBC said that adoption of the proposal for translator operations on channels 14-69 is necessary if those translators now on channels 70-83 are to be able to continue to provide broadcast service and land-mobile service occupies channels on which translators are now operating. However, it added that the use of channels 70-83 by land mobile should be on a secondary basis and land mobile should be required to protect translators.

Triangle Telcasters Inc., licensee of WRDU-TV, said that although the rules would provide that translators on channels 70-83 would be permitted after expiration of the first license term following adoption of the rule, the FCC would not guarantee protection from interference by land-mobile stations. "This could cause hardship, particularly where the translator station is newly installed and where its useful life, for tax purposes, remains quite long," Triangle said.

As an alternative, Triangle suggested that in such cases the FCC should give the translator operator time "beyond the first license term in the event it can demonstrate that the useful life of the equipment is still substantial."

Bushnell expands broadcast empire

Group adds CFCF-AM-TV plus outlets in Ontario in \$27 million purchase

The Canadian Radio-Television Commission has approved major elements of one of Canada's biggest TV-radio and cable ownership transfers.

CRTC approved the purchase by Bushnell Communications Ltd., Ottawa, of a group of TV and radio stations in Montreal from Canadian Marconi Ltd.; and the Thomas-Davis stations in Ontario.

The commission, however, failed to act on the Bushnell requests to also purchase CATV systems in Montreal, Toronto, British Columbia and in other

areas.

The approved purchases are estimated to cost Bushnell over \$27 million. The entire broadcast-CATV package had been estimated at over \$80 million (BROADCASTING, June 22).

CRTC approved the transfers of ownership to Bushnell of CFCF-AM-TV, CFQR-FM and CFCX (shortwave) in Montreal, and CKWS-AM-FM Kingston, CHEX-AM-FM-TV Peterborough, CKGB-AM-FM Timmins, and CJKL(AM) Kirk-Lake, all Ontario. The Canadian agency also conditionally approved Bushnell's purchase of CFCH-AM-TV North Bay, and Cablevue Bellville, in Bellville, both Ontario. Both were conditioned on Bushnell selling the stations and the cable system.

Bushnell also wanted to buy cable systems in Montreal, and in Toronto, Smiths Falls, Cornwall, Aurora and Ce-
bourg, all Ontario. Although the commission did not act on these applica-

tion (it denied the Cornwall application), it has adopted a policy of denying ownership of both TV and cable systems in the same markets which presumably makes the applications for the CATV purchases academic.

Bushnell already owns CJOH-TV Ottawa, CJSS-TV Cornwall, both Ontario, plus 75% of a cable TV in Hull, Quebec, and 33 1/3% of a CATV in Ottawa (and it is seeking permission to acquire an additional 50% of this system). It also operates a film and TV production center in Toronto, and a stations-sales representation firm, Independent Communications Sales, in Toronto and Montreal.

Change of name

Ortiz, Scopesi & Ratto, Buenos Aires, newly associated with Ogilvy & Mather Inc., has changed its name to Ortiz, Scopesi Y Ratto/Ogilvy & Mather.

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Broadcast advertising



Peter F. Yaman, VP and Eastern sales manager, Television Advertising Representatives, New York, named to newly created post of VP-media planner. He will serve as liaison between rep, its stations and agency media planners.

John E. Driscoll Jr., account group head, BBDO, New York, and **David Platt**, media director, San Francisco office of BBDO, both named VP's.

George Cappannelli, **Thomas Coonerty**, **Joseph Fallica** and **Charles Mandel**, all with Allerton, Beriman & Dean, New York agency and PR firm, named VP/director of account services, VP/account management, VP/art director and VP/account management, respectively.

Duane M. Muir, broadcast production manager, Noble-Dury, Nashville PR firm, named VP of administration of creative department.

John Adams, VP-general manager, and **Donald Emmett**, VP-account supervisor, Grey Advertising, Detroit, both elected senior VP's.

Charlie Decker Jr., account supervisor, Benton & Bowles, New York, named VP.

Donald R. Sanders, account supervisor, N. W. Ayer & Son, Philadelphia, elected VP.

Sam Kendrick, national sales manager, Computer Image Corp., Denver, appointed VP-eastern marketing. His headquarters will be at subsidiary, Dolphin Productions, New York.

James A. Benham, senior VP, management representative and member of board of directors, Ted Bates & Co., New York, and **Irving Sonn**, senior VP-executive creative director, appointed to Bates's executive committee.

Charles J. Prince, VP, D'Arcy Advertising, St. Louis, promoted to management supervisor responsible for Emerson Electric, Southwestern Bell Telephone and Coleman Co. accounts.

James Sherbert, senior account executive, KGO-TV San Francisco, promoted to San Francisco office of ABC-TV Spot Sales as manager.

Richard F. Loveton, with CBS Television national sales, New York, joins KCMO-TV Kansas City, Mo., as general sales manager.

Edward W. Walter Jr., with BBDO, Washington, appointed to head newly

opened Baltimore office of BBDO.

Daniel L. McCabe, national sales coordinator, WEEI-AM-FM Boston, appointed national sales manager.

Donald C. Palmer, director of national sales development, KFI(AM) Los Angeles, appointed national sales manager.

Owen M. Johnson Jr., with law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, Chicago, named assistant director of Federal Trade Commission's new Bureau of Competition, Washington. **Ross D. Young Jr.**, senior trial attorney, FTC, named assistant to director.

Ella G'sell named director of advertising, sales promotion and information services for WBBM-FM Chicago. Mrs. G'sell, before extended leave of absence, had been in similar post at WBBM-TV there.

Carrie Litt, with Dancer-Fitzgerald-Sample, San Francisco, appointed media supervisor.

Michele Buslin, formerly media researcher, Media Information Services, New York, joins Kenyon & Eckhardt there, as media research supervisor.

Claude Stevens, media director, Knox Reeves Advertising, Minneapolis, joins Campbell-Mithun, agency there, as associate media director.

Donald S. Walli, senior account executive, Henderson Advertising Agency, Greenville, S. C., promoted to supervisor on Texize account.

J. Robert Carey, director of marketing and advertising, for Lorillard Corp.'s Kent cigarettes, named president, National Football League Properties Inc., New York, merchandising and promotional arm of National Football League teams. He succeeds **Larry Kent**, who resigns.

Horace Roth, with WKLO-AM-FM Louisville, Ky., appointed commercial sales manager. **Alan R. Bryan**, news director, WKLO, appointed marketing sales manager.

Jan Jaffe, with New York office of Tatham-Laird & Kudner, appointed director of research and marketing information.

Gertrude Hodges, assistant to director of sales, WSOC-TV Charlotte, N. C., appointed commercial manager.

Joe Berwanger, formerly with WMAJ-AM-FM State College, Pa., joins KDKA-TV Pittsburgh as assistant sales service director.

Judy Thomas, assistant media buyer, Cargill, Wilson & Acree, Atlanta, appointed media buyer. **Susan Otte**, with Lowe & Stevens, agency there, joins CW&A as assistant production manager.

Jack Brennan, account executive, WNHC-AM-FM New Haven, Conn., appointed local sales manager.

Ken Miller, account executive, Blair Radio, Los Angeles, joins KMPC(AM) there in newly created post of assistant sales manager.

Media

William B. Fox, chairman of National Association of Broadcasters' committee on cable negotiation until it was superseded by new committee two weeks ago, has resigned as station manager of KFMB-TV San Diego (which led fight against cable systems in that area) to head new CATV division of Lanford Telecasting (KALB-TV Alexandria, La.) in which he has owned 24.5% interest.



Mr. Hamilton

Wisconsin Broadcasters Association has re-elected following officers: president, **Roger LeGrand**, WITI-TV Milwaukee; VP-radio, **Hugh Dickie**, WTMB-AM-FM Tomah;

VP-TV, **Robert Southard**, WFRV-TV Green Bay; secretary, **Ruane Hill**, WUWM-FM Milwaukee; treasurer, **Nathan Goetz**, WDLB-AM-FM Marshfield and WFAW-AM-FM Fort Atkinson; director, **Charles Dickoff**, WEAQ(AM) and WIAL-FM Eau Claire; director, **Andrew Spheeris**, WEMP(AM) and WNUW-FM Milwaukee, and director, **Howard Dahl**, WKBH(AM) and WKBT(TV) Lacrosse.

Daniel W. Shields, director of CATV, Nassau Broadcasting, Princeton, N. J., joins Tele-Communications Inc., Denver, as VP, Eastern operations, with headquarters in New York.

Wally Lambourne, director of CATV acquisitions and operations, Screen Gems Broadcasting, division of Columbia Pictures, New York, named VP in addition to his present duties.

Howard I. Hoch, senior financial analyst, CBS Television Stations Division, New York, appointed manager, stations planning, responsible for coordination of division's monthly forecasts and annual budgets. **Edmund LoVerde**, financial analyst, CBS Radio, New York, appointed coordinator of FM financial operations succeeding **Richard Fellingner**, appointed manager, financial control and analysis for CBS Radio.

Bill B. McBride, station and general sales manager, wow-TV Omaha, joins KCDE(TV) Boulder, Colo., as general manager.

Harold L. Hinson, assistant VP, Jefferson Standard Broadcasting Co., Charlotte, N. C., appointed managing director of Jefferson's WBT-AM-FM there.

Gary D. Edens, with WKIX-AM-FM Raleigh, N. C., joins KOY(AM) Phoenix as general manager succeeding **Bill Bosse**, who joins KTHH(AM) Houston in same capacity. All are Southern Broadcasting, Winston-Salem, N. C., stations.

William Kirkpatrick, with WFUN(AM) Miami, joins KLOU(AM) Lake Charles, La., as VP-general manager.

Sidney S. Lechan, general sales manager, WSAR(AM) Fall River, Mass., appointed manager.

Robert W. Thomas, executive producer, noncommercial WCNY-TV Syracuse, N.Y., appointed general manager, WEKT-FM) Hammondsport, N. Y.

Mort Roberts, program director, WCAP(AM) Lowell, Mass., joins WEXT(AM) West Hartford, Conn., as operations director.

Norman White, creative services director, WKLO-AM-FM Louisville, Ky., appointed operations director of WKLO-FM.

Saul Haas, chairman, KIRO Inc., Seattle, renominated by President Nixon to board of directors of Corp. for Public Broadcasting, Washington, with term expiring March, 1976.



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Gary Gerlach, formerly with board of editors, *Harvard International Law Journal*, named legal assistant to FCC Commissioner Nicholas Johnson, succeeding **James Hoak**, who joins Ahlers, Cooney, Dorweiler, Allbee & Haynie, Des Moines, Iowa, law firm.

Farrel McGonigal, confidential assistant to FCC Commissioner Robert Bartley since 1952, retires July 19. She began career at commission in 1941, was on office staffs of former Chairmen James Fly, Paul Porter and Charles Denny Jr. and was also confidential assistant to late Chairman Wayne Coy.

Bill Fox, executive assistant to VP and general manager, KFMB-TV San Diego, resigns. Future plans are yet to be announced.

Gerardo Borrego, with KTYM-AM-FM Inglewood, Calif., appointed assistant to the president and assistant general manager.

Michael M. Schreter, director, business affairs, WBBM-TV Chicago, joins Golden West Broadcasters, Los Angeles in newly created position of controller.

Ronald M. Miller, assistant VP, external public relations, Easy Industries Inc., Dayton, Ohio, owner and operator of WEZE(AM) Boston, named treasurer of Easy.

Sidney A. Mills, VP-engineering and manufacturing, Ameco Cable Inc., Phoenix, joins Kaiser CATV there as manager, cable operations.

Ralph E. Goldberg, assistant general attorney, governmental affairs, CBS legal department, New York, named general attorney. He is succeeded by **Eleanor S. Applewhaite**, senior attorney.

Programing

Stephen Gentry, associate director, program development, CBS-TV Hollywood, appointed director of program development.

Elliot Friedgen, production manager, CBS's Educational Film Division, appointed assistant production manager and post-production executive, Metro-media Producers Corp., New York.

Charles Alsup, Western division sales manager, MGM Television, Culver City, Calif., retires after 20 years with company in TV film sales, 14 as manager.

Harvey R. Reinstein, Eastern sales manager, Four Star Entertainment Corp., Culver City, Calif., appointed VP, sales.

Jeffrey Reiss, partner of now defunct Kleiman-Reiss Productions, New York, appointed director of program planning, Cartridge Television Inc., subsidiary of Avco Corp., New York.

Marian M. Warden, with WMSP(FM) Harrisburg, Pa., appointed program di-

rector.

Jeff Dale, music director, WKYC-AM-FM Cleveland, joins KEBE(AM) Jacksonville, Tex., as production director.

Pete Wood, with WEMP(AM) Milwaukee, appointed production and operations manager, WEMP and affiliated WNUW(FM) there.

Albert G. Hartigan, general manager, WBBU-TV Buffalo, N.Y., joins TelCom Associates Inc., New York, as general program executive.

Bob Vogel, president, Bob Vogel Inc., Los Angeles, wholly owned subsidiary of Computer Image Corp., Denver, assumes additional duties as production manager of parent firm's Beverly Hills, Calif., offices. **Richard Roberts**, independent film producer, joins CIC, Beverly Hills, as producer-sales manager, Cinema-Fine Arts division.

Larry Becker, with international sales division, MCA-TV, Universal City, Calif., joins Universal Television there as assistant to executive in charge of daytime programing and specials.

Craig Kellem, with Creative Management Associates, New York, appointed director of TV-variety department, CMA, Los Angeles.

Harlan Sander, chief director, WKBS-TV Philadelphia, joins Philadelphia Flyers of National Hockey League. Games are on WCAU(AM) and WTAF-TV Philadelphia.

News



Mr. Meyer

Ed Meyer, manager of radio news, WMAL-AM-FM Washington, appointed manager of news, WMAL-TV. He is succeeded by **Eric Engberg**, public affairs director, WMAL-AM-FM.

Robert Schmidt, newsman, WCBM(AM) Baltimore, joins WASH(FM) Washington as news director succeeding **Robert McCloskey** who joins Metromedia Radio News Network, Washington bureau. WCBM and WASH are Metromedia stations.

