



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Proof of how radio delivers the goods. p26
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Two TV's, FM sell for over \$12 million. p40

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SERIAL ACC SEC
AIR UNIT LTR
PLDG 1405
MAXWELL AFB
AL 36112
WK EXP 1/9
NFWCDABCB

CITIZEN KPRC-TV!

WHAT ARE THE RESPONSIBILITIES OF CITIZENSHIP?

What are the responsibilities of a citizen? To obey the laws? To pay taxes? To respect your neighbor? All these, and more.

A lot more, if you undertake the special *kind of citizenship* a television station undertakes, and go at it as seriously as KPRC-TV. You provide an open window through which the whole world may be viewed . . . to help bring understanding. You introduce your neighbors, one to another. You act as look-out for your community against fire and flood—and against the disasters which men conjure up . . . And you work to bind up the wounds of both the body and the spirit. You inspire, encourage and sometimes, tweak noses. You answer lots of phone calls and lots of mail. And—you entertain your neighbors . . . This way, you hope to get invited back.

YOU SEE, WE THINK WE ARE A CITIZEN TOO...THAT'S US,

CITIZEN KPRC-TV

NBC ON HOUSTON'S CHANNEL 2

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY



Meet America's fastest-growing "IN" group.

CATV viewers

In 18 years, the number of CATV (Cable television) viewers has increased ten million percent. These are the people who enjoy the full capabilities of their TV sets. Throughout America—in large cities or small communities—the cable delivers to them a large choice of TV programs in living color and crystal-clear black-and-white. CATV has dusted off their window to the world. It can do the same for everyone in America.

Systems now under construction will provide their subscribers with up to 20 TV channels over a single cable. These include a wide selection of VHF and UHF broadcast channels and service channels, originated at the head-end, which can cover emergency warnings, time, weather, stock market quotations, and events of purely local interest such as high school sports, town meetings, concerts, etc. This audio-visual highway to our homes is recognized today to be an integral part of total communications.

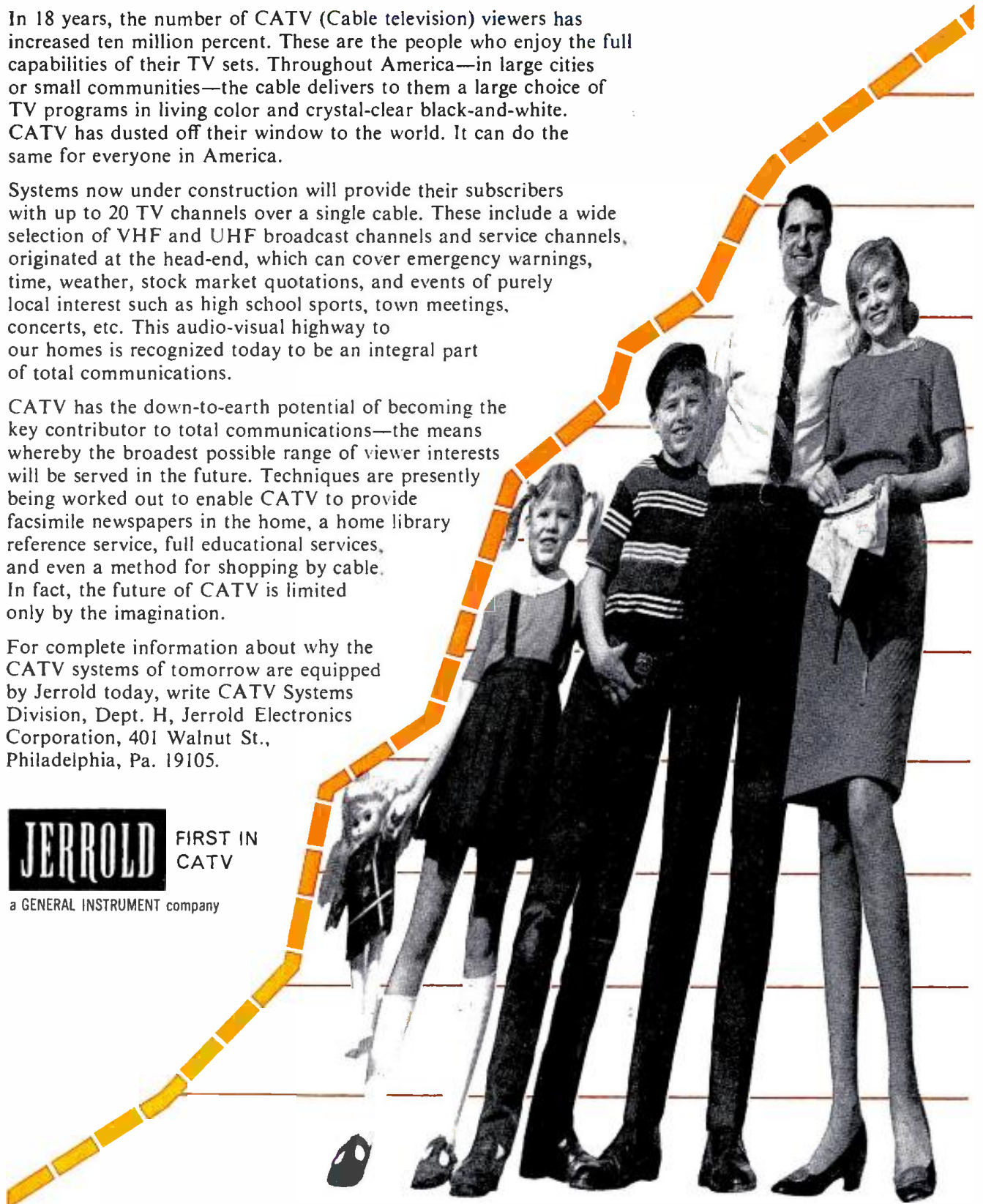
CATV has the down-to-earth potential of becoming the key contributor to total communications—the means whereby the broadest possible range of viewer interests will be served in the future. Techniques are presently being worked out to enable CATV to provide facsimile newspapers in the home, a home library reference service, full educational services, and even a method for shopping by cable. In fact, the future of CATV is limited only by the imagination.

For complete information about why the CATV systems of tomorrow are equipped by Jerrold today, write CATV Systems Division, Dept. H, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

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CATV

a GENERAL INSTRUMENT company





WHERE NEWS IS...WE ARE

News can happen any time...and when it does, KTVI News is ready! We're the only TV station in St. Louis with reporters and photographers on duty 24 hours a day. We're also the only St. Louis station with our own newsfilm lab. For the best news coverage any time...anywhere, the best informed St. Louisans prefer KTVI News.

KTVI^{abc}**2**
HR ST. LOUIS

AUTHORITATIVE REPORTING

CHANNEL 4 NEWS 4 EDITIONS DAILY

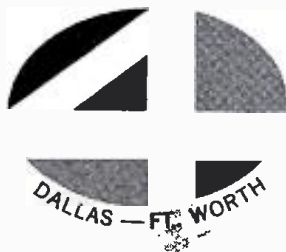


The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

Pole-to-pole, across the nation, around-the-corner, KRLD-TV news is first, fast, and factual.

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Who's in charge?

With Democratic national convention in Chicago only three short months away, concern is being evinced over virtually inactive status of Democratic National Committee, particularly in regard to media arrangements at Stockyards amphitheater. Within committee there's reported jockeying for position, with John B. Criswell, 35-year-old treasurer and former Oklahoma newsman, ostensibly in charge but with few if any pros on scene.

Nominally National committee is responsible to President Lyndon B. Johnson as party leader, but problem has been accentuated because of President's decision to withdraw. In general charge of past three conventions as executive director has been J. Leonard Reinsch, president of Cox Broadcasting, who last fall outlined plans for this year but with no official assignment. With time running out, Marvin Watson, White House liaison as assistant to President and now postmaster general, may be forced into act.

Abolish FCC?

Commissioner Robert T. Bartley of FCC, who hasn't made formal speech in past two years and usually waits until he has something to say, has accepted invitation from Illinois Broadcasters Association to address its convention, May 23 in Quincy. His topic "Let's Abolish the FCC."

While Mr. Bartley, second in seniority, isn't sending up any flares, he feels there should be separation of broadcasting and common-carrier functions and may propose that there be separate agencies handling these fields. He's evidently convinced FCC won't ever get enough money from Congress to do both jobs well. But if there are separate agencies, who would handle critical spectrum allocations? His probable answer: Let President do it. Same recommendation may eventually come from President's Task Force, though it might recommend separate Department of Communications amounting to same thing.

Waiting for the gun

Second round of House Investigations Subcommittee's pot-party probe will involve FCC and will come as promptly as parent Commerce Committee scheduling will permit—perhaps this week. Subcommittee staff is ready to move on moment's notice,

CLOSED CIRCUIT®

and Chairman Harley O. Staggers (D-W. Va.) is known to favor prompt wind-up of hearing on WBBM-TV Chicago matter.

Fact that FCC hasn't finished its own investigation, set for formal hearing June 25, is considered irrelevant by subcommittee activists who think FCC has been reluctant to deal expeditiously with charges that WBBM-TV staged and misrepresented news event. Also, if activists get their way, probe will be expanded to deal with rash of other news-staging charges. Subcommittee member John E. Moss (D-Calif.) thinks all such charges should be run to ground in view of nation's currently volatile mood of social unrest.

Saturday's children

CBS-TV's acquisition of *The Monkees* out from under NBC-TV, officially announced by Fred Silverman, VP, daytime programs, at last week's affiliates meeting in Los Angeles (see page 54), is sure indication of things to come in Saturday morning line-up of network. *The Monkees*, which ran for two years on NBC-TV in nighttime, will be shown in rerun by CBS-TV on Saturday mornings beginning in 1969-70.

This will be spearhead of whole new swing in kids' programing to more wholesome and appealing product. Out will go monsters and super-heroes as soon as existing commitments expire. Reportedly in will come reruns or such as Gentle Ben or informational type films. Peace, laughter and wholesome adventure will replace fright and violence in children's time periods.