Lloyd Dobyns, manager, TV news operations, WNBC-TV New York, appointed director, NBC News, Chicago.

Martin F. Killeen, producer, CBS Radio Program Services, New York, appointed news director, WCBM-FM, CBS-owned station there.

Bob Partee, news director, WMIR(AM) Lake Geneva, Wis., joins WNRK(AM) Newark, Del., in same capacity.

Michael R. Kinslow, news director, WOBM(FM) Toms River, N. J., joins

WWLE(AM) Cornwall, N. Y., in same capacity.

John J. Walsh, UPI correspondent, Southeast Asia, appointed Eastern division news-editor, Pittsburgh, succeeding **Frank L. Berkopec**, appointed general executive, Eastern division.

William W. Starr, newsman, UPI South Carolina bureau, Columbia, named bureau manager succeeding **Robert H. Gordon**, appointed manager, UPI North Carolina bureau, Raleigh.

Pat Parson, reporter, WFIL-TV Philadelphia, joins WCBM-TV New York as newscaster.

Carey Carlton, news assistant, WITH-AM-FM Baltimore, appointed desk editor.

John Lottich, reporter, WTVJ(TV) Miami, and **Mike Piller**, with WBTW(TV) Charlotte, appointed news reporters with WBTW.

Frank Black, Sunday editor, *The Savannah (Ga.) Morning News*, joins WJCL(TV) there as sports director.

Tom Snyder, reporter, KYW-TV Philadelphia, named reporter-anchorman, KNBC-TV Los Angeles.

Kent Sturgis, AP day news supervisor, Seattle, named correspondent of AP's new Anchorage bureau.

Promotion

Sanford C. Smith, with Gent Creative & Marketing Ltd. New York, PR firm, named VP and director of marketing services.

Ken Linde, director, WRST-FM Oshkosh, Wis., joins WMTV(TV) Madison, Wis., as promotion and public-relations manager.

Steve Eckstone, on-air promotion coordinator, KHJ-TV Los Angeles, appointed administrator-coordinator, advertising-promotion. He succeeds **Robert Nashick**, who resigns.

Equipment & engineering

Alan K. Urschel, manager of government and industrial sales, Collins Radio, Dallas, joins Lynch Communication Systems, San Francisco, as VP, marketing.

Paul Hansil, formerly chief engineer, noncommercial WTVI(TV) Charlotte, N. C., joins Ampex Corp., Redwood City, Calif., as Northeast region sales engineer with headquarters in Waltham, Mass.

Edmond C. Lausier, director of marketing, On-Line Decisions, Los Angeles, computerized decision service, joins Superscope, Sun Valley, Calif., American distributor for Sony tape recorders, as director of international operations and office manager.

Charles F. McNulty, chief accountant,

Electronic Industries Association, Washington, named controller.

Nicholas E. Leddo, controller, Riker Video Industries, Maupauge, N. Y., named to same capacity, ABTO Inc., New York, newly formed to introduce system of converting monochrome film to color broadcasts.

Charles A. Standiford, with Altec Lansing division, Ling Altec Inc., Anaheim, Calif., appointed field sales manager.

James M. Constantine, with Sperry Gyro division, Sperry Rand Corp., Great Neck, N. Y., joins Jerrold Electronics, Philadelphia, as product-material control manager.

Darrell Schweppe, assistant chief engineer-recording, noncommercial KUON-TV Lincoln, Neb., assumes additional post of technical systems coordinator, Nebraska Telecommunications Center there.

Allied fields

Mark Evans, VP and director of public affairs, Metromedia, appointed to President Nixon's Peace Corps National Advisory Council. He will remain in Washington.

Sig Mickelson, formerly of Time Inc. and first president of CBS News, named VP, international and television, Encyclopaedia Britannica Educational Corp., Chicago. He also is elected director.

Deaths

Siegfried H. Reiger, 50, VP-technical, Communications Satellite Corp., Wash-

ington, died at his home there July 14. He joined Comsat in 1963 and was elected VP in 1964 with responsibility for technical activities, including launching of communications satellites. He is survived by his wife, Irmgard, and one son.



Mr. Allen

for presidency of National Association of Broadcasters in 1960. (Former governor of Florida, LeRoy Collins, was named to post.). In 1960 he joined Tobacco Institute as president where he defended industry during early reports linking smoking to cancer. He is survived by his wife, Katherine, and three sons.

Arnold F. Petrich, 63, president of KNCK(AM) Langdon, N. D., died July 11 at his Grand Forks, N. D., home following heart attack. He had previously been chief engineer at noncommercial KFJM(AM), KILO(AM) and KNOX(AM) all Grand Forks, and consulting engineer for radio stations in North Dakota and Minnesota. He is survived by his wife, Cora, son and daughter.

Clifford C. McDonald, 64, pioneer radio engineer, died July 6 in Los Angeles. He was for 20 years chief engineer for KHJ-AM-FM Los Angeles and

was known for work in development of 16-rpm recordings. He is survived by his wife, Muriel, son and daughter.

Preston Foster, 69, movie and TV actor, died July 14 at Scripps Memorial hospital, La Jolla, Calif., following lengthy illness. He starred in *The Waterfront* series and TV dramas. He is survived by his wife, Sheilah, and daughter by former marriage.

Stanley Wilson, 53, creative head of Universal Studios music department, Universal City, Calif., died July 12 of heart attack in Aspen, Colo. He composed the scores for several television shows including *Alfred Hitchcock Presents*, *McHale's Navy* and *It Takes a Thief*. He is survived by his wife, Gertrude, two sons and daughter.

John A. Hilton, 63, manager, traffic and lines, NBC-TV, died July 13 in Englewood, N. J., hospital. He joined NBC as a teletype operator in 1933. He is survived by his wife, Margaret, and three daughters.

L. Wolfe Gilbert, 83, composer and one of founders of American Society of Composers, Authors, and Publishers, died July 12 of stroke in Beverly Crest hospital, Beverly Hills, Calif. He wrote more than 250 songs including "Ramona" and "Waitin' for the Robert E. Lee." He is survived by his wife, Rose, and daughter.

Jack O'Brine, 64, who retired in 1968 after 24 years as staff writer in RCA information department, New York, died of cancer July 9 in Miami. He also had worked for *New York Herald Tribune*. He is survived by his wife, Irene.

ForTheRecord

As compiled by BROADCASTING, July 7 through July 14 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. S—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

Applications

*Boise, Idaho—State Board of Education. Broadcast Bureau granted VHF ch. 4: ERP 27 kw vis., 13.5 kw aur. Ant. height above average terrain 2,474 ft.; ant. height above ground 142 ft P.O. address: Department of Education, Boise 83707. Estimated construction cost \$452,835; first-year operating cost \$136,925; revenue none. Geographic coordi-

nates 43° 45' 08" north lat.; 116° 06' 10" west long. Type trans. RCA TT-10AL. Type ant. RCA TF-3EM. Legal counsel none; consulting engineer H. W. Toedtemeler. Boise.

Principals: Elvon W. Hampton, president. et al. Action June 19.
*Deptford, N.J.—New Jersey Public Broadcasting Authority. Seeks UHF ch. 23: ERP

	<p>EDWIN TORNBURG & COMPANY, INC.</p> <p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>
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Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

841.4 kw vis., 131 kw aur. Ant. height above average terrain 911 ft.; ant. height above ground 1,003 ft. P.O. address: 1573 Parkside Avenue, Ewing township, Trenton, N. J. 08638. Estimated construction cost \$1,005,854; first-year operating cost \$635,000; revenue none. Geographic coordinates 39° 47' 13" north lat.; 75° 07' 21" west long. Type trans. RCA TTU-60A. Type ant. RCA TPU-40K. Legal counsel Welch & Morgan, Washington; consulting engineer Paul Godley Co., Upper Montclair, N. J. 07043. Principals: Dr. Edward J. Meade Jr., chairman, et al. Ann. June 18.

* Plattsburgh, N.Y.—Northeast New York Educational Television Association. Broadcast Bureau granted UHF ch. 57; ERP 530 kw vis., 82 kw aur. Ant. height above average terrain 3,148 ft.; ant. height above ground 79 ft. P.O. address: c/o Dr. M. Scheffel Pierce, State University of New York, Plattsburgh 12901. Estimated construction cost \$485,506; first-year operating cost \$107,000; revenue none. Geographic coordinates 44° 21' 56" north lat.; 73° 54' 12" west long. Type trans. GE TT-57B. Type ant. GE TY-25F. Legal counsel Dow, Lohnes & Albertson; consulting engineer Jansky & Bailey, both Washington. Principals: James Loeb, president, board of trustees, et al. Action June 12.

Philadelphia—Vue Metrics Inc. Seeks UHF ch. 23; ERP 1805 kw vis., 357 kw aur. Ant. height above average terrain 960 ft.; ant. height above ground 1,148 ft. P.O. address: 1405 Locust St. Philadelphia. Estimated construction cost \$159,000; first-year operating cost \$530,000; revenue \$640,000. Geographic coordinates 40° 02' 30" north lat.; 75° 14' 24" west long. Type trans. RCA TTU-60A. Type ant. RCA TPU-45J. Legal counsel Seymour M. Chase; consulting engineer Raymond E. Rohrer. Principals: Sanford C. Curcle, president (82%) et al. Mr. Curcle is former staff engineer with electronic systems firm. Ann. July 2.

Other action

Review board in New York. TV proceeding, Docs. 18711-12. denied appeal from examiner's ruling denying request for protective order, filed May 25 by WPIX Inc. Action July 7.

Action on motion

Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al.). TV proceeding, granted petition by Civic Communications Corp. for leave to amend financial portion of application (Docs. 18845-9). Action July 6.

Rulemaking action

Agana, Guam—FCC granted addition of reserved channels *4 and *12, deletion of reserved ch. 3 and deletion of reservation on ch. 10 reallocating TV assignments. Reserved assignment on channel signifies it is not available for commercial use. Action July 1.

Existing TV stations

Final actions

KCOP-TV Hollywood, Calif.—FCC notified KCOP-TV Inc. that entire *Great Moments in Music* and *100 Paintings* programs Jan. 4 should have been logged as commercial matter, and that continued broadcast of such programs demonstrates pattern of subordinating programming in interest of public to programming in interest of saleability. Action July 1.

*KVIE(TV) Sacramento — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 7, 1971. Action July 7.

WTVT(TV) Tampa, Fla.—Broadcast Bureau granted license covering installation of auxiliary ant. Action July 1.

KHAW-TV Hilo, Hawaii—Broadcast Bureau granted license covering changes. Action July 6.

KWWL-TV Waterloo, Iowa — Broadcast Bureau granted license covering auxiliary ant. Action July 6.

KRET(TV) Richardson, Tex. — Broadcast Bureau granted license covering changes. Action June 30.

KVEW(TV) Kennewick, Wash.—Broadcast Bureau granted mod. of CP to extend com-

pletion date of station to Jan. 1, 1971; granted mod. of CP to change ERP to 94 kw vis., 18.7 kw aur; change type ant. and make changes in ant. system. Action July 1.

Actions on motions

Chief, Office of Opinions and Review in Hartford, Conn. (RKO General Inc.). CP for changes in WHCT(TV), granted request by Connecticut Television Inc. and extended to July 16 time to respond to petition for reconsideration and for conditional grant without hearing (Doc. 18821). Action June 29.

Chief Hearing Examiner Arthur A. Gladstone in Miami (Post-Newsweek Stations, Florida Inc. [WPLG-TV] and Greater Miami Telecasters Inc.), TV proceeding, designated Hearing Examiner Herbert Sharfman as presiding officer; scheduled prehearing conference for Aug. 10 and hearing for Sept. 14 (Docs. 18889-90). Action June 26.

Chief Hearing Examiner Arthur A. Gladstone in High Point, N. C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Aug. 18 and scheduled hearing for Sept. 21 (Docs. 18906-7). Action July 6.

New AM stations

Other action

Review Board in Jacksonville, N. C. AM proceeding. Docs. 18549, 18813-14, granted petition for acceptance of late filed petition to enlarge, filed April 27 by Seaboard Broadcasting Corp. and motion for acceptance of late-filed pleading, filed May 15 by Seaboard Broadcasting Systems Inc., and granted to extent indicated and denied in all other respects, petition to enlarge issues, filed April 27 by Seaboard Broadcasting Corp. Action July 7.

Actions on motions

Chief, Office of Opinions and Review in Fergus Falls, Minn. (Harvest Radio Corp.). AM proceeding, granted request and extended to July 22 time to respond to petition for reconsideration (Doc. 18852). Action June 29.

Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz). AM proceeding, suspended proceeding awaiting further order following action by commission in Doc. 18774 (community survey issue) (Doc. 18714). Action July 7.

Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell, Scioto Broadcasting Co. and Circleview Broadcasting Co.), AM proceeding, granted petition to intervene by Post-Newsweek Stations, Florida Inc., licensee of WCKY Cincinnati (Docs. 18858-8). Action July 1.

Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, denied motion by Home Service Broadcasting Corp. for production of documents; scheduled certain procedural dates and continued hearing to Oct. 13 (Docs. 18640-1). Action June 26.

Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, granted petition by Radio New Jersey and extended to July 10 time to file proposed findings and to July 24 time to file reply findings (Docs. 18251-2). Action June 26.

Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, continued to July 27 time to file proposed findings and to Aug. 10 time to file reply findings; granted petition by Louis Vander Plate for leave to amend application to update financial showing (Docs. 18251-2). Action July 1.

Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, denied petition by applicant for leave to amend application to reduce power from 5 kw to 1 kw to eliminate overlap (Doc. 18790). Action June 26.

Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, scheduled prehearing conference for July 8 to consider certain problems relating to taking of depositions presently scheduled July 13 through 15 (Docs. 18782-3). Action July 7.

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■ Chief Hearing Examiner Arthur A. Gladstone in Broadway-Timberville and Charlottesville, all Virginia (Massanutten Broadcasting Inc. and Charlottesville-Albemarle Broadcasters Inc.), AM proceeding, designated Hearing Examiner Ernest Nash as presiding officer and scheduled prehearing conference for Aug. 19 and hearing for Sept. 23 (Docs. 18903-4). Action July 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Aug. 10 and hearing for Sept. 14 (Doc. 18888). Action June 26.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted petition by applicant for leave to amend application to reflect change in corporate ownership and address, revisions in financial plan, and further program survey efforts of applicant and proposed programs resulting from evaluation of suggestions received (Doc. 18852). Action July 10.

■ Hearing Examiner Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, rescheduled prehearing conference to Sept. 10 and postponed hearing now scheduled for Sept. 14 (Doc. 18888). Action July 10.

Existing AM stations

Final actions

■ WMOB Mobile, Ala.—Broadcast Bureau granted CP to install composite type trans. to be used on 250 w at Blakeley Island, 1.3 miles north of Mobile River Tunnel for auxiliary purposes only. Action July 7.

■ WJRD Tuscaloosa, Ala.—Broadcast Bureau granted license covering use of former alternate main trans. as auxiliary trans. Action July 7.

■ KBHS Hot Springs, Ark.—Broadcast Bureau granted mod. of CP to change ant. trans. location to northeast $\frac{1}{4}$ southwest $\frac{1}{4}$ section 6 T38, R18W, Hot Springs. Action June 30.

■ KSCO Santa Cruz, Calif.—Broadcast Bureau granted license covering auxiliary trans. Action July 7.

■ KOBO Yuba City, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action June 30.

■ KREX Grand Junction, Colo.—Broadcast Bureau granted license covering changes. Action July 9.

■ WAVZ New Haven, Conn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 152 Temple St., New Haven; conditions. Action July 9.

■ KNUI Kahului, Hawaii.—Broadcast Bureau granted license covering changes; studio and remote control location 311 Ano St. Action July 9.

■ WYNK Baton Rouge.—Broadcast Bureau granted mod. of CP to correct orientation of line of towers. Action June 30.

■ WTYM East Longmeadow, Mass.—Broadcast Bureau granted license covering changes; studio trans. and location 45 Fisher St. Action July 9.

■ WARE Ware, Mass.—Broadcast Bureau granted license covering permit granted April 11, 1969, changing monitoring points and field intensity values. Action July 9.

■ KLGR Redwood Falls, Minn.—Broadcast Bureau granted license covering changes; specify type trans.; studio location same as trans. location. Action July 9.

■ KKGf Great Falls, Mont.—Broadcast Bureau Permitted remote control. Action July 1.

■ KWNA Winnemucca, Nev.—Broadcast Bureau granted mod. of license covering change in sign-off hours from 10:00 p.m. to 7:00 p.m. on Fridays and Saturdays. Action June 30.

■ WASR Wolfeboro, N. H.—Broadcast Bureau granted license covering new AM; studio location same as trans. Action July 9.

■ WRFM New York.—Broadcast Bureau permitted remote control. Action July 1.

■ WCLW Mansfield, Ohio.—Broadcast Bureau granted license covering changes of alternate-main trans. Action July 9.

■ WTIJL Mayaguez, Puerto Rico.—Broadcast Bureau granted license covering alternate main trans. Action July 9.

■ WKYB Hemingway, S. C.—Broadcast Bureau granted license covering changes;

specify type trans.; studio-trans. location as 3 miles south of Hemingway. Action July 9.

■ WKKR Pickens, S. C.—FCC dismissed application by Pick Radio Co. for renewal of license, station authorization terminated and call letters deleted, effective Aug. 10. Licensee ordered to forfeit \$200 for violation of rules in that its renewal application was not filed until 87 days beyond due date of Sept. 2, 1969. Action July 8.

■ WTJS Jackson, Tenn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 255 West Lafayette Street, Jackson; conditions. Action June 30.

■ WEPG South Pittsburg, Tenn.—Broadcast Bureau granted license covering changes; studios: Ash Ave. near First Street, South Pittsburg, and delete remote control. Action July 9.

■ KHEY El Paso.—Broadcast Bureau granted CP to replace expired permit for changes. Action June 30.

■ WNVA Norton, Va.—Broadcast Bureau granted license covering changes. Action July 9.

■ WELF Tomahawk, Wis.—Broadcast Bureau granted license covering changes; trans. and studio location and remote control re-described as 81 Mohawk Dr. Action July 7.

■ KSGT Jackson, Wyo.—Broadcast Bureau granted mod. of license to change name to KSGT Inc. Action June 30.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Aug. 18 and hearing for Sept. 21 (Docs. 18896-7). Action July 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Aug. 17 and hearing for Sept. 9 (Docs. 18901-2). Action July 6.

Designated for hearing

■ WRIP(AM) Rossville, Ga., and Chattanooga—FCC designated for consolidated hearing applications of Jay Sadow, licensee of WRIP, for change from 980 kc, 500 w-D in Rossville to 1190 kc, 50 kw-D Chattanooga, and Rock City Broadcasting Inc., Chattanooga, for CP for new AM on 1190 kc, 10 kw-D. Action July 1.

New FM stations

Application

■ Paso Robles, Calif.—F. Ray and Nancy L. Bryant. Seek 94.3 mc, 3 kw. Ant. height above average terrain 53 ft. P.O. address: Box 96, Paso Robles 93446. Estimated construction cost \$22,371; first-year operating cost \$8,000; revenue \$19,000. Principals: F. Ray and Nancy L. Bryant, joint tenants. Ann. June 25.

■ Hamden, Conn.—Quinnipiac College. Seeks 88.7 mc, 10 w. Ant. height above average terrain 200 ft. P.O. address: 555 New Road, Hamden 06518. Estimated construction cost \$12,178.01; first-year operating cost \$10,000; revenue none. Principals: William S. Periloth, chairman, board of trustees, et al. Ann. June 11.

■ Melbourne, Fla.—Cape Canaveral Broadcasters Inc. Seeks 107.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 1560, Melbourne 32935. Estimated construction cost \$35,640; first-year operating cost \$9,900; revenue \$30,000. Principals: Thomas R. Hanssen, president, Robert A. Vaughn, vice president-treasurer (each 25.34%), Pierre A. Belano, secretary (38.14%), et al. Principals own respective interests in WTAI(AM) Melbourne. Messrs. Hanssen and Vaughn own land interests. Ann. June 12.

■ Rantoul, Ill.—Rantoul Broadcasting Co. Seeks 95.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 880 Lakeshore Drive, 60611. Estimated construction cost \$91,311; first-year operating cost \$39,928; revenue \$54,807. Principals: Arthur Weichelt, sole owner. Mr. Weichelt owns 66% of securities company and 96% of natural gas firm. Ann. June 29.

■ Indianapolis—Community Communication Corp. Seeks 105.7 mc, 50 kw. Ant. height above average terrain 135 ft. P.O. address: Box 612 Merchants Bank Building, Indianapolis. Estimated construction cost \$65,464;

first-year operating cost \$213,500; revenue \$200,000. Principals: Stanley L. Porter, president; Paul F. Cantwell, vice president (15% each); Ralph E. Hanley, secretary (6%) and Frank P. Lloyd, treasurer (51%) et al. Mr. Porter owns liquor store, 98% of cab company and 99% of cleaners. Mr. Cantwell owns 25% of building corporation. Mr. Lloyd is director of medical research and chairman of board and 5% stockholder of Midwest National Bank, Indianapolis. Mr. Hanley is dentist. Ann. July 2.

■ Chanute, Kan.—Neosho County Broadcasting Inc. Seeks 105.5 mc, 3 kw. Ant. height above average terrain 162 ft. P.O. address: Box 664, Chanute, Kan. Estimated construction cost \$21,209.50; first-year operating cost \$6,360; revenue \$9,650. Principals: Dale W. McCoy Jr., president, et al. Ann. July 8.

■ Tylertown, Miss.—Tylertown Broadcasting Co. Seeks 97.7 mc, 3 kw. Ant. height above average terrain 145 ft. P.O. address: Box 451, Tylertown, 39667. Estimated construction cost \$18,204.10; first-year operating cost \$3,500; revenue \$8,500. Principals: Paul N. Pittman, president, et al. Principals own WTYL(AM) Tylertown. Ann. June 9.

■ Bellevue, Wash.—Bellevue School District #405. Seeks 89.3 mc, 10 w. Ant. height above average terrain 65 ft. P.O. address: 601 108th Avenue S.E. Estimated construction cost \$3,200; first-year operating cost \$250; revenue none. Principals: Ruth Morrell, president, board of directors, et al. Ann. June 18.

Final actions

■ Mountain Home, Ark.—Mountain Home Broadcasting Corp. Broadcast Bureau granted 98.3 mc, 1.4 kw. Ant. height above average terrain 417 ft. P.O. address: Arvin Stricklen, Box #C, Mountain Home. Estimated construction cost \$22,472.50; first-year operating cost \$6,500; revenue \$9,000. Principals: Arvin Stricklen (98%), Mr. Stricklen also is 98% owner of KLTO Mountain Home. Action July 1.

■ Fremont, Mich.—Stuart Noordyk. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 184 ft. P.O. address: c/o WSHN Fremont 49412. Estimated construction cost \$18,532; first-year operating cost \$10,000; revenue \$15,000. Principals: Stuart Noordyk, sole owner. Mr. Noordyk owns WSHN Fremont and musical equipment sales company. Action July 1.

■ Tishomingo, Miss.—Tishomingo County School District. Broadcast Bureau granted 88.9 mc, 16 w. Ant. height above average terrain 103 ft. P.O. address: 203 Quitman Street, Iuka, Miss. 38852. Estimated construction cost \$4,300.61; first-year operating cost \$2,000; revenue none. Principals: Melvin Phifer, county superintendent of education et al. Action June 22.

■ Branson, Mo.—John M. Rushton. Broadcast Bureau granted 106.3 mc, 3 kw. Ant. height above average terrain 206 ft. P.O. address: 1625 East Cherokee, Springfield, Mo. 65804. Estimated construction cost \$8,039; first-year operating cost \$7,000; revenue \$20,000. Principal: John M. Rushton, sole owner. Mr. Rushton manages shoe store. Action July 1.

■ Henderson, Nev.—Mark L. Wodlinger. Broadcast Bureau granted 95.5 mc, 41 kw. Ant. height above average terrain 1,130 ft. P.O. address: 801 West 53d, Terrace, Kansas City, Mo. 64112. Estimated construction cost \$43,701; first-year operating cost \$55,800; revenue \$99,501. Principals: Mark Wodlinger, sole owner. Mr. Wodlinger is president of licensee of KQTV(TV) St. Joseph and applicant for purchase of KBEA(AM) and KBEY(FM) Kansas City, all Missouri. Action June 23.

■ St. George, S. C.—WQIZ Inc. Broadcast Bureau granted 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: U.S. Hwy 15 South, Box 453, St. George 29477. Estimated construction cost \$3,025; first-year operating cost \$1,664; revenue \$7,200. Principal: Clarence Everett Jones, sole owner. Mr. Everett owns 33% of electronic equipment salvage firm and 100% of WQIZ(AM) St. George. Action July 2.

Other action

■ Review Board in Portland, Ind., FM proceeding, Docs. 17916-17, granted petition for extension of time, filed July 1 by Glenn West. Action July 7.

Actions on motions

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Christian Broadcasting Association), FM proceeding, granted request by applicant and continued date for filing proposed findings now scheduled for June 29 and date for filing replies now scheduled for July 13 to dates to be set by

subsequent order (Doc. 18439), Action June 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, postponed prehearing conference to July 15 (Docs. 17916-7). Action July 7.

Rulemaking petitions

■ John L. Labay, Columbus, Tex.—Requests amendment of rules to assign ch. 252A to Columbus. Ann. July 13.

■ Voice of Middlebury Inc., Middlebury, Vt.—Requests rulemaking to assign ch. 265A to Middlebury. Ann. July 13.

Existing FM stations

Final actions

■ WHMA-FM Anniston, Ala.—Broadcast Bureau granted license covering changes. Action July 7.

■ WLPR(FM) Mobile, Ala.—Broadcast Bureau granted license covering change in auxiliary facilities to main facilities. Action July 7.

■ KNEU(FM) El Centro, Calif.—Broadcast Bureau granted license covering new FM. Action July 7.

■ KJAE(FM) Lakewood, Colo.—Broadcast Bureau granted license covering changes; granted license covering use of former main trans. for auxiliary purposes only. Action July 9.

■ WSPB-FM Sarasota, Fla.—Broadcast Bureau granted CP to make changes in ant.; condition. Action July 9.

■ KLOQ(FM) Lyons, Kan.—Broadcast Bureau granted license covering new FM. Action July 9.

■ KWKH(FM) Shreveport, La.—Broadcast Bureau granted license covering change of former main trans. as auxiliary trans. Action June 30.

■ WBCN(FM) Boston — Broadcast Bureau granted CP to change studio remote control and trans. location to: Prudential Center, Boston; install ant. and make changes in ant. system; remote control permitted. Action July 9.

■ WGER-FM Bay City, Mich. — Broadcast Bureau granted license covering changes; specify type trans. Action July 9.

■ WEKT(FM) Hammondsport, N. Y.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action July 1.

■ KRVM(FM) Eugene, Ore.—Broadcast Bureau granted license covering changes. Action June 30.

■ WCPA(FM) Bethlehem, Pa. — Broadcast Bureau granted request for SCA on 67 kc. Action June 30.

■ WEXF-FM Easton, Pa.—Broadcast Bureau granted mod. of license covering changes of auxiliary trans. Action July 1.

■ WVCC(FM) Linesville, Pa. — Broadcast Bureau granted license covering new FM. Action June 30.

■ KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted license covering changes. Action June 30.

■ KTRH(FM) Houston — Broadcast Bureau granted CP to install trans. and ant.; remote control permitted. Action June 30.

■ KUHF(FM) Houston—Broadcast Bureau granted license covering changes. Action June 30.

■ KNCT(FM) Killeen, Tex.—Broadcast Bureau granted CP to replace expired permit. Action July 8.

■ KETX(FM) Livingston, Tex. — Broadcast Bureau granted CP to replace expired permit. Action June 30.

■ WWSR-FM St. Albans, Vt.—Broadcast Bureau granted license covering new FM. Action July 9.