Bishop in Buffalo

ABC-TV officials apparently don't intend to sit on their hands if affiliate nonclearance keeps their late-night *Joey Bishop Show* out of important markets. In at least one such case they're known to have arranged for affiliates' competitor to carry program. Word is that ABC-TV's regular affiliate in Buffalo, Capitol Cities' WKBW-TV, hasn't been clearing *Bishop* but that show will be seen in that market beginning June 3 on *Buffalo Evening News's* WBEN-TV, CBS-TV outlet. WBEN-TV will be 150th station carrying *Bishop*.

Pressure chamber

Plan is being implemented by President Vincent Wasilewski of National Association of Broadcasters to have NAB function as clearing house on handling of urban problem this summer in top 50 markets. Suggested by CBS Inc. president Frank Stanton, plan envisages not only collection of information on how situations are coped with by all radio and television stations in top 50 but also to give guidance, on request, based on experiences of station participants. Supervising "Cool It" project will be William Carlisle, NAB vice president, probably with expert in urban affairs recruited from university in immediate charge.

Sparse mail

Few Oklahoma broadcasters are responding to FCC Commissioners Kenneth A. Cox and Nicholas Johnson in their request for information on programing and employment practices. Controversial questionnaires, sent to 51 AM, FM and TV stations on April 12 (BROADCASTING, April 15 et seq.), have been completed and returned by only half-dozen broadcasters. Apparently stations are taking commissioners at their word—that they are not obliged to answer questions. Commissioners clarified that point at suggestion of Senator A. S. Mike Monroney (D-Okla.), who intervened in matter after receiving complaints from constituent broadcasters.

Two commissioners, meanwhile, are proceeding with basic plan—to persuade commission to strengthen renewal process. This includes digging through renewal reapplications of Oklahoma stations (their renewals are due June 1) in effort to draw picture of service in state. But lack of information they requested will make picture harder to complete.

Indie specialist

Edward Petry & Co. is expected to make stronger effort for representation of UHF outlets with establishment of new sales unit to be headed by Art Scott, formerly vice president in charge of sales for Adam Young-VTM. Group is now in process of formation and will represent independent UHF as well as some VHF outlets in medium-sized markets.

Now watch! KTLA-5, Los Angeles has appointed Blair Television.



KTLA-5 has a string of firsts to its credit. It's the West's first commercial TV station; operates the world's first Telecopter; is always on the spot first with local news. Now KTLA-5 has appointed the nation's number one broadcast representatives, John Blair & Company, to represent the station nationally. Talk about winning innovations. With outstanding variety-entertainment, editorials, personalities, syndications—and Blair Television—KTLA-5 has everything. Ready, set, grow!



BLAIR TELEVISION

WEEK IN BRIEF

CBS-TV offers minutes, not money, to affiliates airing network sports. Question now is whether principle will spread to other shows since whole TV network system is under serious reappraisal by advertisers. See . . .

STATION RELATIONS UPHEAVAL? . . . 21

Radio Advertising Bureau-Association of National Advertisers workshop takes on evangelistic air as leading advertisers tell how radio delivered the goods, praise its flexibility during special campaigns. See . . .

PROOF OF PUDDING . . . 26

Advertisers put estimated \$10.5 million on three radio networks, 1968 quarterly report of Broadcast Advertisers Reports show. General Motors is top advertiser; Corn Huskers hand lotion top product. See . . .

'68 RADIO'S BEST SO FAR . . . 28

Foods, toiletries, tobacco show marked increase in national TV spending, say TVB estimates, but real gains were made by insurance, transportation-travel products. All in all 1967 was \$2.6-billion TV year. See . . .

RELYING MORE ON TV . . . 32

Consumers' white knight Ralph Nader tells New York Sales Executive Club days of buyers' acquiescence to shoddy merchandise, spacious advertising are over; bad ads are those that fail to fulfill proper function. See . . .

NADER ON ADS . . . 36

Two TV's, one FM are sold for aggregate price of more than \$12 million. WTRF-FM-TV Wheeling, W. Va., goes to Forward Communications Corp. for \$7-plus million; WRVA-TV Richmond to Jefferson Standard for \$5 million. See . . .

\$12 MILLION FOR TWO . . . 40

FCC clarifies its interim policy that freezes transfers and assignments pending resolution of one-to-a-customer rulemaking, but stands fast by it in denying petitions for reconsideration. See . . .

ONE-TO-A CUSTOMER . . . 44

CBS top brass at affiliates meeting fire double salvo at those outside and inside broadcasting who would circumscribe its journalism function; urge station people to wake up and be counted. See . . .

BROADCAST-JOURNALISM PERILS . . . 50

NAB urges selected stations to cooperate with extensive NAB-sponsored Land Associates study on local programming, warns against wired city-television concept. See . . .

SPECTRUM RESEARCH ABOUNDS . . . 62

In what may be unprecedented move FCC may permit Teleprompter-Hughes to provide "cableless" CATV service to parts of New York City, but may deny use of this microwave service on national basis. See . . .

NEW YORK'S LINELESS CATV . . . 63

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View from the top!

**PORTFOLIO I
PORTFOLIO II**

**THE TEXAN
TRICK OR TREAT
THE DESILU PLAYHOUSE
THE UNTOUCHABLES**

PARAMOUNT
TELEVISION



A DIVISION OF PARAMOUNT PICTURES CORPORATION
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Chicago court hears fairness arguments

FCC's new personal-attack rules under fairness doctrine went under legal microscope in Chicago Friday (May 17) as U. S. Court of Appeals for Seventh Circuit heard arguments on appeals brought by Radio-Television News Directors Association, CBS, NBC and various station interests.

Case is expected to get early ruling so U. S. Supreme Court may include it in considering pending litigation in Red Lion case also involving basic constitutionality of fairness doctrine (BROADCASTING, April 22).

Sparsely attended Chicago argument was before Circuit Judges Latham Castle, Luther M. Swygert and Roger Kiley. They heard RTNDA and NBC oppose FCC rule as violation of First Amendment. CBS view was that case needn't be decided on broad constitutional point since personal-attack rule falls first as violation of statutory procedure action.

FCC told court that its new rule seeks merely to preserve "open marketplace for ideas" on air and provide milder sanctions than license loss, hence is reasonable guide in only media field where access is limited by nature of spectrum.

RTNDA and station group view was argued by Archibald Cox, Harvard University law professor and former Solicitor General of U. S. CBS counsel was Lloyd N. Cutler; NBC, Raymond Falls Jr. FCC case was argued by Daniel Ohlbaum, deputy general counsel of agency.

Judges interrupted attorneys often to question issues in case. Professor Cox, asked if section 315 political equal time law also might be unconstitutional under same logic, indicated that in extreme answer was yes, but suggested 315 may have "distinguishing differences." He explained he feels 315 treats stations in common carrier fashion whereas fairness doctrine rules unlawfully inhibit licensees' "publisher function." He noted also 315 does not require broadcaster to carry mandatory reply at station's expense.

Mr. Cutler, asked if view aired by licensed broadcaster doesn't carry with it some sort of government endorsement in public mind, agreed no one has right to license but having obtained one he does have right to "be good journalist." Then asked how bad broadcast journalists can be curbed, he said libel laws already protect both individuals

and public from unwarranted attacks.

Mr. Ohlbaum, asked if First Amendment doesn't require that any rules be least restrictive possible, replied yes but explained FCC doesn't feel rule is restrictive since it only asks broadcasters to do what they already are doing on their own initiative. He said rule merely curbs, bad journalists. To another question he admitted if court says Communications Act "doesn't give use the power, that is the end of the case."

Coverage of peace talks impeded by Paris unrest

Current widespread and violent unrest among French students and workers may test ingenuity of U. S. networks covering Paris peace talks between U. S. and North Vietnam negotiators, particularly in use of facilities and personnel. Producers and directors of government-controlled national network, Radiodiffusion-Télévision Française, walked off job Friday (May 17) and were expected later that day to vote on proposed unlimited strike.

Strike, networks said, may affect technicians being used and equipment being borrowed from French government. NBC, in charge of TV pool coverage, said it will use its own film crews, and ship film to Brussels where it will be put on satellite.

Whatever problems face existing large network crews in Paris won't be encountered by stars of NBC-TV and CBS-TV news programs. They're home now after peace talks took secretive turn (see page 59).

Radio for summer

Remington Electric Shaver Division of Sperry Rand Corp., New York, launches five-week, youth-oriented spot radio campaign for "Selectro" shaver today (May 20). Commercials will run on 65 stations in 40 markets.

Background music was created and performed by musical trio Cashman, Pistilli & West, chosen from competition with other groups. Young & Rubicam, New York, is the agency.

TV spots win awards

National Safety Council, Chicago, cites several TV spots and programs among best of 1967 films on safety.

Council gave "outstanding" rating to three spots sponsored by Insurance Institute for Highway Safety. Merit

awards went to WCAU-TV Philadelphia and WGN-TV Chicago for traffic safety programs and to three TV spots on household poisons sponsored by Council on Family Health.

Early start promised for wire-less CATV

Teleprompter Corp. is preparing for early start of cable-less CATV system on commercial basis in New York City and two rural areas.

Irving Kahn, president and chairman of Teleprompter, disclosed company's plans Friday (May 17) after receiving word of FCC action granting conditional authorization for such service (see page 63).

Mr. Kahn estimated that Amplitude Modulated Link (AML) system, developed and owned by Hughes Aircraft Co. and Teleprompter, would be in operation commercially in New York in two weeks.

Hughes and Teleprompter own CATV system serving upper Manhattan. Mr. Kahn said present AML transmitter could provide service for 85% of franchise area, which covers 400,000 dwelling units. He says system has 5,500 paying subscribers, with orders for 7,500 more.

Mr. Kahn said commercial service to rural areas would start "in immediate future." It's understood that one area will be in Pacific Northwest.