■ WPVR(FM) Roanoke, Va.—Broadcast Bureau granted license covering changes. Action June 30.

■ KFKF-FM Bellevue, Wash. — Broadcast Bureau granted license covering changes. Action July 7.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), renewal of license of KJML(FM), rescheduled hearing for Aug. 11 (Doc. 18773). Action July 7.

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut

(WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, denied motion by WHCN, Inc. to dismiss petitions for leave to modify application filed by Communicom Media; WHCN afforded 5 days from release date of order to file responsive pleading to Communicom's petitions for leave to modify application (Docs. 18805-6). Action July 10.

Rulemaking action

■ FCC amended rules to extend for one hour time noncommercial educational FM's can use for experimental purposes. New times are from 12 midnight to 6:00 a.m., prevailing local time. Action July 8.

Renewal of licenses, all stations

■ WFAN-TV, WOOK(AM) both Washington—FCC stayed hearing for renewal application of United Television Co., for UHF station WFAN-TV and of United Broadcasting Co., for WOOK and mutually exclusive applications of Washington Community Broadcasting Co. for ch. 14 and for 1340 kc pending further order because of necessary absence from duty of Hearing Examiner Forest L. McClenning. Action July 6.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KRAK Sacramento to Sept. 30; KNLT(FM) Truckee, Calif., to Dec. 31; WAPR Avon Park, Fla., to Nov. 30; WAVS Fort Lauderdale, Fla., to Dec. 30; KKEA(FM) Hilo, Hawaii, to Jan. 2; WBTO-FM Linton, Ind., to Sept. 30; WHYT Noblesville, Ind., to Jan. 2, 1971; KRNT-FM Des Moines, Iowa, to Oct. 1; WRSL-FM Stanford, Ky., to Sept. 16; WWLV(FM) Versailles, Ky., to Dec. 17; WTNW Chapel Hill, N. C., to Dec. 15; WFEA Manchester, N. H., to Dec. 16; *WRMU(FM) Alliance, Ohio, to Oct. 10; *WVXU-FM Cincinnati to Sept. 1; WKSL-FM Greencastle, Pa., to Dec. 23; WABA Aguadilla, P. R., to Sept. 23; WMNT-FM Manati, P. R., to Nov. 15; KVAN Vancouver, Wash., to Sept. 30; WSAU Wausau, Wis. to Dec. 19. Actions June 30.

Other actions, all services

■ FCC granted requests for waiver of sponsorship identification requirements of Communications Act. in certain non-commercial sustaining announcements by member stations of Utah Broadcasters Association and New Mexico Broadcasters Association. Action July 8.

Translator actions

■ Broadcast Bureau extended through July 31 on request by ABC time to file comments and through Aug. 14 time to file reply comments to notice of proposed rulemaking in matter of amendment of rules (television broadcast translator stations) to permit translator operation on channels 14-69, in lieu of channels 70-83 (Doc. 18861). Action July 8.

■ Broadcast Bureau granted licenses covering following new VHF translators: K05AU Towaoc, Colo.; W08BJ Marlon & Old Fort, N. C.; K08GS Aberdeen Valley, Wash.; W04BB Hunter-Tannersville, Lexington and South Jewett, all New York; K13JU Richey, Mont.; K12HN Aberdeen, Wash.; K02BH Towaoc, Colo. Actions July 1.

■ Broadcast Bureau granted licenses covering changes in following: K08FL Santa Barbara, Calif.; K11JN Reno; K13EJ East Glacier Park, Mont.; K02CV Sumner, Puyallup, Stellacoom, University Place and Narrow View, all Washington; K07IK Glen Lake area, Mont.; K02GD Canon City, Colo. Actions July 1.

■ Broadcast Bureau granted licenses covering changes in following: K08FL area north and south of Santa Barbara, Calif.; K11JN Reno; K13EJ East Glacier Park, Mont.; K02CV Sumner, Puyallup, Stellacoom, University Place and Narrow View, all Washington; K07IK Glen Lake area, Mont.; K02GD Canon City, Colo. Actions July 1.

■ Broadcast Bureau granted licenses covering following new VHF translators: K05AU Towaoc, Colo.; W08BJ Marlon and Old Fort, both North Carolina; K08GS Wishka, Wash.; W04BB Hunter-Tannersville, Lexington, and South Jewett, all New York; K13JU Richey, Mont.; K12HN, K10GX Wishka valley, Wash.; K02BH Towaoc, Colo. Actions July 1.

■ K72AP, K76AK and K80AM Window Rock, Ft. Defiance and St. Michaels, all Arizona—Broadcast Bureau granted CP's to replace expired permits for new UHF translators. Action July 7.

■ K08EQ Selad Valley, Calif. — Broadcast Bureau granted mod. of license covering change in primary TV station to K0BI(TV) Medford, Ore. Action July 7.

■ K04FZ Canon City, Colo.—Broadcast Bureau granted license covering changes in VHF translator. Action July 1.

■ K13II Chromo rural area, Colo.—Broadcast Bureau granted CP to change frequency from ch. 13 to ch. 12 and change call letters to K12HS; granted license covering operation of translator station at Chromo rural area, Colo. Action July 6.

■ W77AA Iron Mountain, Mich.—Broadcast Bureau granted mod. of license covering change in primary TV to WJMN-TV Escanaba, Mich. Action June 29.

■ K10AH Paradise Valley, Miner Basin and Emigrant, all Montana — Broadcast Bureau granted CP to change type trans. and to make changes in ant. of VHF translator. Action July 9.

■ K13FE Nelligh, Neb.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action July 9.

■ K06GM Verdigr, Neb.—Broadcast Bureau granted license covering new VHF translator. Action July 1.

■ K07LJ, K11JL and K09IT, all Moapa and Overton, both Nevada — Broadcast Bureau granted CP's to replace expired permits for new VHF translators. Action July 8.

■ W72AP Dayton, Ohio—Broadcast Bureau granted license covering changes in new UHF translator. Action July 9.

■ K02EQ Paris, Tex.—Broadcast Bureau granted license covering change and specify type trans. Action July 1.

CATV

Application

■ Marcus CATV Corp.—Seeks distant signals of KFIZ-TV Fond du Lac, Wis. to Marinette and Peshtigo, both Wisconsin. (Green Bay, Wis., ARB 70). Ann. June 9.

Final actions

■ Santa Cruz, Calif.—FCC denied request of Teleprompter Inc. for waiver of rules (single channel carriage), Teleprompter directed to provide single channel carriage for Standard Radio and Television Co., licensee of KNTV(TV) San Jose, within 30 days. Action July 8.

■ Bunnell, Flagler Beach, Crescent City, all Florida—FCC authorized Coastal Cable Inc. to begin operation, carrying signals of five local and four distant Florida TV's. CATV systems will carry local signals of WESH-TV Daytona Beach, WDBO-TV Orlando, WJXT-TV (TV), WFGA-TV and WJKS-TV all Jacksonville, and distant signals of WFTV(TV) and *WMFE-TV both Orlando, *WJCT(TV) Jacksonville and *WUFT(TV) Gainesville. Actions July 1.

■ Pennsylvania — FCC directed Shenango Cable TV Inc. to show cause why it should not be ordered to cease and desist from carriage of signal of WICU-TV Erie, Pa., on CATV systems at Sharon, Hickory township and Sharpsville, all Pennsylvania, in violation of distant signal carriage requirements. Action July 9.

■ Westerly, R. I.—FCC authorized Westerly Cable TV, Inc. to import distant signal of WSMW-TV Worcester, Mass., into Providence, R. I.-New Bedford, Mass. TV market. Action July 1.

Other actions

■ Review Board in Dayton, Wash., CATV proceeding, Doc. 18825, denied application for review, filed May 25 by Cascade Broadcasting Co. Action July 7.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Newport News, Va. (Hampton Roads Cablevision Co.), CATV proceeding, granted motion by Hampton Roads Cablevision Co. and continued certain procedural dates and rescheduled evidentiary hearing to July 28 (Doc. 18841). Action June 29.

■ Hearing Examiner Jay A. Kyle in Milton and Freewater, both Oregon (Twin Village Cable Co.), CATV proceeding on request by Cascade Broadcasting Company, scheduled

(Continued on page 71)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. All other classifications 35¢ per word—\$4.00 minimum. Display ads, Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Daytimer—Major southeastern market programming commercial religion, requires experienced manager. Send complete resume and references to Box G-160, BROADCASTING.

Northeast chain wants to grow. Our solution—bring in a man who is aggressive in local sales, give him ownership and management of the new property. (Interview at your expense). Box G-179, BROADCASTING.

Manager, sales background, for AM/FM stations in very attractive small Ohio city. Great opportunity for successful salesman ready for management with multi-station group. Stock purchase plan. Rush full information and salary requirements to 2588 Newport Corp., 2222 Ave. of the Stars, Suite 2102, Los Angeles, Calif. 90067.

Help Wanted Sales

Crackerjack sales manager. Leadership and organization essential. If you haven't got what it takes go on to the next ad. Salary plus car plus commission or bonus plus insurance plus working with real people. Indiana medium market with 50% Pulse and ARB. Send resume, references and picture (recent) to Box F-343, BROADCASTING.

Experienced sales manager for progressive FM station related to most prestigious southern university. Twenty percent commission, bonus for all sales above fixed operating budget. Departmental autonomy. Inherit twenty established accounts. Send resume, references to Box G-105, BROADCASTING.

Midwest metro market station has an opening for an experienced salesman. Beautiful river community. Station offers full employee benefits. Base pay based on experience. Great growth potential. Box G-116, BROADCASTING.

Permanent position—Small Texas market sales manager to work on 50% commission on out of town sales—3 towns over 10,000 in primary coverage—call or write Box G-130, BROADCASTING.

Wanted experienced salesman for top notch AM FM station in Northeast. Excellent opportunity for the right man. Box G-141, BROADCASTING.

Young man to do play-by-play and sell time on FM. Great medium market opportunity. Box G-166, BROADCASTING.

Exceptional opportunity for experienced local Radio Sales Manager at well established, highly profitable midwestern station, number one in market, MOR format . . . company stock listed . . . fringe benefits, including company paid profit sharing plan, life, hospitalization and disability insurance. Salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience . . . this is a lifetime position and opportunity. Send resume, references and other important information to Box G-170, BROADCASTING.

Our sales manager has graduated to station manager. Need hard driving salesmanager capable of management and ownership soon. We're expanding. Full details first letter. No phone calls. Contact Davis, KWIK, Pocatello, Idaho.

Florida—WAYK needs 28-35 year old salesman with at least two years continuous employment at radio station in small or medium market. College graduate preferred. Must be able to undergo intensive investigation regarding sobriety, integrity, credit, sales performance, and over all reputation and references. If you can't meet qualifications, do not apply. Excellent opportunity with WAYK, Lehigh Acres/Fort Myers. Fast growing area. Contact Roger Clipp, 172 Whitmarsh Road, Ardmore, Pennsylvania, or call 215-642-5796.

Audition director and counselors in Kansas for the Columbia School of Broadcasting, the world's largest broadcasting school. Must be sharp, aggressive and enjoy working with young people. Sales and/or management background preferable. We will give you a beautifully organized, tested sales plan. You should make \$15,000 and up. Send resume and picture to J. D. Hill, 2508 Rigel Drive, Colorado Springs, Colorado 80906.

Help Wanted Sales continued

Three station group of young broadcasters is expanding again and needs aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers, one with an interest in station. Start at \$12,500. Must travel for interview at your expense. Start after your summer vacation. Call or write Michael Schwartz, 1-203-521-1550 or 998 Farmington Avenue, West Hartford, Connecticut.

\$25,000 per year—if you are interested in making this kind of money and are willing to work for it, we will be interviewing in Ohio, Indiana and Illinois starting in mid August. Complete company training provided. Full and part time opportunities, send name, address, phone and present position to the Rothschild Company, P.O. Box 3431, Cocoa, Florida 32922—all replies strictly confidential.

Announcers

Eastern major group operator needs top jock. Must be personality, great shift. Great market. Great money and everything else. Your shot next. Reply quick with tape and resume to Box G-54, BROADCASTING.

Successful AM station in southeast, currently building new FM station, is interested in hiring stable, sober announcer. You may have limited experience if ambitious . . . willing to start at reasonable salary and work yourself up . . . have good personality and able to meet people . . . have 3rd class endorsed license and ability to run adult-MOR format. Immediate opening . . . exceptional fringe benefits. If you qualify, write Box G-56, BROADCASTING.

Top rated southern New England contemporary station looking for experienced, bright personality. Strong on commercial production. Excellent opportunity for responsible individual with good references. Five day week, benefits, start \$145 to \$155. Send tape, resume for Sept. opening to Box G-110, BROADCASTING.

Wanted 3 experienced announcers CGW and middle of the road. Excellent working conditions, good pay and fringe benefits. Box G-139, BROADCASTING.

Midwest play-by-play sports plus board shift. Must be experienced for heavy high school football and basketball schedule plus interviews. Send tape, resume, and your total 1969 income figures. Box G-188, BROADCASTING.

Announcer. North Central Penna., full-time looking for a morning man. We need a personality who can do a lively get up show and a telephone-talk program later in a.m. Experience a must. Will pay more for a first phone combo man. Sports knowledge helpful. This is a pleasant community, ideal for a family. No floaters. Reply Box G-189, BROADCASTING.

100,000 market midwest station looking for bright sign-on announcer-production combination. Prefer someone from the midwest with experience. Salary open, send tape, photo, resume and salary requirements to Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

Immediate opening fulltime first phone for automated AM/FM station. Announcing and/or engineering opportunity. Write or call (no collect) KCTA, Corpus Christi, Texas.

Morning man and sports announcer for MOR in small market. Great training ground. Some television on owned CATV system. Some radio experience needed. KRKC, Box 625, King City, Calif. 93930.

Southwestern small market AM-FM is looking for a man who likes radio, is dependable, not the best announcer in the world but tired of the rat race. Be top man of small staff and write fair copy. Write KXIT, Box 1350, Dalhart, Texas or phone 806-249-4747.

Immediate opening . . . talk show announcer. Must be experienced and able to handle two-way controversial talk show. Play-by-play sports helpful. WCVI, Connellsville, Pa.