Commission said it is interested in testing Teleprompter proposal as means of "expanding CATV service to suburban and rural areas too sparsely populated" to be economically served by

Resigns ABC post

James E. Conley, president of ABC Owned Television Stations Division, is understood to have resigned that post after six-and-a-half years in ABC organization. Company has not yet appointed successor for Mr. Conley, who previously served as president of ABC Television Spot Sales and earlier was with CBS-TV in various sales executive capacities. Mr. Conley's future plans are unknown.

WEEK'S HEADLINERS



Mr. Edell

Edell first joined Storer with WGBS-TV Miami in 1955, transferred to Storer's WJBK-TV Detroit as director of advertising, sales promotion and public relations. Three years later he joined Miami corporate staff as associate director of advertising and public relations and national promotion manager

Bob Edell, director of sales development and research for Storer Broadcasting's WHN New York, named corporate director of advertising and public relations for Storer Broadcasting Co., Miami Beach, Fla., Mr.

before leaving for executive positions with Crowell-Collier Broadcasting Corp., Los Angeles, and ABC-TV, New York. He returned to Storer Broadcasting last year.



Mr. Brakefield

Broadcasting Inc. (WESH-TV Daytona Beach-Orlando, Fla.). Charles C. Sibre,

Charles B. Brakefield, president of Cowles Broadcasting Service Inc. (WREC-AM-FM-TV Memphis) and VP of Cowles Communications Inc., named to additional post of president of Cowles Florida



Mr. Forsch

director of corporate services. Cowles Communications Inc., elected VP.

Finance Corp. Committee has worked with Radio Advertising Bureau in developing radio advertising workshop (see page 26), and in such areas as research and rate information for stations.

Peter D. Forsch, director of advertising and sales promotion. The Nestle Co., elected chairman of radio advertising committee of Association of National Advertisers. He succeeds Alfred G. Waack of Household Fi-

For other personnel changes of the week see FATES & FORTUNES

cable. It also said "demonstration of experimental commercial operations in one major city" would be useful in furnishing information on public acceptance of service and "its technical and economic aspects vis-a-vis underground cable installation."

Commission action on proposal to make commercial use of system, in which 18-gc band is used as substitute for cable short-haul CATV relay service, came at helpful time for Teleprompter-Hughes CATV system in New York, according to Mr. Kahn.

"Now we will no longer be dependent upon even the reluctant cooperation of the phone company in the use of its underground ducts—or poles in other areas—and we can offer faster as well as better CATV service than companies using telephone facilities," he said.

One condition Teleprompter must meet, as revealed in commission announcement Friday, is requirement that company permit other CATV franchise holders in New York to participate in experiment. Mechanics of cooperation will be left to Teleprompter to develop.

Technically, commission action was not authorization but, rather, invitation to amend pending applications and file additional ones in accordance with conditions.

Mr. Kahn said he is "satisfied" with conditions and indicated no discouragement at commission action denying petition for rulemaking aimed at establishing service on nationwide commercial basis. He said he will apply again as soon as he can prove with current operation that system is feasible.

Seeks more time

National Association of Broadcasters Friday (May 17) asked FCC to extend time for filing comments on proposed rulemaking that would prohibit common ownership or control of more than one full-time station in market (see page 44).

NAB wants filing time moved from June 26 to Sept. 16; replies from Sept. 16 to Sept. 30. Change in dates was requested so that matter, which NAB says is "drastic departure" of long-standing procedure in dealing with concentration and diversification of broadcast interests on ad-hoc basis, could be discussed at June 17-21 NAB board of directors meeting.

Joins Wilding

Howard B. (Howdee) Meyers, formerly vice president-general manager, midwest division, Venard, Torbet & McConnell, joins Wilding Inc., Chicago, as account executive and producer. He has produced full-length films on his own for dozen years.

New threat to actors: runaway TV commercials

Screen Actors Guild hailed notice over weekend that it's "deeply concerned about growing practice of filming commercials in foreign countries for broadcast on U.S. television to advertise U.S.-made products for sale to U.S. consumers."

Notice was sent to all signatories of

SAG 1966 TV commercials contract, to all advertising agencies throughout country that have signed letter of adherence to commercials contract, and to joint policy committee on broadcast talent union relations.

SAG said it "deplores this invasion and erosion of American labor contracts and standards." It warned that if practice of runaway commercial TV production continues "economic action" will be taken.

Recommends denial

Denial of license renewal for WWIT Canton, N. C., has been recommended in initial decision by FCC hearing examiner issued Friday (May 17).

Examiner Chester F. Naumowicz Jr. held that "the applicant lacks the character qualifications ordinarily required of a licensee." Decision is subject to appeal to commission.

Examiner held that principals of station violated commission's "regulatory concepts" in two particulars—that Dalton R. Paxton participated in "strike" application designed to block introduction of competition in Canton and that principals, at time they acquired control of station in 1958 "knowingly misrepresented" to commission true consideration which they paid for their interest.

Split movie run

WFLD-TV Chicago over weekend began new movie policy whereby single feature will be aired seven or eight times each week but at different hour each day, for summer living schedules.



**Our business is
mass communication in its
most sophisticated form and
our most important function is
fast, factual news dissemination
to the public!**

*In this connection, WMAR-TV and the following members
of its news photography staff have recently won awards:*



Joseph Tomko
Named Newsreel
Cameraman of the Year
—first in general news—
first in features—by
the Baltimore Press
Photographers
Association.



Robert Fleischer
Won 2nd place in spot
news and 3rd place in
general news by the
Baltimore Press
Photographers
Association.



Frank Cronin
Won an award for his
outstanding coverage
of major fires by the
Baltimore Fire Fighters
Association.

WMAR-TV

Named Television Newsreel Station of the Year
by the Baltimore Press Photographers Association.

WMAR-TV

Won first award for news reporting in depth by the
Chesapeake Associated Press Broadcasters Association which
includes Maryland, Delaware and the District of Columbia.

*No Wonder... In Maryland
Most People Watch **COLOR-FULL***

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION



Another Reason We Can Hardly Wait For Next Season

“JULIA”

At the moment, “Julia” is not nearly as well known as Diahann Carroll. But then, Miss Carroll has had a head start.

For the last dozen years she’s been scoring solid successes—as singer and actress—in TV, the theater, supper clubs and motion pictures.

“Julia,” on the other hand, is a Twentieth Century-Fox comedy-drama series that won’t make its debut until September. When it does—under the production supervision of multi-talented Hal Kanter—it will enjoy the tremendous advantage of having Miss Carroll in the title role.

The lovely Diahann plays a nurse in the health office of a large corporation. At work, she reports to a cranky-but-lovable general practitioner, brilliantly portrayed by co-star Lloyd Nolan.

At home, she reports to her captivating six-year-old son, whose father was a recent war fatality in Vietnam.

Just how “Julia” copes with her responsibilities as a nurse and a mother is the basis for a disarmingly engaging and truly different TV series.

NBC TELEVISION NETWORK 



Don't Just Stand Still All Summer

Whether the broadcasting season just passed was your best, your worst, or just so-so, there is a unique opportunity this summer to make sure that next year is better.

The major ingredient in a station's success comes from what you do yourself, the programs under your control. The network helps — it helps a lot, but interestingly enough, you can be number one in your market regardless of network affiliation. News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the news people, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How do all these people stack up on your competitors' stations?

You can't find the answer in a rating book, but you can through the work we do. We have supervised over 100 market studies in depth, with over 55,000 in-home, in-person interviews. We have worked in 23 of the top 30 markets, and for clients in markets beyond the top 100 as well.

We have been developing the techniques of depth study and recommendation and have used them successfully for over sixteen years. McHugh and Hoffman, Inc., is in its seventh year, and was founded to apply all of the things we have learned to the study of radio and television station images.

We have some amazing success stories to tell which you can verify by talking directly to station managers all over the country. We would like to make a presentation with no obligation on your part. Just give us a call.

Don't waste the valuable time between the major sweep rating books. Don't just stand still all summer.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200

DATEBOOK

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

■Indicates first or revised listing.

MAY

May 20-21—Meeting of National Association of Broadcasters TV code board. New York.

May 20-22—Region six Institute of Electrical and Electronics Engineers conference, based on theme of "Electronics Serving Mankind." Principal speakers are Sen. Mark O. Hatfield (R-Ore.) and Dr. Alfred Eggers, assistant administrator for policy at National Aeronautics and Space Administration. Sheraton Motor Inn, Portland, Ore.

May 20-22—Spring convention of Kentucky Broadcasters Association. University of Kentucky officials plan Kentucky Broadcasters Day in connection with the convention. Phoenix hotel, Lexington.

May 21—Meeting of the Connecticut Broadcasters Association. Fairfield University, Fairfield.

May 21—Annual stockholders meeting, Bartell Media Corp., to elect directors, to authorize issuance of 250,000 shares of preferred stock, to sell five-year warrants to Wels, Voisin, Cannon Inc., and to transact other business. Drake hotel, New York.

May 21—Annual stockholders meeting, American Broadcasting Companies, to elect directors, to vote on authorizing issuance of up to 2 million shares of preferred stock and to transact other business. New York.

May 21—Annual stockholders meeting, 20th Century Fox Film Corp., to elect directors, and to transact other business. 20th Century-Fox studio, Los Angeles.

May 21-23—Annual spring meeting of Illinois Broadcasters Association. Speakers include FCC Commissioner Robert T. Bartley and Vincent Wasilewski, National Association of Broadcasters president. Holiday Inn, Quincy.

■May 22—Annual stockholders meeting, John Blair and Co., to elect directors, to increase authorized common shares from 1.5 million to 2.5 million, and create 500,000 shares of preferred stock, and to transact other business. Dorset hotel, New York.

May 22—1968 American TV & Radio Commercials Festival. New York.

May 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

May 23-24—Board meeting of Broadcasters Promotion Association. Marriott Inn, Philadelphia.

May 23-24—Spring convention of the Ohio Association of Broadcasters. Speakers include author William Buckley; Bill Leonard, CBS News vice president; Richard Block, president of Kaiser Broadcasting Corp.; Art Schreiber, assistant general manager of KYW Philadelphia; Dick Reeves of WCBS New York; Simon Goldman, president of his own station group, and Ed Hearn of the Detroit office of Radio Advertising Bureau. Sheraton-Cleveland hotel, Cleveland.

May 23-25—Meeting of the Iowa Broadcasters Association. Speakers include Harold Niven, vice president, planning and development, NAB. Whitney hotel, Atlantic.

May 25—Southwest regional conference of the Radio-Television News Directors Association. Included will be sessions on libel, free press and fair trial, FCC, broadcast news and other areas of current interest. WBAP-TV Fort Worth.

May 25—Annual meeting of Chesapeake AP Broadcasters Association. Holiday Inn Downtown, Baltimore.

May 26-27—Meeting of Ohio CATV Association. Airport Holiday Inn, Columbus, Ohio.

1968 RAB REGIONAL SALES CLINICS

May 21—Kansas City, Mo., Sheraton Motor Inn.

May 23—Chicago. Sheraton Chicago.

June 4—Boston, Somerset hotel.

June 6—Philadelphia, Sheraton Philadelphia.

June 14—Little Rock, Ark., Marion hotel.

May 26-28—Fourth annual Theater, Television and Film Lighting Symposium, sponsored by Illuminating Engineering Society. Barbizon-Plaza, New York.

May 26-28—Annual spring meeting of the Pennsylvania Association of Broadcasters. Speakers include Governor Raymond Shafer and William Carlisle, National Association of Broadcasters vice president for television. Host Farm motel, Lancaster.

May 27—Annual broadcasters golf wing-ding, sponsored by Southern California Broadcasters Association. Lakeside Country Club, Toluca Lake, Calif.

May 27—Plenary session. Administrative Conference of the U. S. Speakers: Chief Justice Earl Warren and Attorney General Ramsey Clark. Department of State auditorium, Washington.

May 27—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

May 28-29—Conference on antitrust and monopoly policy in the field of communications, sponsored by the Council on Antitrust and Trade Regulation of the Federal Bar Association. Mayflower hotel, Washington.

JUNE

June 2—Commencement at Syracuse University. Speaker will be Walter Cronkite, managing editor of the CBS Evening News. Syracuse University, Syracuse, N. Y.

June 3-5—11th international conference of Sales Promotion Executives Association. Speakers include John Phillips, president, R. J. Reynolds Co., and Robert G. Reed III, vice president and general manager, Cities Service Oil Co.

■June 3-6—Annual convention, Electronic Industries Association. Ambassador hotel, Chicago.

June 4—Annual stockholders meeting, MCA Inc., to elect directors, to approve increase of common shares to 9,750,000, to ratify stock option and stock investment plans, and to transact other business. Sheraton-Blackstone hotel, Chicago.

June 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

June 6-7—Meeting of the South Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the National Association of Broadcasters radio code, and William Walker, NAB's director of broadcast management. Ramada Inn, Sioux Falls.

June 6-7—Spring meeting of Missouri Broadcasters Association. Holiday Inn, Springfield.

June 6-8—Seminar on topic "Broadcasting and the Democratic Process," sponsored by Federal Communications Bar Association. Williamsburg, Va.

June 6-9—Joint convention of AP and the Alaska Broadcasters Association. Sitka.

June 7-8—Meeting of the Wyoming Broadcasters Association. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Ramada Inn, Casper.

June 7-8—Meeting of Wyoming AP Broad-

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imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

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*Reg. U. S. Patent Office
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casters, in conjunction with Wyoming Association of Broadcasters. Casper.

June 8—Meeting of the North Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the National Association of Broadcasters radio code, and William Walker, NAB director of broadcast management. Edgewater Inn, Detroit Lakes, Minn.

June 9-11—Annual summer convention of Florida Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president, and Stephen Labunski, president NBC Radio. Tides hotel, St. Petersburg.

June 12-14—Montana Broadcasters Association convention. Speakers include Al King, National Association of Broadcasters director of station relations. Glacier Park Lodge, East Glacier Park.

June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, National Association of Broadcasters. FCC Commissioner Lee Loewinger and Representative John O. Marsh (D-Va). Conference Center, Williamsburg.

June 13-15—Meeting of the Colorado Broadcasters Association. Antlers hotel, Colorado Springs.

June 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

June 15-18—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include FCC Chairman Rosel H. Hyde; Elmer Lower, ABC News president; Representative Williamson Stuckey (D-Ga.) Holiday Inn, Callaway Gardens.

June 16-28—First annual seminar in marketing and advertising strategy, sponsored by American Advertising Federation, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanston, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.

June 17-21—Meeting of board of directors of National Association of Broadcasters. Washington Hilton, Washington.

June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.

June 22-27—World Assembly, sponsored by World Association of Christian Broadcasting. Oslo, Norway.

June 23-26—Annual Consumer Electronics Show, sponsored by consumer products division, Electronic Industries Association. Americana and New York Hilton hotels, New York.

June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

June 29-July 2—17th annual National Cable Television Association convention, Sheraton-Boston hotel, Boston.

June 26—Annual stockholders meeting of Standard Radio Ltd. Toronto.

June 27—Deadline for filing comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

June 27-29—Mutual Advertising Agency Network conference on "Creativity, from Accounting to Zip-Codes," Hyatt House, Denver.

June 28-29—Annual summer meeting of Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

TVB REGIONAL SALES CLINICS

May 24—Boston, Sheraton Plaza.
 May 27—Buffalo, N.Y., Sheraton Motor Inn.
 June 17—Los Angeles, Sheraton Wilshire Motor Inn.
 June 18—San Francisco, Sheraton Palace.
 June 19—Portland, Ore., Sheraton Motor Inn.
 June 20—Denver, Sheraton Mailibu.

JULY

July 7-11—First annual national convention of American Advertising Federation. Portland Hilton, Portland, Ore.

July 12-14—Annual summer convention of Wisconsin Association of Broadcasters. Pioneer Inn, Oshkosh.

July 14-16—Annual summer convention of South Carolina Association of Broadcasters. Ocean Forest hotel, Myrtle Beach.

July 15—Deadline for filing comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

July 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

July 21-23—Annual summer convention of Idaho State Broadcasters Association. Speakers include Al King, National Association of Broadcasters director of station relations. Ponderosa Inn, Burley.

July 24—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

July 26—Deadline for filing reply comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, Bureau of Education and Research, American Advertising Federation, 655 Madison Ave., New York 10021. (212) TEmpleton 8-0325.

July 30—New deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

AUGUST

August 30-September 1—1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society "to promote interdisciplinary dialogue within the mass communications media." The IBS Honours List will be announced at the annual honours ceremony. Hotel Het Hof Van Holland, Hilversum, The Netherlands. For information interested personnel of the radio, television and press industry should write: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Dr. Burton I. Edelson, Communications Satellite Corp., Washington, is technical

■Indicates first or revised listing.

program chairman. Sheraton-Park hotel, Washington.

■Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

■Sept. 15-17—Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

■Sept. 16-19—35th National Premium Show. Navy Pier, Chicago.

■Sept. 19-21—Meeting of the Louisiana Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Downtowner Motor Inn, New Orleans.

■Sept. 20 — Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

■Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kawai.

OCTOBER

■October 14-18—11th annual International Film & TV Festival of New York, encompassing all phases of film production. For details and applications: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

■October 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

NOVEMBER

■Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.

■Nov. 19-22—Forty-fourth annual National Association of Educational Broadcasters convention. Sheraton Park, Washington.

■Nov. 22 — Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

■Indicates first or revised listing.

OPEN MIKE®

Color camera coverage

EDITOR: Congratulations on the fine coverage your editorial staff prepared on this year's National Association of Broadcasters show. It certainly was a large and costly undertaking but I am sure the complete and detailed results were well worth the effort to your readers.

However, I would be remiss if I do not correct one point. On page 57 [BROADCASTING, April 15] you stated that . . . Sarkes Tarzian and RCA offer color cameras with four-tube pick up systems. Obviously this is not compatible with your later coverage [on page 60] of General Electric's new PE350 four-tube camera and William Gaither's statement that "General Electric has built one-tube, two-tube and three-tube cameras and finds none that is equal to our separate luminance four-tube camera." The favorable post-NAB customer reaction to the PE-350 more than supports the fact that we announced a new four-tube plumbicon camera.—*Paul F. Schonewolf, manager—advertising and sales promotion, visual communication products department, General Electric Co., Mattytale, N. Y.*

Stateside radio in Vietnam

EDITOR: I am writing to you as a representative for this unit and with a request for assistance from you. This unit is engaged in a project of sending tapes of stateside radio programming to our troops in both Vietnam and Thailand. So far we have had excellent support from the stations that we have contacted. However, since this is strictly a nonprofit venture on the part of the members of the detachment we have found that the cost of postage is exceeding our limited expenses.

I am writing to you in hopes of having you publish this letter. . . . We would like to receive tapes of programming from stations around the country so that we may keep this project going. Any type of tape would be welcome, we have facilities available for copying all types, full-track, half-track or quarter-track. We dub the original tape from the stations over to a four-track mono format with four hours of programming per tape.

As I mentioned previously this is a nonprofit venture with the cost of the tape and postage to Vietnam and Thailand being carried wholly by the members of the detachment. Any assistance that you may be able to provide would be greatly appreciated.—*Sergeant Robert L. Moore, Tapes for Vietnam project director, 1953-1 Comm Det, APO San Francisco 92670.*

Plaudits for NAB's Couric

EDITOR: Belated congratulations to John Couric of the public relations department of the National Association of Broadcasters. As many radio stations know and appreciate, Mr. Couric's efforts produced an up-until-now unique feature of the convention which undoubtedly will become a mainstay over the coming years. I refer to the audio news service provided by NAB.

As an off-shoot of his efforts, the Illinois Broadcasters Association is planning on providing a similar service at its spring convention May 22-23 in Quincy, Ill.

The industry has long been neglectful of finding proper avenues for publicizing its important activities. This is one which I hope will become a matter-of-fact at all broadcasters' meetings.—*Norman S. Greenberg, assistant general manager, WIBV Belleville, Ill.*

Your Blair Man Knows . . .