Announcers continued

Experienced morning man with housewife appeal and first phone. Bright soft contemporary format. Professional staff. Leading area station. Salary open. Send resume, photo—tape to Jerry Peterson, WLPO AM FM, Ivy Way Lane, La Salle, Illinois 61301 or call 815-223-3100.

MOR, combo man with 1st. Stable opportunity for man with some experience who loves sunshine and water. Call or write WNOG, Naples, Florida.

WSLR modern country station, Akron, Ohio is looking for afternoon disc jockey to serve as music director. Contact Program Director, Craig Scott at area 216-535-6165 until 5 p.m. Monday through Friday.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales. Position available immediately. Call 703-629-2509 day, 703-647-8493 night.

Nome, Alaska, 10 KW . . . needs four experienced announcers to join in educational radio venture. Men with ideals. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send tape, resume and photo. Contact Fr. Jim Poole, S.J., Box 101, Nome, Alaska. Beginning about November 1970.

Technical

Engineer. Maintenance, some announcing. Small market, Kansas, AM/FM. Box G-10, BROADCASTING.

Mature chief engineer for 50KW AM daytime and FM. New equipment, good working conditions, salary open. Box G-183, BROADCASTING.

We believe that somewhere in North Carolina, Virginia, Maryland or Delaware there is an old fashioned first class engineer, yearning to become a chief. He may be fairly young, or approaching middle age. He makes clean installations, maintains equipment religiously, takes an all around interest in the company. He is capable of some announcing and treats it responsibly. Equally important, he wants to make more money. Are you the man. Send us details, experience, personal references, picture. Your application will be given immediate attention, personal interview arranged. We want to meet you. Box G-190, BROADCASTING.

Immediate opening for top flight combination chief engineer and jock—familial with IGM automation equipment. Top salary and benefits, ideal working conditions and climate. Send resume, references and air check to KHOB-AM—KLDC-FM, Box 40, Hobbs, New Mexico 88240.

KRFM, Phoenix, Arizona, one of the country's top independent FM operations, needs 1st rate chief immediately. Experience with Collins 10kw transmitter helpful. Thorough knowledge of FM stereo essential. Call Tom Churchill, Gen. Mgr., at 602-264-0123 or write P.O. Box 10098, Phoenix, Arizona 85016.

Transmitter engineer. Age no barrier if you can do the job. WAMD, Aberdeen, Md. 21001.

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.

Engineer, first ticket for 5000 watt directional, 50,000 watt stereo FM: new equipment. No announcing, must know audio well and conduct scheduled maintenance, send current picture, resume and requirements to General Manager, WMIX, Mt. Vernon, Illinois 62864.

News

Major eastern market top news operation wants the big voice with all the credentials. Must be able to project. We will hang our whole operation on you. Be good. Be quick. Tape and resume to Box G-55, BROADCASTING.

Small market stations. Need a first? Tight board. Presently news director medium market. Great public relations, must have sales commission. Box G-159, BROADCASTING.

Wanted: Newsmen or radio man wanting to learn news. Midwest only. Ralph Weber. KLSS/KSMN, Mason City, Iowa.

Attention small market newsmen ready for move into city as working newsmen. WCAP has opening for newsmen who can dig, write, deliver news at station where news is first. WCAP fringe benefits are tops. If you have one or two years radio news experience we're interested. Send resume, tape, picture, salary requirements. Don White, WCAP News Director, 243 Central Street, Lowell, Mass. 01852.

WIRL Radio has an immediate opening for an experienced newsmen in morning drive time. We are seeking a professional with a resonant voice and good judgment. Send tape and detailed resume to Ralph Smith, News Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

New Jersey's highest rated radio station is looking for a news director who is also capable of doing a telephone talk show. Applicants must have authoritative delivery and showmanship in news presentation. Tape, resume, salary requirements in first letter please. Robert Badger, Manager, WMID, A Merv Griffin Station, Atlantic City, N.J.

Newsmen needed at WNNJ WIXL-FM, Newton, N.J. Increasing staff size in Sept. Must gather, write and air local news. Send tape and resume. Box 40, Newton, N.J. 07860.

Programing, Production, Others

Are you an above average production man? Do you take pride in the commercials you put on the air? Are you looking for a good future with a good growth potential? Do you have a first phone license? If your answer is yes, then contact Box G-63, BROADCASTING, immediately with a tape and resume. We have an opening in our organization for you.

If you have a first ticket, will write some copy, do a little selling in small Maryland market, write Box G-81, BROADCASTING.

Wanted experienced production man. One with ideas, good salary, fringe benefits, excellent working conditions. Box C-140, BROADCASTING.

Graduate assistantship, public radio station. Public affairs director. Must have background in news, public affairs work. Opportunity to pursue M.A. while engaged in local station activities. Send resume with first letter. Box G-151, BROADCASTING.

Immediate opening for top program director for major FM station. Experienced in youth oriented format. Send complete resume with photo to Box C-197, BROADCASTING.

Sports personality—Major market station looking for an experienced sportscaster. Requirement number one is being an "Extrovert". Other requirements will include ability to produce a top rated sports program that will cover all sports activities. Send complete resume to Box G-200, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Situations Wanted Management

A southern medium market station is not on top. The owner is unhappy. He needs something . . . He needs me!! Box G-42, BROADCASTING.

Once in a lifetime managerial buy! Utilize my talents and reduce station overhead. Ten year pro, top ten personality, programing, engineering—first phone & sales. Will run entire station operation, or top notch programing and/or engineering department producing polished sound with increased ratings and revenues. Documented proof of major market rating success. 415-755-2102 or Box C-87, BROADCASTING.

Management continued

Money tight? Sales is the name of the game. Professional sales oriented station manager/sales manager AM-FM-TV. Excellent sales record and references. Re-location no problem. D. King—714-327-9524. Box G-135, BROADCASTING.

Automation engineer/programer wants to manage automated station. Box G-136, BROADCASTING.

Dependable family man seeks opportunity in small to medium size Texas market. Past eight years in sales with same station. Previous work includes announcing, news duties. All inquiries promptly answered. Box G-148, BROADCASTING.

General manager last fourteen years, small and medium radio markets. Twenty-two years experience all phases. Community minded, hard worker, family man. Desire position as manager or sales manager small or medium market with a future. Prefer California or Arizona. Box G-155, BROADCASTING.

16 years in small to major market, as chief engineer, dj, PD, now sales manager in medium market. Good record, all phases. Family man. Reply to Box G-156, BROADCASTING.

General manager. Radio seeking challenge. Success based on hard work, dedication, and honesty. 12 years experience, 10 in management. Presently employed, can give excellent references . . . there must be a need somewhere. Box G-172, BROADCASTING.

General Manager: Now with major market ethnic station doing 1 1/2 million, but soon to change hands. Proven ability to build ratings, increase sales, control costs in most competitive situation. Complete details on request. Box G-178, BROADCASTING.

Take charge guy in top 25 with outstanding sales success. Enthusiastic station manager seeks exciting growth opportunity. Exceptional background in finance. Family, 43, degree. Will consider all areas. Box G-180, BROADCASTING.

Business manager—controller—strong station background—presently with NY agency—eager to return to broadcasting. Write Box G-182, BROADCASTING.

Experienced, intelligent young program director seeks new opportunity in management/programing/announcing. Prefer relocation in Manhattan/Long Island. Third phone. Initial contacts must be confidential—extremely loyal, but increasingly unhappy. P.S. I am a woman. If this matters in your operation or market we need not correspond, I already have that problem. Box G-185, BROADCASTING.

Experience all phases—1st. phone—pro—sales—air—production—news—27—married—references—small/medium market. Box G-192, BROADCASTING.

Sales

Outstanding major market radio account executive available now. Responsible for 40% of station billing in 1969! 5th rated station in top 10 market. Six years broadcast sales excellence. 29, married, college. 110% effort. Major market only. \$20,000 first year potential with management opportunity. Will consider television. Box G-80, BROADCASTING.

Young aggressive salesman with management background is happy with his present job, but has reached the top as far as responsibilities and money goes. At present station for four years, with 12 years experience. Experienced in all phases of radio. Willing to relocate. \$16M. Box G-203, BROADCASTING.

Announcers

The man with the voice that thrilled women of two continents is now available. Third endorsed. Box G-13, BROADCASTING.

Mature family man seeks permanent association. Announcing, production. 3 years experience. Ready for PD. Box G-64, BROADCASTING.

Major market contemporary announcer with family, numbers, first phone, ambition. Box G-66, BROADCASTING.

Black D.J. mature—dependable work any type station, third endorsed. Box G-67, BROADCASTING.

DJ/Announcer/Sportscaster. Can do announcing, sports, music selection, sales, production. Currently p.d. Prefer either coast. Tape, resume to Box G-78, BROADCASTING.

Announcers continued

Dynamic young sports team, three years experience, major college football, basketball play-by-play, looking for challenging position. Box G-126, BROADCASTING.

Versatile air personality; fully equipped with first phone, sales, and statewide commercial production experience. Ready for responsible spot with progressive organization. Family, 29. Box G-134, BROADCASTING.

Blind, but thoroughly qualified. Will you give me my first chance as a staff announcer? Box G-138, BROADCASTING.

Salesman-Announcer-First Phone. Seeking first management position. Single, sober, mature adult, dependable. Seven years experience, all markets and formats. Box G-143, BROADCASTING.

First phone—udtempo MOR/Top 40 now working Phila. F.M. excellent refs. Box G-144, BROADCASTING.

Attention Houston PD's: Lary Camfield is coming. Please read your mail. And give Lary 35 minutes. Thank you. Box G-150, BROADCASTING.

Station heavy on sports needing experienced director. 812-346-5566. You must want someone thorough, dedicated and who'll create interest. Box G-152, BROADCASTING.

Experienced disc jockey, newscaster. Female. Creative, versatile, dependable, tight board. Third endorsed. Northeast preferred. Box G-153, BROADCASTING.

Soul man school trained wants mid Atlantic area, third endorsed, eager. Try me. Box G-157, BROADCASTING.

Announcer/newsmen. MOR/country. Tight board. Permanent. Relocate. Box G-162, BROADCASTING.

Navy vet, third endorsed with voice and commercial training seeking announcer or announcer/sales. Prefer small market midwest college town. Available August first. Box G-168, BROADCASTING.

Announcer—15 years experience, 5 in television. Third phone endorsed. Best of references. Married. Non drinker or floater. Not a screamer. Will consider best offer east of Mississippi. Still believe in good radio. Box G-169, BROADCASTING.

Copywriter/announcer—experienced. Mature, creative. Available August 25, West coast preferred, consider all. Box G-173, BROADCASTING.

Announcer with broad experience in news writing wants to deliver and edit the news. Columbia Univ. journalism grad, 1963. Excellent voice. Top rewrite. Third phone. Present newscaster for metro New York station. Box G-175, BROADCASTING.

1st phone . . . pro . . . now p.d. half million market—27—married—can do it all. Box G-193, BROADCASTING.

Beginner, will relocate, third phone, limited experience. Anxious to work in radio, fast to accept criticism. Box G-195, BROADCASTING.

Production expert . . . Top 40 and MOR personality. Experienced veteran. 3rd. Will relocate anywhere, but only for challenging—good paying—"Future". Top ratings. Box G-201, BROADCASTING.

Experienced black dj, R&B, two years in announcing and sales, broadcasting school graduate, 23 years old, married, 3rd ticket, 404-733-3655. Box G-204, BROADCASTING.

Announcer—limited experience. Third phone. Nineteen years old—permanent military deferment. Will relocate. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609/962-8452.

Major market pro, with outstanding track record, first phone. 415-755-2102.

1st phone Bill Wade graduate, beginner, tight, will relocate. J. Douglas, 714-272-6323, 3394 Idlewild Way, San Diego, Calif. 92117.

Desire play-by-play, experienced. Rock or MOR experience in both. 3rd ticket endorsed. Military fulfilled. Neil Gray, 303 W. "A" St., Yakima, Washington 98902. (509) CL 3-3318.

Who's watching the store? Versatile staffman who's reached his level of incompetence. Authoritative news, copy, sounds of the big bands. Old Pro, 408-758-3097. 200 W. Romie, Salinas, Calif.

1st phone. Currently doing 6 to midnight MOR gig. Want change, MOR, rock, or soul. 25, draft exempt. Relocate. Johnny Jay, 308-632-6313 between 6 p.m.—midnight or 1711 3rd Ave. #2, Scottsbluff, Nebraska 69361.

Situations Wanted

Announcers continued

1st phone, talented, humorous, great voice, tight board, hard working, in one great package. Experienced jock, news, automation, heavy production. Progressive—top 40. Will relocate. No chicken rock. Rap on writing. Brice "The Fat Man" Bond. 1020 U.S. 301, Bradenton, Florida 33505.

Experienced, professionally trained, but unemployed young jock desperately seeks job anywhere. 6201 Fountain Ave. (#A), Los Angeles, California 90028.

23, college grad, broadcasting school grad, draft exempt, 3rd ticket seeks permanent position, any location. Contact Gene Teibloom, (312) 256-0014, 3206 Hill Lane, Wilmette, Illinois 60091.

1st phone suburban dj, engineer, salesman wants to move on up into city or country. Progressive rock preferred. U.S. only. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820, 914-666-3975.

Experienced first phone announcer available. 413-739-8241 from 2 to 4 PM or write James R. Taylor, Maple Avon Apartments, Apartment 22, 52 Westfield Street, West Springfield, Massachusetts 01089.

Very limited experience. 3rd endorsed—seeks part-time announcing in or around Rockford, Illinois to gain experience. Salary no object. 815-964-2408 or Robert Hiltibidal, 1808 Douglas Street, Rockford, Illinois 61103.

First, creative, ambitious, three years experience. Saul Colodny, 2040 East Grand, Escondido, California.

1st phone—graduate Bill Wade School of Broadcasting. Desire part time work evenings in Los Angeles area. Will drive as far as 175 miles on weekends. No experience—but very ambitious. Call Dan Perez at 213-254-3555 or 213-477-8529.