CHECKING OUR CHEMISTRY prompts another industry investment in the Wheeling area. Air Products & Chemicals, Inc., of Allentown, Pa., announced construction of a multi-million dollar oxygen and nitrogen facility in Natrium, 8 miles south of WTRF-TV's transmitter. The new plant will be built between PPG's Industrial Chemical Division and the Mobay Chemical Company and will feed tonnage quantities of gas by pipeline to both firms. Scheduled for completion late this year, construction payrolls will pour into the market and it's anticipated that operational payrolls will approach a million dollars a year when the plant is under way. More and more money pouring into the pockets of the WTRF-TV audience. Is your advertising reaching the rich, Wheeling-Steubenville TV Market?

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Representative for

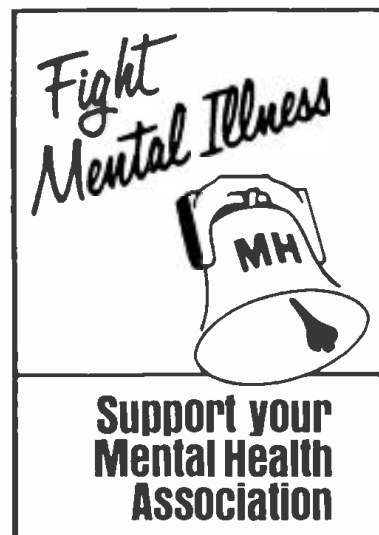
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MH

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CBS urban probe will examine problems, seek solutions

The Institute of Life Insurance this June will sponsor a television series unlike others we've underwritten in the past.

The series consists of three special broadcasts on the urban crisis, currently being prepared by CBS News and called *The Cities*. It'll be shown at 10-11 p.m. EDT on June 24, 25 and 26. Walter Cronkite will be the reporter on each presentation.

As the title implies, the programs will be a thorough probe of the American scene.

Urban Crisis ■ We are sponsoring the programs as part of our spring advertising campaign—a campaign that is focused on a single theme: the plight of America's cities.

The campaign has a working title of "A Call to Action." In it, we shall call attention to urban problems and show that with commitment and common effort they can be solved.

For us, a television advertiser of a number of years, the association with the CBS programs is apart from series we've sponsored in former years—the showing of football games and golf matches, election night specials and documentaries about historic episodes in the nation's past.

In a way, the campaign is a reflection of the commitment of the life insurance business to the cities. You may recall that last September the nation's life insurance companies pledged to invest \$1 billion in projects to improve housing and help create jobs in neglected urban areas. This was and is a business response to a business problem.

What inspired our investment commitment—a faith in the idea that our cities can prosper anew—also moved us to present the facts of the urban crisis to the American people through our advertising campaign. That includes print ads in newspapers and magazines throughout the country, and, of course, the CBS news specials.

Our campaign goes beyond simple descriptions of troublesome problems.

We are urging all our fellow citizens of goodwill—businesses, labor unions, individuals, public-minded groups—to lend their time and talents to efforts to raise the level of life and work in our cities.

In connection with this effort, we are publicizing and distributing a booklet, "Whose Crisis? . . . Yours," which was prepared for the Institute by the U. S. Office of Economic Opportunity.

Objective ■ Our approach will be

evident in the three CBS News specials. Walter Cronkite has summed up the aim of the broadcasts this way:

" . . . In these broadcasts we will trace the development, the growth and the present decline of our cities—exploring such areas as housing, transportation, education, government, crime, air and water pollution, cultural resources and opportunities.

"Our intentions, however, are not simply to state the problem and the history and then throw up our hands and walk away. We will be looking for answers—for solutions that are being developed today to combat today's problems, as well as for long-range efforts to anticipate and deal with what tomorrow will bring.

"In our investigations, we will talk to the best minds in the country, the world, for that matter . . . in order to present the most forward and advanced thinking available. Not necessarily grand sociological concepts . . . but more urgently the kind of practical thinking and planning—on the human level—that is necessary to solve today's problems today and set a firm base for tomorrow. . . . This venture we consider the most urgent of our time."

Because of the importance of their subject matter, these programs will not be interrupted by commercials. The institute will limit its messages to brief statements to be delivered at the beginning and the end of each of the broadcasts.

We are hopeful that *The Cities* series will have a large audience. It is estimated that the program schedule—three related broadcasts within three days—will attract a cumulative audience of about 35 million people watching in at least 14 million homes.

We have agreed to this program schedule because we believe that it

will have maximum impact on the viewing public.

The TV series will present three aspects of the urban picture: growth and decay, steps being taken to cure current ills, and the cities of tomorrow. The programs will also trace the social, economic and cultural elements that have made our cities worth conserving.

The first telecast, "A City is to Live In," on June 24, will study the effects of pollution, the transportation maze and poverty. It will show how the flight to the suburbs has added to the cities' plight.

Our experience has shown us TV's power and attractiveness. We know that as a medium of ideas its influence is profound. It is our sincere hope that our use of it in the cause of better, healthier, happier cities will succeed.

We know that neither government, scattered individuals nor private industry can alone change the prospects of urban America. But together, backed by an interested, motivated citizenry, great strides can be taken.

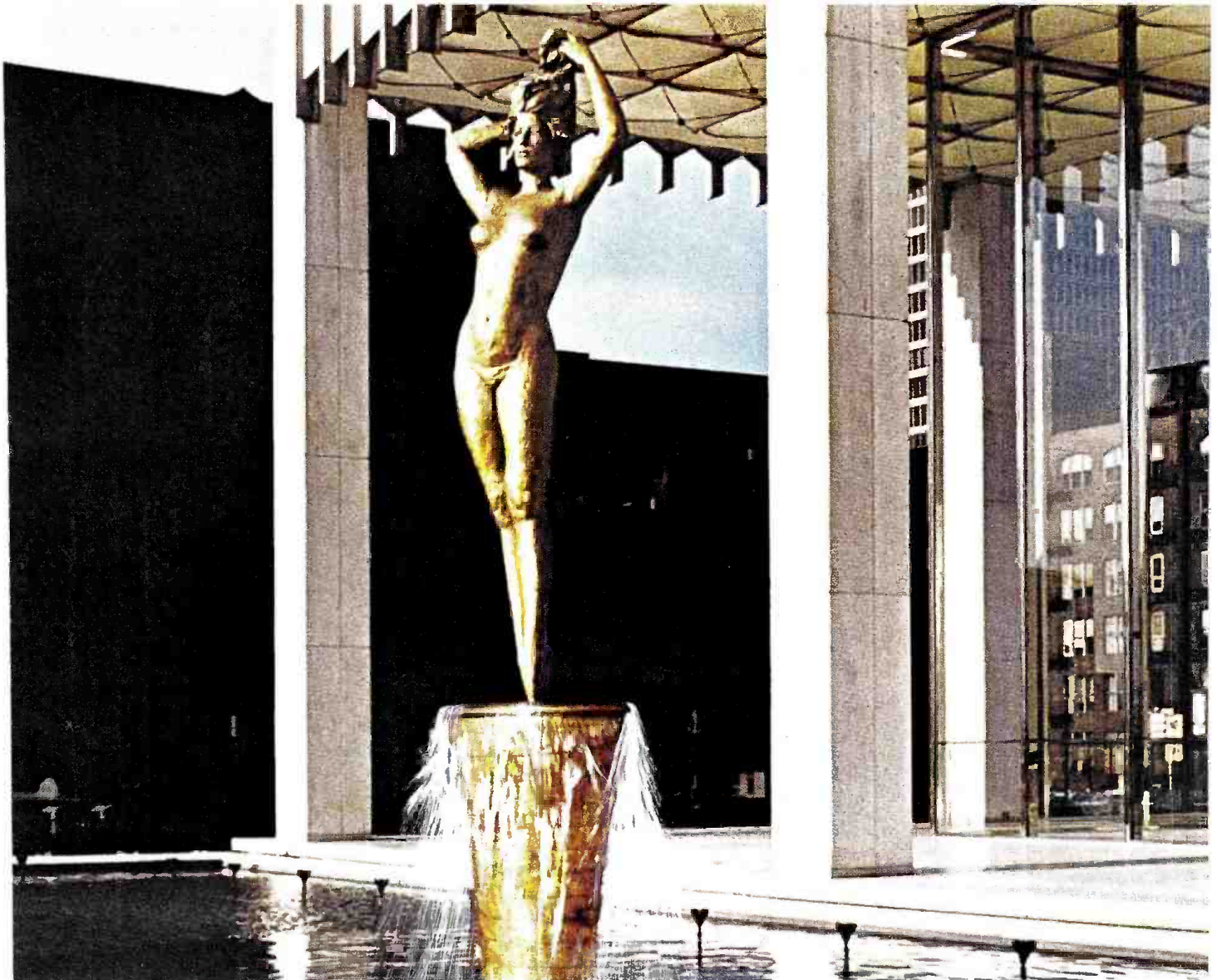
Future Prospect ■ Our cities, it is generally agreed, are in danger. Yet the experts tell us that in the next few decades America will become increasingly urbanized, that more and more of the nation's economic resources will be concentrated in urban centers, that more and more of our citizens will be city dwellers.

The importance of creating healthy urban environment now and for the future should not be underestimated. The life insurance business in the past has been responsive to the economic needs of the nation. We have faith in the nation's ability to cope with its problems. That is why we are investing our advertising dollars in a program to keep Americans informed of the urgent task at hand.



Blake T. Newton Jr. has held two executive positions with the Institute of Life Insurance, New York, since he joined it in 1959. He went there as executive vice president, and in 1962 was elected president. His interest in the life insurance business began in 1948 when he was elected a director of the Shenandoah Life Insurance Co. of Roanoke, Va.; he was elected its president in 1957. Before then, Mr. Newton was assistant vice president and attorney for AT&T in Washington.

DISTINCTIVELY DETROIT



Photograph courtesy of Michigan Consolidated Gas Company

"STEP OF THE DANCE." Gracing the front of Detroit's ultra-modern Michigan Consolidated Gas Company building, this breath-taking 16-foot-high bronze sculpture is a Motor City landmark. Created by the world-renowned sculptor Giacomo Manzù, the dancing lady was cast at the Modern Artistic Foundry in Milan, Italy.

Just as Detroiters regard this graceful dancer as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

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WBTV is the last thing some people think about.


That's because WBTV's Late Show is the last thing seen before bedtime by thousands of Charlotte area people.

But, according to the new surveys, WBTV programs are first in the thinking of most viewers — morning, afternoon or night. For example, the new ARB ratings show us with a 63% share of total homes viewing Charlotte stations, 9 am-midnight.

According to ARB, the top 42 shows in the Charlotte area are all on WBTV. And NSI ratings now give us 40 of the top 40 programs in the market.* That's just 40 (or 42) good reasons for WBTV to be the first thing you think about when looking at the Charlotte television market.

WBTV
CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV / WBTV-FM / WBTV
JEFFERSON PRODUCTIONS

Represented Nationally by 

*The audience figures are based on NSI and ARB February/March 1968 total homes, and share of total homes viewing Charlotte stations in the average quarter-hour, 9 a.m. to midnight, Sunday through Saturday. They are estimates only and are subject to the qualifications set forth in the survey report.

Upheaval in station relations?

CBS-TV offers minutes, not money, to affiliates carrying network sports; question now: Will principle spread to other shows, other networks?

A period of radical change in the business arrangement between television networks and their affiliated stations was seen to be taking shape last week.

In Los Angeles at a convention of its affiliates CBS-TV announced its intention to quit paying compensation to its stations for carrying network sports programs. Instead CBS will give the affiliates commercial availabilities to sell on their own. Some affiliates wondered aloud whether the principle of no compensation would stop with sports.

Neither ABC-TV nor NBC-TV officials would comment on the CBS development.

ABC has left no doubt, however, that it regards a re-evaluation of the network-affiliate relationship as inevitable and that "revolutionary" measures may be necessary. Elton Rule, ABC-TV president, said as much to his network's affiliates at a meeting in Chicago during the National Association of Broadcasters convention (BROADCASTING, April 8).

NBC has given no indication of planning any immediate change in its system of compensation. For some time NBC-TV has paid affiliates no compensation for the *Today* program and has paid them at reduced rates for *Tonight*, the Johnny Carson program. Affiliates are given two half-hours of *Today* to sell, without payment of co-op fees to the network; the network sells the other two half-hours. Stations carrying *Tonight* receive some compensation and are given slightly more than half of the total commercial positions in the program to sell, though they pay co-op fees to the network.

At ABC-TV, it became known, McKinsey & Co., a nationally known management consulting firm, was retained some time ago to conduct an extensive study encompassing, among other subjects, station compensation. Presumably ABC officials are awaiting the McKinsey report before proposing the changes that Mr. Rule said would prove to be

inevitable.

Secret Pitch ■ The CBS sports plan was presented at a closed session of the annual conference of affiliates by William B. Lodge, CBS-TV vice president in charge of affiliate relations. It would scrap all station compensation for all sports features. It would offer stations a total of 185 60- and 70-second availabilities in all sports, 102 of them in National Football League games and the rest in college football bowl games, golf matches, National Hockey League games, soccer and horse racing (see details page 23). Until now affiliates have received no compensation for NFL day games but have been paid for carrying all other sports events including the few NFL games broadcast at night.

The proposal was offered on "a take it or leave it" basis. The affiliates were asked to canvass their individual markets to see whether they wouldn't be better off financially selling minutes locally instead of receiving network com-

penetration for the time. They also were asked to report back collectively to the network within two or three weeks (although network officials realistically do not expect a definitive answer that soon) with a decision as to whether or not they are ready to give up all sports compensation.

The network had prepared to present the sports-minutes proposal to the affiliates meeting not as a suggestion for possible use but as a firm decision saying in effect, "Take it; you can't leave it" and still receive CBS-TV sports feeds. But the affiliates board, sounded out before the general conference opened, rose up in protest against it, and the network reportedly backed away from its original approach.

The inducement for affiliates in the time-for-comp sports plan is the availability of a total of 22 new 60-second spots in NFL games and a total of 20 more new 60's in all other sports. The



Frank Stanton, pres. of CBS Inc. (l), and John A. Schneider, pres. of CBS/Broadcast Group (r), spoke to the an-



nual meeting of CBS affiliates about the crisis in broadcast journalism and threats to freedoms (see page 50).

UPHEAVAL IN STATION RELATIONS? continued

availability of 22 new minute units in NFL games would be a net gain for affiliates since they have received no comp for them in the past. Yet the 20 new minutes that would be made available in all other sports turn out not to mean all but namely soccer, a sport that most CBS-TV affiliates complain is hard to sell.

In addition to the new units that would be made available locally, a total of 65 42-second commercial availabilities in NFL games and 63 42-second spots in other sports that affiliates already are permitted to sell would be increased to 70-second units of available time. And a total of another 15 42-second availabilities in NFL games now belonging to the local stations would increase to 60-second avails.

In The Contract ■ The network, in making the proposal, indicated that a clause in its contract with affiliates allows for nonpayment of compensation for all sports and specials. The network also stressed that affiliates could quite conceivably wind up making more money on sports by selling the commercial availabilities on their own.

The obvious motivation for the sports-minutes proposal, the black cloud that threatens the future climate of the whole television network system, is the serious reappraisal that advertisers, especially those involved in sports sponsorships, are giving to the economics and efficiency of television as an advertising medium. Rising program costs, the amount of expenditures necessary to acquire telecast rights to top sports events, have been countered by raising commercial prices. But with commercial charges in prime and sports time reaching \$65,000 a minute and more, the point of diminishing returns apparently has been reached.

The affiliates at the meeting received the sports proposal with surprising aplomb. "Hell," exclaimed one southern station manager, "we weren't getting anything for the NFL games anyway." The big-market stations, he pointed out, would have little trouble in bettering the network compensation rate by selling the projected avails locally. But the small-market stations would be hurting, he figured.

One of the affiliate leaders played down the financial implications of the plan. "What bothers me and most of the affiliates I've talked to," he said, "is the precedent this is liable to set. We go along with no comp on sports and limited comp on politicals, and before you know it the same thing will happen to entertainment shows. I don't care how much I'll make selling time. I'm against it on principle."

Political Cut ■ Principle isn't the only thing the affiliates are against. Here and there, at the numerous cocktail breaks that relieved the business day, mumblings were heard about the network's decision to pay limited compensation for political coverage (BROADCASTING, May 6). Little, if anything, was said publicly, the official affiliate position seeming to be that a partial victory had been achieved when the network reversed its initial decision not to pay any compensation at all for campaign, convention and election programming. Privately some affiliates were still smarting at the suggestion that the network losses in covering the politicals should be recouped even somewhat at their expense.

Also giving the affiliates concern at the meeting was the question of how the 30-second commercial, which CBS-TV President Thomas Dawson is on the record as saying eventually will be the basic unit of television advertising (BROADCASTING, May 6), should be priced. At a question-and-answer session on the concluding day of the meeting—ironically an innovation this year to promote better dialogue between network management and station representatives—conflicting views were given as to how the network feels the 30's should be priced. Reportedly, Frank M. Smith, CBS-TV vice president, sales, seemed to indicate that the short-form units

should be priced at 50% of the minute rate. Mr. Dawson, however, quickly added that 60% or 70% of the minute rate would be a more feasible structure. Still, some affiliates, at least, came away with the distinct impression that the network favors pricing the 30-second commercial units at half the minute rate.

(Mr. Dawson's quotation of probable prices for 30-second units corresponded closely with one forecast by a leading agency buyer during the same Association of National Advertisers seminar at which Mr. Dawson predicted the development of the 30 as the standard television length. Herbert Zeltner, of Needham, Harper & Steers, said he expected 30's to be priced at two-thirds to three-fourths the minute rate.)

Reportedly, at last week's Q and A session, with affiliates given an opportunity to question a panel of CBS-TV executives, it was said that the stations will get a long-discussed late-night network program by September 1969, if that's what they want. There were indications given that this is the direction in which the network is headed.

Optimism ■ CBS-TV President Tom Dawson gave a brief and upbeat review of the year, pointing out that the first half was a particularly good period for sales. Jack Cowden, vice president, information services, gave a detailed analysis of the audience standings of the three television networks. He emphasized that from October 1967 through April 1968, CBS-TV averaged out to the biggest night-time lead the network has enjoyed in several years. He conceded that the network had slipped in daytime this season compared to the last, but noted that it is still in first place with an average audience lead of 9% over NBC-TV.

Yet despite these sanguine reports, despite a gay-nineties setting for the meeting at CBS Television City, receptions in CBS Studio Center, a wind-up banquet and star-studded show at the Century Plaza hotel, the some 600 representatives of the some 200 network affiliates who attended did not appear to go away in high spirits. There was an atmosphere of a last hurrah as the affiliates filed out of the hotel ballroom.

A top network official surveyed the scene, worry lines etched deep into his brow. "What's happening to the network-affiliate relationship?" he was asked.

"It's too important a question, too broad, for me to wing an answer," he replied. "But, of course, it's giving, it's got to give. Elton Rule touched on it at the ABC meeting. He told them that some things are unavoidable and they are. This whole country is being swept up in change and I feel sorry for those stations that aren't aware or prepared for it."

Stanton goes over to NBC

A funny thing happened to CBS Inc. President Dr. Frank Stanton on his way to last week's CBS-TV affiliates meeting in Los Angeles. He got lost—and found himself in front of NBC Burbank.

Dr. Stanton told the story on himself, before addressing the affiliates at luncheon, as a way of apologizing for turning up late and somewhat breathless.

He told the chauffeur of his rented limousine to drive to CBS Studio Center in the San Fernando Valley. Busy in the back with last-minute adjustments to his speech, he didn't notice that the trip was taking an unusually long time. Finally looking up, he found the limousine stopped in front of the NBC studios, some 10 miles east of the CBS facility. The added insult came when the guard at NBC, asked for directions, said he never heard of CBS Studio Center.