Disc jockey, six months experience, knows rock, progressive rock, MOR, and country. Third, voice characterizations. Knows sports. Anywhere continental United States. Call 212 FI 7-5149.

Recent broadcast school graduate, over 30 with 3rd class license. Will relocate. Don Green, 6933 Oakland St., Philadelphia, Pa. 19149. Phone 215-728-6677.

Technical

Chief engineer—heavy experience, including directional—announcing, too. Box F-352, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box G-115,

3 years: Operations & basic maintenance college ETV, dj & play-by-play college radio. Want combo or technical NE radio. Available Aug. 31, First ticket. Write Box G-149, BROADCASTING.

1st phone suburban engineer, dj, salesman wants to move on up into city or country. U.S. only. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820, 914-666-3975.

News

Ambitious Newsmen with 3 1/2 years experience in radio and newspaper looking for interesting, challenging position. Draft deferred, family, 2 1/2 years college. Box G-30, BROADCASTING.

Experienced newsmen, college degree, wants medium market position. Possible chance at TV. Box G-158, BROADCASTING.

One of the nation's finest and active news and sports casters wants out of four years of record breaking management and sales for a return to radio/TV—Mr. Sports, or combination. Only the tops in references for airwork that sells—which is the name of the game. Write Box G-167, BROADCASTING.

Journalist, national-prize-winning writer is firmly in broadcasting as morning newscaster for metro New York station. Excellent voice. Third phone seeks combo announcing-newswriting job. Box G-176, BROADCASTING.

News director seeks opportunity. 12 years radio/TV, presently in midwest. Box G-181, BROADCASTING.

Available—Nine years experience. Dependable family man. Prefers Texas or Southwest. Box G-191, BROADCASTING.

News continued

2 1/2 years experience, including 50KW, wire service, TV capital correspondent and N.D. want position with larger, stable staff in medium-large market. 25. B.A. Married. Want to settle. Box G-199, BROADCASTING. 318-868-0165.

Experienced radio broadcast newsmen, 25, available immediately. Major market experience, prefer Middle Atlantic and South. Looking for something permanent, Tom Rodgers, News Director, WUOK, Cumberland, Md. AC-301-724-5773.

Young aggressive experienced newsmen needs work . . . will relocate anywhere. Large market experience. Draft deferred. Send inquiry to Box 1, Lees Summit, Mo, 64063.

Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box G-3, BROADCASTING.

Mature family man seeks permanent association. Announcing, production, 3 years experience. Ready for PD. Box G-65, BROADCASTING.

Production coordinator and engineer with top good music FM station in N.Y.C., 1st phone, A.A.S. and B.A. degrees, seeks escape from crime and pollution. Wishes to relocate to the rural northeast, west or southwest. Write Box G-142, BROADCASTING.

1st phone—successful half-million market—27—8 year pro. Let's talk future. Box G-194, BROADCASTING.

Experienced, mature AM and FM station administrator seeks program or publicity director slot. Heavy news, programing, promotion, advertising, sales, public affairs. Decision-maker. Married, degree, under 30. No air work desired. Midwest, East. Box G-198, BROADCASTING.

Television Help Wanted

Sales

WSNS-TV is the country's first all news television station. We're only 13 weeks old—there's great opportunity here for money and growth. If you're a productive hard-working sales executive, please contact General Manager, WSNS-TV, 430 Grant Place, Chicago 60614.

Account executive WTOL-TV, a Cosmos Broadcasting Corporation station, CBS, is interviewing experienced account executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 604 Jackson. No phone calls please.

Announcers

World's greatest childrens host and announcer needed by Washington, D.C. TV station. Send pic and resume to Box G-69, BROADCASTING.

Technical

School Audio-Visual Technician—Small suburban school system. Responsibility to maintain and repair audio-visual equipment such as tape recorders, phonographs, motion picture projectors, public address system, video recorders and language laboratory systems. Contact J. E. Elson, 8060 North 60th Street, Milwaukee, Wisconsin 53223.

NEWS

Registered Meteorologist—Major market station with large staff committed to news, weather and sports programing is looking for a professional weatherman. We are interested in a team man with personality and imagination. Please send resume and salary history to Box F-361, BROADCASTING.

News Personality—News dedicated station in largest market looking for air personality. Must project as friendly and congenial and yet have air of authority. Please submit resume and salary history to Box F-368, BROADCASTING.

Production for established women's oriented daytime news and feature program. Needs creative flare. Strong, medium market TV station, S.E. Include complete resume and salary requirements first letter. Box G-53, BROADCASTING.

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box G-73, BROADCASTING.

News continued

TV Anchor/Reporter. . . . Experienced anchorman needed for expanding early and late weekend newscasts on number one rated northeast station. Must have ability to write and shoot/edit 16 MM equipment. Send resume, salary requirements, and recent off-air video tape to Box G-84, BROADCASTING.

News director. We need an experienced, efficient news administrator who has a record of successful involvement with community problems for one of the top ABC affiliates. Located in the Southeast, we are rated number 2 and determined to be number 1. Send resume, picture and professional, personal and business references. Box G-165, BROADCASTING.

Experienced male or female general assignment TV reporter for 8th, market, group owned UHF. Must be able to do filmed production pieces on location. Send full resume, VTR or filmed stories, photo, and salary required. Equal opportunity employer, Box G-187, BROADCASTING.

Newscaster—KMJ-TV, Fresno, California, NBC affiliate. Staff expansion, immediate opening for journeyman anchorman only. Must gather, write and air own material and have successful work history both studio and field. Salary to \$12M, depending on experience. Five-day week, including weekends. Liberal benefits. Rush VTR or SOF with resume to: Personnel Dept., KMJ-TV, 1559 Van Ness Ave., Fresno, California 93721.

Programing, Production, Others

Producer/Director for Florida PTV Station, to do ITV and PTV programs, plus teach broadcasting course, MA with one year experience preferred, BA with three years experience accepted; 12 month year. Box G-49, BROADCASTING.

Associate director—experience necessary. Photographer must know TV specs shooting in lab. Write Production Services, KCET, Hollywood, California. An equal opportunity employer.

Key position for promotion manager seeking larger market or more responsibility. Must be experienced in all phases of television promotion with emphasis on audience and sales promotion. Send resume to: General Manager, KDNL-TV, 1215 Cole St., St. Louis, Mo. 63106.

Motion Picture Cameraman-Editor. To shoot, record, and edit single and double system sound on film for TV use. Extensive experience essential. Resume to: Jim Dale, Maryland Center for Public Broadcasting, Owings Mills, Md. 21117.

Television

Situations Wanted Management

Station or operations manager. Outstanding manager. Outstandingly successful in VHF net, group, independent and UHF in small and large markets. Efficiency, effectiveness, economy. Box G-107, BROADCASTING.

Manager. Now C.M. of UHF in major market fringe. Station sold. Top professional background in VHF net and independent. Box G-108, BROADCASTING.

Program director, director producer, 35, experienced VHF and UHF, will relocate. Box G-123, BROADCASTING.

Conscientious professional as assistant manager, program or operations director. 17 years all phases of television in major markets. Any size market considered. Outstanding references from top broadcasters. Box G-154, BROADCASTING.

Sales

Top ten commercial television experience; married, degree, outstanding references—seeking television sales opportunity. Box G-163, BROADCASTING.

Successful small market AM general manager wants TV sales with management potential in southeast medium to major market. Now employed mid-Atlantic states Comprehensive broadcast background including college, first phone. Box G-174, BROADCASTING.

Sales service. Experienced mature business judgment. Accuracy plus ambition. Desire Los Angeles or Southwest. Box G-202, BROADCASTING.

Technical

Video tape technician seeks major market tape maintenance position. Qualifications: 4 years VR-2000 experience, trained by Ampex VR-2000B, member S.M.P.T.E., first class FCC license. Box G-95, BROADCASTING.

Technical continued

Mr. Group Owner, let this engineer of proven ability take command of your engineering departments. Will tell all in first letter. References. Box G-98, BROADCASTING.

Transmitter maintenance and construction, two years experience, all phases. Willing to learn and work hard. P.O. Box 5355, San Diego 92105.

NEWS

Experienced sportscaster-newsman play-by-play, college graduate. Box G-25, BROADCASTING.

Sports director. News. Weather. Specials. 25. Married. . . . Sept. 15. Box G-133, BROADCASTING.

TV anchorman. . . . Extensive background in broadcast journalism. Currently managing editor of prime time newscasts. Shoot and edit film. Will accept major TV anchor slot with writing duties. Box G-161, BROADCASTING.

Pro TV journalist wishes New England, all media offers considered. Box G-196, BROADCASTING.

Street reporter: Black, excellent background, master's degree—journalism. Box G-205, BROADCASTING.

Enthusiastic college graduate, network, newsdesk experience, seeks reporting/writing position with growing news operation. Box G-206, BROADCASTING.

Programing, Production, Others

CATV Operators: You're the wave of the future, but new FCC rules on local programing, sale of time, call for professional broadcaster on your team. Complete background all phases television: sales, programing, film, personnel, FCC, etc. Top references. Seek ground floor opportunity with aggressive CATV system leading to top management post. Box F-320, BROADCASTING.

Top notch program director looking for new challenge, good administrator, works well with people, good work record, broad television and advertising experience with excellent references. Box G-48, BROADCASTING.

Operations manager—Young, experienced, college degree. Major experience in commercial and program production. Knows traffic, programing, film, and production. Excellent organizational and administrative skills. Honest and hard working. Resume and references. Box G-119, BROADCASTING.

Promotion director—Veteran of twenty years in broadcasting. Experience includes sales and audience promotion, publicity, and merchandising in both radio and television in major markets. Box G-145, BROADCASTING.

Young aggressive announcer-engineer-TV weatherman with 20 years experience seeking position as production manager or assistant. Box G-146, BROADCASTING.

Veteran TV weatherman/announcer, excelling in all areas of agency and station commercial and non-commercial production desires position with progressive medium market station. Box G-147, BROADCASTING.

Minority group member, masters, in major market—seeks new ETV challenge. Box G-164, BROADCASTING.

Kiddie show TV host—producer. Box G-184, BROADCASTING.

Producer-director-engineer desires position emphasizing an ability to communicate with people! Two years commercial TV, one year production in ETV. Liberal arts degree, will relocate. Box G-186, BROADCASTING.

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.

Equipment wanted—Marti in good condition for remote broadcast pickup work. Reply Box G-74, BROADCASTING.

Television transmitters wanted: we need used high and low band television transmitters, any power. Must be excellent condition. Contact Bruno Schwebel, Telesistema Mexicano, S.A. AV. Chapultepec 18, Mexico 1, D.F., Phone: Mexico City 5-18-56-74.

WANTED TO BUY

Equipment continued

4 Bay Low Power CCA Circular polarized FM Antenna; 350 ft. 1 1/2 inch heliastix; 3KW FM transmitter; Rack cabinet; CBS Volumax and Audimax; console; 250-R or R/s carosels and used automation equipment. WQJZ, Box 458, St. George, S.C. 29477.

FOR SALE Equipment

Rigid Transmission Line—6 1/8"-50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused, 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

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.

Skw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

H J 7-50 Andrews Heliastix 1 1/2" Air coaxial transmission cable jacketed RC 319 MIL SPEC 12,000 feet available, 6-2000' reels—perfect surplus—test reports available 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois, Tel. 215-235-2830.

RCA headwheel panels—unused RCA highband and low-band headwheel panels priced to sell. Contact WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02125. Phone: (617) 288-5000.

For Sale: 1-CBS Audimax 1115 (Stereo) \$900.00. 1-HP 335B FM Monitor \$350.00. 1-Rust 5FM-19 Pilot Freq. Mon. \$225.00. 2-Russco Studio Pro Turntables \$100.00 ea. 2-Gray 303 Tone Arms \$35.00 ea. M. Rubin, KPCC, 213-681-0447.

TR-2 Videotape machine—RCA. Low band, color, air bearings, good condition. Includes three head-wheel panels. Contact Chief Engineer, WJIC TV, Pittsburgh, Pa. 15214. Phone (412) 321-8700.

Gates 500/250 transmitter—8 yrs. old, good condition; Gates limiter—21 yrs. old; Gates remote control unit; 225 ft. 7/8" Andrews type H5 coaxial—pressurized. Gates 100 watt transmitter. 21 yrs. old. Pkg. \$1400.00 or will sell individually, FOB, Sterling, Illinois. Write Earl Prince, 317 E. 3rd St., Sterling, Illinois 61081. Phone 815-625-0055.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Breeze video test generator, Model VTC2B, produces long window, composite NTSC sync in small, 2 1/2 lb package, @ \$395.00. Made in USA for VIF International, Box 1555, Mtn. View, California 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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.

Current Comedy—The 1500 best laughs of 1969 are now available in Current Comedy's volume 12 just off the presses. Only \$10. Write Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

FCC news releases. . . . We can make them available to you. Will mail daily to your office. Chittenden Press Service, 1067 National Press Building, Washington, D.C. 20004, (202) 737-4434.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

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.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

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Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

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R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441

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American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

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A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 889-2480.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida. 904-398-9600.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVF AM and KSVF FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept. 2, 1970 and January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 71. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Best FCC License Prep Course. . . 1st class operator license, 3rd and 2nd if required . . . tuition \$300 . . . four weeks fulltime . . . room \$18 to \$30 per week . . . Frederick, Md. near Baltimore and Washington FCC testing centers . . . approved by the Maryland State Dept. of Education . . . new class starts 1st Monday of each month except December . . . write or call for details including attractive guarantee . . . Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701; 301-662-6292 . . . a solid foundation for your future career in broadcasting . . . next class starts Aug. 3.

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Prudential Tower, Boston, Mass. 02199

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Chicago, Illinois 60604

Television Help Wanted

Sales

ACCOUNT EXECUTIVE

WTOL-TV, a Cosmos Broadcasting Corporation station, CBS, is interviewing experienced Account Executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 804 Jackson. No phone calls please.

News

NEWS

How many opportunities have you seen to join a Westinghouse Eyewitness News team? We have a beauty of an opening if you are a meteorologist who can humanize the weather. Tell us how great you are.

Box G-177, Broadcasting.