How CBS-TV wants to redesign and reassign commercial time

CBS-TV intends to increase the number of spots available for local sale and lengthen some of the spots already turned over to stations if the network's affiliates support its plan to eliminate compensation for sports programs in favor of more local saleable time.

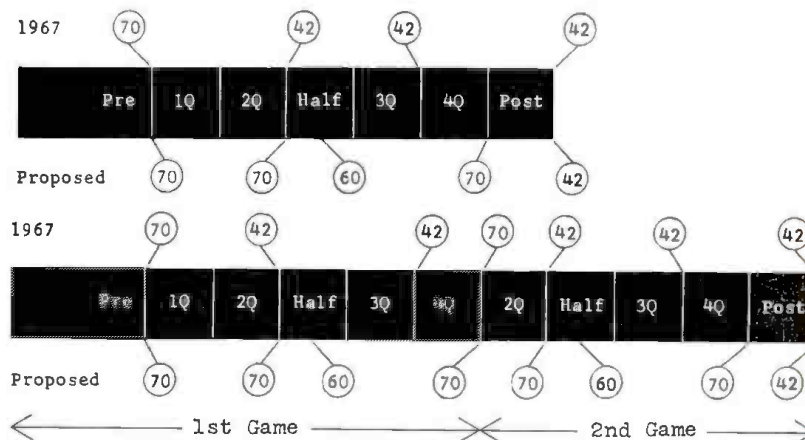
As explained to the CBS-TV affiliates meeting in Los Angeles last week, here's how the proposed set-up compares with what has been normal procedure.

CBS proposed to give the affiliates a total of 65 70-second spots and 37 one-minute spots within all National Football League games. All of the 70's and 15 of the 60's would be lengthened from 42-second spots the network has given to stations before, during and after games. A total of 22 of the 60's would be newly opened to local sale from time CBS has claimed in the past. (Affiliates would no longer be paid any compensation for NFL games. Last season they were paid only for the few night games that were broadcast.)

In the other CBS-TV sports programs, ranging from college football bowl games to horse racing, CBS proposes to lengthen 63 42-second spots to 70's and add 20 new 60's. All of those 60's would be put in the 20 North American Soccer League games.

A further breakdown of the proposed 70's shows 38 would go into 19 National Hockey League games, 16 would go into 16 golf matches, six would go into three post-season college games (Cotton Bowl, Sun

Bowl and Blue-Grey game), two would go into the two-day Canadian Open golf tournament and one would go into one of the three horse races carried on CBS (Kentucky Derby, Preakness and Belmont Stakes).



Above charts show how CBS proposes to increase the number and length of commercial positions available for station sale in NFL games. Top line on each chart shows the length and position of each local spot as slotted in 1967. Bottom line of each chart shows the length and placement of local spots as proposed next season. In upper chart, for single NFL games,

the network proposes to add one 60 and lengthen two 42's to 70's. Lower chart, for NFL doubleheaders, shows proposal to add one 60, lengthen one 42 to a 60 and lengthen three 42's to 70's. Thus in a single game the network would open an additional one minute, 56-seconds to stations and in a doubleheader it would open an additional two minutes, 42 seconds.

Business briefly . . .

Pepsi-Cola Co., New York, through BBDO, New York, and Sterling Drug Inc. (Glenbrook Laboratories Division), New York, through Dancer-Fitzgerald-Sample, New York, have bought into news and sports programs on Mutual; **Benrus Watch Co.**, New York, through de Garmo, McCaffery Inc., New York, has purchased time on Mutual news shows.

Buick Motor Division of General Motors Corp., Flint, Mich., through McCann-Erickson, Detroit, and Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, will sponsor CBS-TV's coverage of the Buick Open golf tournament in Grand Blanc, Mich. Coverage includes Saturday, July 6 (5-6 p.m. EDT) and Sunday, July 7 (4-6 p.m. EDT).

Pontiac Motor Division of General Motors Corp., Pontiac, Mich., through MacManus, John & Adams, Detroit, has ordered a summer advertising schedule in news and sports programs on Mu-

tual, CBS Radio, NBC Radio, and ABC's American Information, Contemporary and Entertainment radio networks.

Bristol-Myers Co., through Foote, Cone & Belding Inc., both New York, will sponsor *Mr. 100,000 Volts—Gilbert Becaud*, an ABC-TV special Wednesday, June 19 (8:30-9 p.m. EDT). The French singer will be joined by Brazilian singer Joao Gilberto, Swedish actress and singer Lill Lindfors, Austrian saxophonist Hans Koller, German recording star Inge Bruck and Berlin's Gunter Kallmann chorus.

Chap Stick Co., Lynchburg, Va., a subsidiary of **A. H. Robins Co.**, has purchased a nine-week schedule of advertising in NBC Radio's *Monitor News on the Hour*. Cargill, Wilson & Acree Inc., Richmond, Va., is agency.

The Campbell Soup Co., Camden, N. J. (BBDO, New York), **McDonald's Corp.**, Chicago (D'Arcy Advertising, Chicago), **National Biscuit Co.**, New York (McCann-Erickson, New York)

and **Vick Chemical Co.**, New York (Leo Burnett, New York) have renewed sponsorships of NBC-TV's coverage of the Macy's Thanksgiving day parade (Thursday, Nov. 28).

Agency appointments . . .

- **Universal City Studios**, North Hollywood, Calif., has appointed MacManus, John & Adams, Detroit, to handle its advertising account. MJ&A recently merged with West, Weir & Bartel, which specialized in entertainment advertising. That division of MJ&A will do all national placement of ads for Universal in addition to handling movie openings in key local markets.

- **Benton & Bowles**, New York, has been designated the agency for a new line of Yardley of London "women treatment" products expected to be introduced later this year. Yardley's other agency, Young & Rubicam, will continue to promote Khadine, a fragrance for women launched this spring, and the youth-oriented lines.

Spot's comeback cited at SRA ceremony

M'DERMOTT, WARNER, THAWANI ARE HONORED

Spot broadcast activity in 1968 has "snapped back with an exciting new vigor" from 1967, when "budgets were being stretched tenuously thin," Frank Martin, president of John Blair & Co., said last week.

Mr. Martin, who is also president of the Station Representatives Association, made this observation Monday (May 13) during the 11th annual advertising awards luncheon of the SRA in New York.

Award winners were Thomas J. McDermott, senior vice president and director of media and programing services for N. W. Ayer & Son, New York, who was given SRA's Gold Key for outstanding leadership in advertising, and John Warner, a senior buyer at Young & Rubicam, New York, who was presented with the Silver Nail timebuyer-of-the-year award.

In a separate ceremony in Chicago, Indru Thawani of D'Arcy Advertising was honored as SRA's Chicago time-buyer of the year.

Other Improvements ■ Mr. Martin reported that for the SRA, it was a year of accomplishment, with development of a standard spot availability form by SRA with other organizations, and progress on cooperative standardization of radio and television contract and confirmation forms. He said the point has been reached where "we can see the feasibility of ultimate standardization of paperwork from the inception of the buy to the final payment for broadcast time."

Another accomplishment cited by Mr. Martin was an SRA project to promote a larger allocation of cooperative advertising budgets to spot radio and tele-

vision. He noted that Nathan Lanning has been retained by SRA to expedite this project and that Mr. Lanning is on call to SRA members who are faced with an immediate problem in this area.

In the principal speech at the New York luncheon, sportscaster Howard Cosell, director of sports for ABC Radio and for WABC-TV New York, acknowledged that play-by-play reporters rarely are able to report with journalistic freedom. They are inhibited, he said, by "the strictures and structure of our industry, for which we are all responsible."

Agencies and sponsors originally "dictated the conditions of sportscasting," Mr. Cosell asserted, and he called for support to free sports reporting from "the manacles of implicit, indirect censorship."

Martin L. Nierman, president of Edward Petry & Co., was chairman of the awards committee for this year's SRA honors.

RKO rep firm hatches into radio, TV parts

RKO General Inc. announced last week a reorganization of its radio and TV stations group sales operations, including new names for the organizations, the expansion of their activities to include representation for stations not owned and operated by the company and the designation of personnel to various top-level posts.

Henry V. Greene Jr., vice president, television, RKO General Broadcasting, said that RKO National Television



Mr. Judge

Mr. O'Grady

Sales has been organized and will be headed by Tom W. Judge as vice president and general manager. Mr. Judge has resigned as president of National Television Sales Inc. to assume his new post.

Ross S. Taber, vice president of RKO General Inc., announced that James F. O'Grady Jr. has been appointed vice president and general manager of the newly formed RKO National Radio Sales. Mr. O'Grady resigned from the presidency of Adam Young-VTM to accept his new assignment (BROADCASTING, April 29).

Other appointments announced were those of Robert L. Glaser, who has been designated Midwest TV sales manager; James V. Marino, who has been appointed eastern TV sales manager; Victor E. Forker, who has been named eastern radio sales manager and George R. Jenseson, who has been appointed Midwest radio sales manager. All four had held executive sales posts with RKO General previously.

In the reorganization, RKO General Broadcasting National Sales, which had covered both television and radio, is split into two organizations, it was said.

One of the objectives of the separation is to provide the opportunity for stations not owned and operated by RKO General Broadcasting to be represented in TV by RKO National Television Sales and in radio by RKO National Radio Sales. Officials said that only a limited number of outside stations—perhaps four or five each in TV and radio—would be added to their lists.

Mars Inc. moves all advertising to Bates

Mars Inc. announced last week it has consolidated all its confectionary advertising at Ted Bates & Co., pulling an estimated \$3.2 million (90% TV) in billings out of Ogilvy & Mather.

The brands involved are Milky Way, Snickers, Sprint chocolate wafer bars and Starburst fruit chews.

Bates has been handling Mars's M&M's plain and peanut chocolate candies, toasted almond bars and 3 Musketeers for some time.