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West	suburban	FM	500M	145M	N.Y.	metro	FM	90M	29%
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NEW YORK, N. Y.
265-3430

(Continued from page 65)

further prehearing for July 7 (Doc. 18701),
Action July 1.

Ownership changes

Applications

■ WZOB(AM) Fort Payne, Ala.—Seeks assignment of license from Margie F. Gravit to Central Broadcasting Co. for \$111,000. Seller: Margie F. Gravit, sole owner. Buyers: C. Theodore Kirby, president (90%), and Jessie E. Magler, secretary-treasurer (10%). Buyers own 60% and 10%, respectively, of WXLI-AM-FM Dublin, Ga. Ann. July 6.

■ KUBA(AM) Yuba-City, Calif.—Seeks assignment of license from Grayson Broadcasting Co. to Cascade Broadcasting Corp. for \$290,000. Sellers Sidney A., Della G. Grayson (50% each). Mrs. Grayson owns 15% of new UHF TV at Sacramento. Buyer: David M. Jack, president, et al. Buyers own KLIQ-AM-FM Portland, Ore., and KUDY(AM) Spokane.

■ WWBA-AM-FM St. Petersburg, Fla.—Seeks assignment of license from Myer Feldman and Edward Winton to WWBA Inc. for purpose of incorporation. No consideration involved. Principals: Myer Feldman (90%) and Edward Winton (10%). Ann. July 7.

■ WKYX-FM Paducah, Ky.—Seeks assignment of license from Kicks of Kentucky Inc. to Maranatha Broadcasting Inc. for \$40,000. Sellers: William R. Britt, James E. Harrelson and George G. Beasley, as a group, 100%. Mr. Britt owns 50% of applicant for new AM at Clayton, N. C. Messrs. Harrelson and Beasley own 30% and 60%, respectively, of WFMC(AM) Goldsboro, N.C., and 5% and 55%, respectively, of WMOO(AM) Mobile, Ala. Mr. Beasley owns 35% of WKGX(AM) Lenoir, N. C.; 50% of WASC(AM) Spartanburg, S. C., and 51% of WKBY(AM) Chatham, Va. Buyers: Kenneth J. Crosthwait, president (70%), et al. Mr. Crosthwait owns WKJG(FM) and 68.5% of WOVE(AM) both Welch, W. Va., and 85% WHBT(AM) Harriman, Tenn. Ann. July 9.

■ WDET-SM Detroit and WJHR(FM) Miami—Seek assignment of licenses from Storer Broadcasting Co. to Bartell Broadcasting of Michigan Inc. and of Florida Inc. for \$1,225,000. Sellers: See WSPD-FM Toledo. Buyers: Bartell Media Corp., 100%. Stock of Bartell Media will be voted by Edward R. Downe Jr., president. Buyers own WADO(AM) New York, WOKY(AM) Milwaukee, and KCBQ(AM) San Diego. Ann. July 8.

■ WCKD(AM) Ishpeming, Mich.—Seeks assignment of license from Canyon Broadcasters Inc. to Taconite Broadcasting Inc. for \$65,400 plus non-competition agreement for \$30,000. Sellers: Frank Blotter, president, et al. Buyers: William J. Blake, president-treasurer, and Robert T. Olson, vice-president-secretary (each 50%). Buyers each own 31.25% of WMPL-AM-FM Hancock, Mich. Ann. July 7.

■ WQDC(FM) Midland, Mich.—Seeks transfer of control of Habco Inc. from Ned S. and Dorothy Doan Arbury (100% before, none after) to Saginaw Valley College (none before, 100% after) as gift. Principals of Saginaw: Samuel J. Marble, president, Dorothy D. Arbury, member, board of control, et al. Mrs. Arbury has interest in WMFK-FM East Lansing, Mich. Ann. July 7.

■ KDMA(AM) Montevideo, Minn.—Seeks transfer of control of Midwest Broadcasting Corp. from Harry Willard Linder (57.7% before, 37.3% after) to Minnesota Valley Broadcasting Co. (none before, 20.4% after). Minnesota Valley Broadcasting Co. owned by Harry Willard Linder (22.47%) and family, owns KTOE(AM) Mankato and KMHL-AM-FM Marshall, both Minnesota. Consideration: \$17,639.46. Ann. July 9.

■ KWLM-AM-FM Willmar, Minn.—Seek transfers of control of Lakeland Broadcasting Co. from Harry Willard Linder (63.33% before, 21.67% after) to Minnesota Valley Broadcasting Co. (none before, 41.67% after). Consideration: \$28,449.08. Principals of Minnesota Valley: See KDMA(AM) Montevideo, Minn. Ann. July 9.

■ WHHO-AM-FM Hornell, N.Y.—Seek transfers of control of Steuben Broadcasters Inc. from Collin M. Campbell, Arthur C. Meushaw, Edgar L. Nevins, et al (100% before, 16% after) to Southeastern Publications Inc. (none before, 83% after). Jonas Termin (16% before and after transaction). Consideration: \$62,001. Principals of Southeastern: Roger A. Neuhoft, president, Jack V. Harvey, secretary-treasurer (each 48%),

and Joe H. Young, vice president (4%). Mr. Harvey is media broker. Mr. and Mrs. Neuhoff own 79.5% of WHAP(AM) Hopewell, Va., WCVS(AM) Springfield, Ill., WHUT(AM) Anderson, Ind., and applicant to purchase WBOW-AM-FM Terre Haute, Ind. and WOHI(AM) and WRTS(FM) East Liverpool, Ohio. Ann. July 9.

■ WERE-FM Cleveland — Seeks assignment of license from Cleveland Broadcasting Inc. to GCC Communications of Cleveland Inc. for \$525,000. Sellers: Ralph C. Guild, president (37.1%), et al. Sellers own WLOB-AM-FM Portland, Me.; WRYT(AM) Boston; WNVY(AM) Pensacola, Fla.; KROY(AM) Sacramento; KMAK(AM) Fresno, Calif.; KPAC-AM-FM Los Angeles and WERE(AM) Cleveland. Buyers: Alexander M. Tanger, sole owner. Mr. Tanger owns WLKW-AM-FM Providence, R. I., and has interest in WHDH-AM-FM-TV Boston, KRBE(FM) Houston and WIFI(FM) Philadelphia. Ann. July 8.

■ WPVL(AM) Painesville, Ohio—Seeks assignment of license from WPVL Inc. to Lake Communications Corp. for \$537,500. Sellers: Theodore Oppgaard and Carl Lee (each 50%). Sellers own equal interests in WVSC-AM-FM Somerset, Pa. Buyers: Anthony S. Ocepke, president, William M. France, vice president, Raymond Q. Armington (each 28.57%), et al. Mr. Ocepke is sales consulting and management employe for WELW(AM) Willoughby, Ohio. Mr. France is investment officer. Mr. Armington is director of numerous concerns. Ann. July 8.

■ WSPD-FM Toledo, Ohio — Seeks assignment of license from Storer Broadcasting Co. to Susquehanna Broadcasting Co. for \$275,000. Sellers: George B. Storer, chairman; Stanton P. Kettler, vice chairman; Bill Michaels, president, et al. See WDEE-FM Detroit and WJHR(FM) Miami above. Storer stations: WAGA-TV Atlanta. WJW-AM-TV and WCJW(FM) all Cleveland, WDEE(AM) and WJBK(TV) both Detroit, KGBS-AM-FM Los Angeles, WGBS(AM) Miami, WSPD-AM-FM-TV Toledo, WJW-AM-TV Philadelphia, WHN(AM) New York, WSBK-TV Boston, WITI-TV Milwaukee. Buyers: Louis J. Appell Jr., president (individually 3.68% and Louis J. Appell Jr., president (individually 3.68%) and Louis L. Appell Residuary Trust (88.11%). Buyers own WSBA-AM-FM-TV York, Pa., WQBA(AM) Miami and 90% of: WARM(AM) Scranton, Pa.; WHLO Akron, Ohio; WICE(AM) Providence, R. I., and WGBB(AM) Freeport, N. Y. Mr. Appell Jr. owns 6.6% of WARM, 8.8% of WHLO, 5% of WICE and 2.6% of WGBB. Ann. July 9.

■ WNOR-AM-FM Norfolk, Va.—Seeks assignment of licenses from Virginia State Network Inc. to Texas State Network Inc. for purpose of corporate reorganization. No consideration involved. TSN owns VSN, KFJZ(AM) and KWXI(FM), both Fort Worth, and KYES(AM) Corpus Christi, Tex. Ann. July 7.

■ WBKV-AM-FM West Bend, Wis. — Seek transfers of control of West Bend Broadcasting Co. from Ethel B. Berkholtz, executrix of August C. Berkholtz estate (100% before, none after), to Gazette Printing Co. (none before, 100% after). Consideration: \$300,000. Principals of Gazette: Robert W. Bliss, chairman of board, Josephine B. Ross, vice president (both 5% individually, 28% in trust), et al. Gazette owns WCLO(AM) and WJVL(FM) both Janesville, Wis. Ann. July 7.

Actions

■ KTSF-TV San Francisco — Broadcast Bureau granted assignment of CP from Television San Francisco to Lincoln Television Inc. for \$12,850. Principals: Lillian L. Banta (90% before, 100% after). Deane DeVere Banta (10% before, none after). Action July 6.

■ WJSB(AM) and WAAZ-FM both Crestview, Fla.—Broadcast Bureau granted assignment of licenses from Everett M. McCrary to W. C. Jones and James T. Whitaker for \$100,000. Mr. Whitaker owns broadcast and communication engineering service and a radio common carrier system. Mr. Jones owns 50% of a carbonated beverage firm and a retail food chain. He also owns a retail food store and has 33% interest in motel-apartment complex. Action July 6.

■ WSTM(FM) St. Mathews, Ky.—Broadcast Bureau granted assignment of license from J. W. Dunavent to Lad Broadcasting Corp. for \$151,500. Sellers: J. W. Dunavent sole owner. Mr. Dunavent owns WSTL(AM) Eminence, Ky. Buyers: Linda Ann Dunn, sole owner. Mrs. Dunn is housewife. H. M. Dunn Jr., her husband, owns residential building firm, thoroughbred and standard

bred horse breeding concern and 50% of general insurance firm. Action July 9.

■ KHMO(AM) Hannibal, Mo.—FCC granted assignment of license from Mark Twain Broadcasting Co. to Springfield Broadcasting Co. for \$600,000. Sellers: Jerrell Shepherd, president, et al. Mr. Shepherd owns KWIX(AM) and KRES(FM) both Moberly, Mo. Buyers: Keith G. Wells, president (.08%), Springfield Newspapers Inc. (99.68%), et al. Arch A. Watson is president of Springfield Newspapers, publishers of *Springfield Daily News*, *Springfield Leader* and *Press* and *Sunday Leader* and *News* and owns 49.6% of KYTV(TV) Springfield. Buyers own KGBX(AM) Springfield. Action June 24.

■ KYIT(AM) Missoula, Mont. — Broadcast Bureau granted assignment of license from W. L. Holter (87.5% before, same after) and Stephen A. Schoen (12.5% before, none after) to W. L. Holter and Gene S. Peterson (none before, 12.5% after). Consideration: \$16,600. Principals: Mr. Peterson is former station manager of KGVO(AM) Missoula. Action July 8.

■ WEKT(FM) Hammondsport, N.Y.—Broadcast Bureau granted transfer of control of Taylor Aviation Inc. from Ellen K. Taylor (50% before, none after) to Walter S. Taylor (50% before, 100% after). No consideration involved. Action July 6.

■ WEEE(AM) Rensselaer, N. Y.—Broadcast Bureau granted assignment of license from Mercury Media Inc. debtor in possession under bankruptcy laws, to People Communication Corp. for \$210,000. Sellers: Oliver Lazare, secretary, et al. Mr. Lazare owns 21% of WBJA-TV and 66% of WKIP(AM) and WSPK-FM both Poughkeepsie, N.Y. Buyers: Laurence Gunst Barnet, vice president-general manager (10%), and William Barnet & Son Inc. (90%). William Barnet II is president of William Barnet & Son Inc. (2.45%) and president of buyers. L. G. Barnet is program director for WSWF(AM) Seneca Falls, N.Y. Barnet & Son operate textile processing plant and own real estate. Action July 9.

■ WISE(FM) Asheville, N.C. — Broadcast Bureau granted assignment of license from Davenport-McGuire Broadcasters Inc. to Basic Media Ltd. for \$300,000 and adjustments. Principals of Basic Media: Charles Henry Reynolds, president (10%) and N. Eric Jorgensen, vice president (90%). Mr. Reynolds is general manager of WISE(FM). Mr. Jorgensen is chief engineer of WHHO. Hornell, N. Y. Mr. Lewis is CPA. Action June 30.

■ WGPL(FM) Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from Holiday Broadcasting Corp. to Triad Broadcasting Co. Consideration not specified. Principals of Triad: John W. Googe, president (31.16%), Nicholas P. Pattella and Bernard Mann, vice presidents, (34.42% each). Action June 30.

■ WAMG(AM) Gallatin, Tenn. — Broadcast Bureau granted transfer of control of Southern Broadcasters Inc. from E. F. Jones Jr. (51% before, none after) to E. D. Lewis (25% before, 76% after). Consideration: \$35,689. Principals: Mr. Lewis owns loan company, and is former minority owner of WLOM(AM) Chattanooga. Action June 30.

■ KIRT(AM) Misson, Tex.—FCC granted assignment of license from KIRT Inc. to Rio Broadcasting Co. for \$190,000 plus five-year \$35,000 covenant not to compete. Sellers: Ray V. Jensen, president, et al. Buyers: Edward Gomez, president-general manager (9.685%), David Garcia, vice president (12.5%), Eduardo Izaquirre, secretary-treasurer (18.75%), et al. Buyers own KQXX-FM McAllen, Tex. Action July 1.

■ WRIG-AM-FM Wausau, Wis.—FCC granted transfer of control of WRIG Inc. from Ducey E. and Julia Wright (100% before, none after) to Ducey E. Wright Jr. (none before, 100% after). No consideration involved. Mr. Wright Jr. is general manager of WRIG-AM-FM. Action June 24.

■ WBKV-AM-FM West Bend, Wis.—Broadcast Bureau granted transfer of control of West Bend Broadcasting Co. from August C. Berkholtz, deceased (100% before, none after) to Ethel B. Berkholtz, executrix of A. C. Berkholtz estate (none before, 100% after). No consideration involved. Action July 6.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through July 14. 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*.

■ *New Port Richey, Fla.*—T-M Communications Co. of Florida, Tampa, a subsidiary of Times-Mirror Co. (multiple-CATV owner) Los Angeles, has been granted a 15 year franchise.

■ *New Smyrna Beach, Fla.*—TM Communications of Florida, a subsidiary of the Times-Mirror Co., Los Angeles (multiple-CATV owner), has been granted a 15 year franchise. The firm will pay New Smyrna Beach an initial sum of \$40,000 and a \$354,000 total over the 15 year period.

■ *Plant City, Fla.*—Rahall Communications Inc. (WLCY-AM-TV) Largo, Fla., has applied for a franchise.

■ *Blackfoot, Idaho*—Bingham Telecable of Blackfoot, and Upper Valley Telecable have filed for franchises.

■ *Chicago suburbs*—Scientific Communications Inc. of La Grange Park, Ill., has applied for franchises in 25 suburban townships. The firm is seeking franchises for the following communities: Bellwood, Berkley, Berwyn, Broadview, Brookfield, Cicero, Clarendon Hills, Elmhurst, Forest Park, Hillside, Hinsdale, LaGrange, LaGrange Park, Lyons, Maywood, Melrose Park, North Riverside, Oakbrook, Oak Park, River Forest, Riverside, Stickney, Villa Park, Westchester and Western Springs, all Illinois.

■ *Fall River, Mass.*—Eleven firms have requested franchises. The applicants are: National Cablevision Inc. (multiple-CATV owner), Boston; Cablevision Corp. of America/Fall River Cablevision Co. (multiple-CATV owner), Fall River; Fall River Cable TV Inc., Fall River; Full-Channel TV Inc., Providence, R.I.; WTEV(TV) New Bedford, Mass.; The Outlet Co. (multiple-CATV owner), Providence; Yankee Cable TV Inc., Newtonville, Mass.; Mount Hope Cablevision Inc., Fall River; Synergistics Inc., Waltham, Mass.; TeleCable Corp. (multiple-CATV owner), Norfolk, Va.; Morcom Systems Inc., Washington.

■ *Pittsfield, Mass.*—Berkshire Telecable Systems, North Adams, Mass., has been awarded a five year non-exclusive franchise.

■ *Niagara Falls, N.Y.*—STV Television Inc., Niagara Falls, has been awarded a non-exclusive franchise. The firm will pay the city 5% of the gross receipts.

■ *Hillsboro, Ohio*—Tower Communications Inc. of Coshokton, Ohio (multiple-CATV owner) and Highland Broadcasting Co. of Hillsboro (WSRW-AM-FM) have applied for a franchise.

■ *Wadsworth, Ohio*—Wadsworth TeleCable Co., Wadsworth, has applied for a franchise. Installation fee is not expected to exceed \$30. Subscribers would be charged \$7 a month for service.

■ *Aberdeen, S.D.*—Community TV Co., Aberdeen, has applied for a franchise. Two other firms are already operating systems in the city.

■ *Redfield, S.D.*—Mid-Continent Cable Systems Co. (multiple-CATV owner) of Sioux Falls, S.D. has applied for a franchise. The firm would charge a \$20 installation fee.

■ *Temple, Tex.*—TV Cable Inc., Temple, granted permission to raise rates from \$5.20 to \$6.50 per month, and to initiate a \$10 installation fee. At the same time, the city hiked the firm's gross receipt tax from 3 to 4% or \$600 per month, whichever is greater.

■ *Waco, Tex.*—TV Cable Inc., of Waco, has been granted permission to raise monthly subscription rates from \$5.25 to \$6.50. At the same time, the city raised the firm's gross revenue taxes to \$900 plus 1% of the gross revenue, or a straight gross revenue assessment of 4%—whichever is greater.

■ *Berryville, Va.*—Tele-Systems Corp., Bethesda, Md. (multiple-CATV owner), has applied for a franchise. Installation fee would be \$9.95 in addition to a \$4.95 monthly charge, plus \$1.25 per month for each additional unit. Berryville would receive 3% of the gross revenue.

■ *Kaukauna, Wis.*—Fox Valley Cable Division, Kaukauna, has requested a franchise.

■ *Whitewater, Wis.*—Viking CATV (multiple-CATV owner) of Stoughton, Wis., and Coe Printers and Publishers of Whitewater have applied for franchises.

■ *Englewood Cliffs, N.J.*—Bergen Cablevision Inc., has applied for an exclusive 50-year franchise

Two radio stations in Havre de Grace, a small community on Maryland's Western Shore at the head of Chesapeake Bay, hardly seem the appropriate springboards for national recognition. But they have provided Virginia Pate with an ample opportunity to demonstrate, as one of the few women broadcast owners-operators, her ability to compete successfully in the business world. And as a result, this dynamic, resourceful woman is the new president of American Women in Radio and Television.

The responsibility of operating WASA (AM) and putting WASA-FM on the air was abruptly thrust upon Mrs. Pate when her husband was fatally stricken in April 1960 with a massive cerebral hemorrhage. At that time the AM license was up for renewal and a construction permit for the FM had to be effected. What had been an active, but essentially incidental interest in broadcasting for Mrs. Pate suddenly became a full-time project.

Both outlets (the AM is middle-of-the-road, the FM has a religious format) stress local news because that "is the great forte" of small-community stations, she says.

Mrs. Pate is charming and vibrantly feminine, but she is quick to disavow any accord with Women's Lib. "I'm not a feminist," she says, noting that women can and do get a chance to show what they can achieve in business, although she admits she came in "through the back door."

She was encouraged to join AWRT by her husband in the organization's early days and was installed as its president at the first international convention in London last April. This convention, AWRT's 19th, was a chance to bring together for an exchange of ideas women in broadcasting from Europe and the U.S. Mrs. Pate hopes to follow it this year with a two-month U.S. tour for foreign women broadcasters.

Mrs. Pate has been active in broadcast organizations in addition to AWRT. She has been president and education chairman of the Maryland-District of Columbia-Delaware Association of Broadcasters. Presently she is a member of the radio code board of the National Association of Broadcasters. Before being elected to her present position, she was president of the Maryland chapter of AWRT.

Mrs. Pate has also been active in community affairs—particularly those involving education. She has been president of the Harford County board of education and chairman of the Harford Junior College board of trustees. She also has been president of the Maryland Association of Boards of Education. Her community activities have included the chairmanship of the President's

New AWRT head brings savvy to her job

Committee to Promote the Employment of the Physically Handicapped and directorships of the county heart association and the cancer society. She is a member of the National Committee for the Support of the Public Schools and is a director of the Blood Bank.

Mrs. Pate's interests in education and broadcasting may yet bear fruit in future AWRT projects. One of the major items on her agenda—scheduled for discussion at the AWRT board meeting last week in Aberdeen, Md.—is a plan close to her heart: The publication of a careers booklet for high-school

students that would list broadcasting jobs available to girls. There are also plans to circulate film and audio spots for TV and radio calling attention to this AWRT booklet and urging teenage girls to write in for a copy.

Allied with this is a plan for the establishment nationwide of a series of "College Women in Broadcasting" chapters that will be sponsored by local AWRT chapter—although the campus organizations will not be officially connected with AWRT.

Earlier this month, Mrs. Pate wrote to President Nixon, calling attention to a list of qualified women suggested for federal appointments by AWRT last October. One such appointment might be, Mrs. Pate told the President, the FCC where a "communications-oriented" woman could serve beneficially.

Mrs. Pate demonstrates a remarkable world view of what promises broadcasting holds for global citizens—especially in the area of education. In her keynote address to the AWRT convention this year Mrs. Pate said: "The invention of radio, followed by television, must stand in the first rank, comparable in importance to the advent of the automobile, the airplane and movable type, when measured in terms of its influence on all of us." She said broadcasters throughout the world who have operated under different systems are now faced with the challenge of integrating their individual facilities into a world system because of the development of the satellite. Mrs. Pate said one of the most exciting possibilities is for education on a worldwide scale, and from an economic point of view, the cost can be quite trivial compared with the benefits derived.

"Some studies indicate the cost may be on the order of one dollar per pupil per year. If there are a billion children of school age on earth, then for \$1 billion the whole planet could be brought out of ignorance," she said. Mrs. Pate suggested that television could be used to transcend the language problem by using sight plus sound effects, thus the teaching of mathematics, chemistry or biology could be effected more quickly. She said: "What we may now be doing is laying the foundation of the first global society where nationalism will wane in favor of world concerns through the use of communications satellites." And she urged the broadcasters and government to join together to effect such a global venture.

At the moment, Mrs. Pate is preparing for the seven AWRT fall conferences that begin Sept. 25-27 in Great Falls, Mont. By the time this circuit is completed, Havre De Grace will be more than a dot on a map road for those who will have met this diminutive, energetic woman.

Week's Profile



Virginia Forwood Pate—president and general manager, WASA-AM-FM Havre de Grace, Md., president, American Women in Radio and Television; b. Aug. 10, 1919, Havre de Grace; BA, College of William and Mary, Williamsburg, Va., 1940; broadcast seminar, Syracuse University, Syracuse, N.Y., 1961; management seminar, Harvard Graduate School of Business, 1968-69; member of board of directors of Chesapeake Broadcasting Corp., licensee of WASA(AM) May 1948 to April 1960; assumed WASA management in April 1960 on death of husband, Jason Thomas Pate; past president, Harford (Md.) county board of education; board chairman, Harford Junior College; president, Maryland Association of Boards of Education; president, Maryland-District of Columbia-Delaware Broadcasters Association; past president, Maryland chapter, AWRT; current AWRT post, 1970; children—David, Mary, Mrs. Robert Glacel.

Congress sets a precedent

The Senate completed congressional approval last week of an act to exempt 44 of the 1,750-odd daily newspapers in this country from the antitrust laws. These are the papers in 22 cities that claim their existence is threatened if they cannot continue to operate combined printing facilities and clerical and administrative staffs, to pool profits and to set joint advertising rates while maintaining separate editorial departments.

The Congress's justification in voting immunity to prosecution for what the Supreme Court has decided are blatant violations of existing laws is that the preservation of vigorous editorial products is the overriding public good. The principle is one that broadcasters and publishers ought to keep in mind in preparing their defense against FCC proposals to break up multimedia ownerships.

If it is in the public interest to permit the only two papers in the same town to violate the antitrust laws, it must be at least equally in the public interest to let one medium draw support from another—a newspaper from a commonly owned television station, for example—as a means of maintaining and improving the quality of both. At least this should be so in communities where there is competition among the multimedia owners—which is to say most communities where there are any media at all.

The "newspaper preservation bill" may be the model of the "multimedia preservation bill" that may eventually be needed to head off the FCC.

Riddle, muddle, mess

If there had been a calculated effort to confuse and befuddle the hypersensitive political broadcasting riddle as a partisan issue long in advance of the usual Section 315 election-year crisis it couldn't have been worse than today's unsavory mess.

The major political parties and their legislative spokesmen are stumbling over themselves in unconscionable demands for time to respond to the President of the United States, and then to the responders. It's the domino phenomenon with no limit on dominoes.

Simultaneously members of the legislative branch are in the throes of carving out blocks of bargain-rate time while tossing to broadcasters a small Section 315 equal-time bone that would exempt only the quadrennial presidential and vice presidential campaigns.

It serves no purpose now to assess the harm done to the cause of editorial responsibility of broadcasters or to fix blame. The quest must be for a meaningful and, hopefully, graceful way of extricating both broadcasters and overzealous politicians from this trap.

The utopian goal would be, not partial, but full repeal of Section 315. Why only the top of the iceberg? This would allow broadcast journalists to exercise the same degree of editorial judgment that their printed-page opposite numbers enjoy under the First Amendment. The result inevitably would be greater voluntary allotment of free time than is now feasible under the inhibiting mandates of Section 315.

Section 315, it should be noted, applies equally to non-commercial broadcasting. With funds provided to program ETV under the umbrella of the Corp. for Public Broadcasting, candidates would have open sesame to nationwide facilities sustained by the taxpayers. This would be the

counterpart of the noncommercial British Broadcasting Corp., which allots blocks of time to the party in power and to the loyal opposition, as well as to qualified minorities.

If our ETV could be adapted (and there's no reason why it could not be), candidates would be on their mettle. They would attract support by dint of sincerity and ingenuity, and not by bombast or even trickery. Every politician knows that even when there are major issues a vast portion of the very electorate upon which they must depend resents preemption of regular programing.

Where editing should begin

If the Nixon administration is sincere in its professed desire to reduce the federal budget, it can make a start by firing whoever authorized and executed the Federal Trade Commission's investigation of the editing of motion pictures for television presentation.

As reported in this publication a week ago, the FTC has compiled a list of 164 pictures that played the networks in the second half of 1969 and has reported for each the theater running time, television running time, time deleted and date and time of broadcast. In the federal civil service, that kind of job can be stretched among the coffee breaks for months.

If the FTC has the manpower to waste on a project as pointless as this, it has more manpower than it needs. To begin with, it is none of the FTC's business whether broadcasters are editing features, for whatever purpose. There might be a question of deception if a broadcaster advertised an edited-for-television film as being presented in exactly the form in which it ran in theaters. That is not the issue that the FTC has raised.

Staff sources at the agency suggest that the audience is deceived by the mere act of abridgement. If that theory is to be accepted, it would mean that everyone who ever saw a movie has been deceived; all movies represent the result of editing after original shooting.

At the FTC it's the payroll that needs to be edited.



Drawn for BROADCASTING by Sid Hix
"My favorite commercials? Any one with Gunilla Knutson in it."



What's it mean—a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.



This is our masthead

For a free copy of This is Lederle, write to Public Relations Department



LEDERLE LABORATORIES

A Division of American Cyanamid Company, Pearl River, New York

If you lived in San Francisco...



...you'd be sold on KRON-TV