L to r: Messrs. Martin, Warner, McDermott, Nierman and Cosell



Target: teenagers (mamas, too)

Among Carolina teenagers no other personality has such a following as does WSOC-TV's Jimmy Kilgo. Swinging vehicle is "Kilgo's Kanteen", Saturday dance and party show now in its tenth successful year.

Natural outgrowth has been Kilgo's solid endorsement among women. His "Midday" show, five days weekly, is the outstanding interview-variety program in this area.

Ask us or H-R to give you advertiser success stories on both of these business producers. Then let's pick the slot that will do a big job for you in the important Charlotte market.

NBC / Represented by H-R

Charlotte's
WSOC-TV



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WHIC-TV, Pittsburgh.

Rising tide of testimonials

Leading advertisers tell RAB-ANA workshop how radio delivered the goods for them; praise flexibility of medium in meeting demands of special campaigns

Radio's power to stimulate people, move products and sell services was cited, acclaimed and exalted by a procession of obviously satisfied customers last week with a fervor that gave the all-day radio workshop an evangelistic air.

More than 500 representatives of many of the country's top advertisers and agencies were on hand for the "radio briefing," held Thursday (May 16) in New York under the sponsorship of the Radio Advertising Bureau in cooperation with the Association of National Advertisers.

The evangelists for radio also included some radio practitioners as well as advertisers, and to speed the process of converting noncustomers and timid clients into new and bolder users the RAB unveiled a major study not only documenting radio's reach and frequency but also offering guides to reach-and-frequency buying (see below).

Better Than Ever ■ Advertising director Peter D. Forsch of The Nestle Co., chairman of the ANA radio workshop committee and newly elected chairman of ANA's radio advertising committee (see page 10), established the theme at the start by telling the workshop that "a new and vigorous radio" has "emerged out of the ashes

of transition into the age of the transistor and is today bigger, stronger and more productive than ever."

Mr. Forsch said that "the four deadly horsemen that seemed to threaten the industry a few years ago [are now] on the run." He listed them as "(1) no real audience measurement, (2) difficulty in buying radio, (3) lack of creative stimulation, and (4) insufficient leadership."

He disposed of the first three by saying the case histories and other reports at the workshop "prove that radio is measurable and measurably easier to buy, and is on the crest of a great new creative wave." Moreover, he added, the workshop itself, which he described as "only the second such cooperative venture in radio history," is "proof that the fourth horseman—insufficient leadership—has also come up lame."

In a similar vein, Gail Smith, general director of advertising and merchandising for General Motors Corp., radio's biggest customer by far in 1967 (\$19.3 million in spot, \$5.7 million in network), said radio "is the center of the electronic and synergistic revolution" and in a state of "fantastic" growth and change.

Only the Beginning ■ Looking ahead to the year 2000, Mr. Smith also had

some other predictions: microminiature circuits will permit manufacture of radios in "everything from wedding rings to ear rings"; the picture phone will come into use; laser light waves with frequencies in the hundreds of trillions a second will replace current broadband communications with frequencies in the billions of cycles a second; the cost of communication should drop sharply and the volume of information transmitted—by radio, telephone, facsimile reproduction and heliographic TV—should rise rapidly.

As evidence of current growth Mr. Smith said GM's Delco Radio Division produced its 50-millionth car radio in 1966. "The point for advertisers," he said, "is that here was a vast audience rolling around in a ready-made sound box. It took 16 years for Delco to produce its first 10 million car radios. It took just over two years to produce the latest 10 million. And the gap is narrowing. Today over 90% of all our cars are sold with radios." And FM auto radio sales in the 1967 model year were six times those of four years earlier, he noted, with the current rate running 32% ahead of 1967's.

Radio growth was stressed, too, by RAB President Miles David, who presided over the workshop and also under-

Computer study offers help in radio buying

The Radio Advertising Bureau last week made public a report, based on a computer study of 10,000 schedules, underscoring radio's reach and frequency and offering guides to simplify radio buying.

The report was presented to a one-day radio workshop in New York (see above) by RAB president Miles David, Executive Vice President Robert H. Alter, and research director Richard Monesano. They stressed this conclusion of the study: "On a dollar-for-dollar basis, radio delivers substantially more impressions than other media because its reach is equal to or better than that

available anywhere and because its frequency is so substantially ahead of other media."

The report contains a set of "radio planner" tables that relate a schedule's gross total rating points and its total unduplicated audience of individuals.

They enable a user to calculate the reach and frequency, in terms of individual members of a target audience (men or women, 18-to-49 and 18-to-64), of three typical schedules: highly concentrated (24 spots in morning drive-time), moderately concentrated (24 spots in morning and afternoon drive-time) and "bal-

anced" (24 spots divided evenly among four day-parts, morning and afternoon drive-time, and 10 a.m. to 3 p.m. and 7 p.m. to 12 midnight).

Comparing Schedules ■ The reach and frequency data are in terms of individuals reached and frequency per week. The planner tables permit both computation of the probable reach and frequency of a given schedule and, trading reach and frequency off against each other at various rating-point totals, selection of the type of schedule that would best meet given objectives.

For example, at a total of 100

scored the availability of RAB facilities and services to advertisers and agencies to help speed that growth. RAB, now operating on a \$1.25-million annual budget, has grown by one-third in the two and a half years since RAB and the ANA radio advertising committee began planning cooperative ventures such as the workshop, Mr. David said, pointing out that as a result the bureau has been able to expand its services significantly.

Meets All Challenges ■ The why of radio's growth—its ability to deliver for advertisers—was stressed in two different sessions detailing the medium's success in selling products and services as different as face creams and airline seats and as competitive as soft drinks, coffee and beer. Countless commercials were played throughout the day to show how radio can be used creatively to attain many and vastly different marketing objectives.

Maurie Webster, CBS Radio vice president for development, presented commercials for products from pizza to insurance policies in support of his thesis that radio when creatively used "offers a multitude of selling opportunities." and that it is being used more creatively—and by more and more agencies and advertisers—all the time.

The workshop participants were also given insights into what community involvement can mean for a station and its users in reports by Rex Marshall of WNHV White River Junction, Vt., and Robert W. Mazur of WMCA New York, while in the advertiser case-history sessions they heard tips on how to use radio as well as evidence that it works. Highlights included:

Jerry Jordan, advertising and sales promotion vice president of American Airlines, said his company has invested

almost \$12 million in radio advertising over the last six years—and plans to step up its use of the medium.

Accentuating the flexibility and immediacy values of radio, he said American "has traditionally used spot radio to promote fast-breaking schedule change and service innovations." He pointed out that the airline's agency can write copy in the late afternoon in New York, and by 7 p.m. on the same day, the message can be broadcast to millions of people thousands of miles away.

"Certainly no other medium has this immediacy," Mr. Jordan asserted. Since 1966, American Airlines has expanded and strengthened its radio schedules substantially and now uses the musical theme, "Fly the American Way," on 160 stations in 37 cities, Mr. Jordan reported. He noted that for the past 15 years, the company has been sponsoring *Music Til Dawn* in 10 markets and receives about 20,000 unsolicited letters each year from listeners.

American Express Goals ■ Stephen Halsey, vice president-marketing, American Express Co., described the use of radio in reaching affluent adults, who constitute his company's main market.

He pointed out that American Express buys radio on a high-frequency spot campaign basis timed for peak travel seasons to sell travelers checks: uses "atmospheric" spot commercials to encourage patronage of establishments granting American Express credit and schedules campaigns to enlarge the number of credit card holders.

The Coca-Cola Co. uses part of its radio advertising to sell teen-agers, appealing to them through their own music, performers and idioms in its commercials, according to Richard D.

Harvey, vice president and marketing manager, Coca-Cola U.S.A.

He told the workshop that radio is "a natural medium to use . . . because it has become a very personal medium." Through radio, he said, Coca-Cola is able to "speak to one important consumer segment without 'turning off' or alienating another."

Mr. Harvey played commercials that traced Coca-Cola's progress since 1966 in working closely with contemporary music and some nonmusical efforts, including a sample of the five-minute comedy shows featuring Bill Cosby currently carried in markets all over the country.

It's Paid Off ■ Mr. Harvey claimed that Coca-Cola's radio efforts directed to the youth market have brought "bigger sales and kept Coke a part of the contemporary scene." He added that the company uses a variety of types of radio to reach older as well as young audiences. Donald M. Smith Jr., senior vice president, McCann-Erickson Inc., reported on the results of a media comparison test for the agency's "Think Drink" campaign for the International Coffee Organization.

The salient conclusion was this: Awareness of the advertising was more than twice as high in a market where both radio and TV were used as it was in a market where TV was the sole medium.

He said the test supported the validity of the "imagery transfer" theory, which holds that a memorable TV commercial is provided additional impact when the sound track is adapted and used on radio.

"As measured by verified recall of the advertising, the 'Think Drink' campaign reached almost half (44%) of the adult population in the radio-TV

rating points, the highly concentrated schedule would reach 25.3% of men 18-to-49 with an average frequency of 4.0 per week. At the same total, the moderately concentrated schedule would reach 30.2% of the same men with a frequency of 3.3. The balanced schedule would reach 39.1% with a frequency of 2.6.

In another section of the study, correlations between target-audience reach and frequency and various budget levels have been computed for five markets: New York, Chicago, Philadelphia, San Francisco and Atlanta.

For example, with schedules designed to reach New York men and women 18-to-49: a \$3,000 budget would deliver 35.8% of women reached with an average frequency of 1.9 per week, and 29.2% of men

with a frequency of 1.6; a \$4,000 budget would deliver 46.6% of women with a 1.9 frequency, and 42.4% of men with a 1.7 frequency; at \$13,500 per week, 71.6% of women 18-to-49 would be reached with an average frequency of 3.3 per week, 69.6% of men with a frequency of 3.0.

Good Competitive Position ■ RAB officials said the charts "demonstrate that radio delivers both high reach and high frequency" economically, and that radio's "higher reach is accompanied by greater frequency" than that delivered by competitive media.

The study also compiles, for background purposes, the results of five studies since 1965 that indicate radio as a medium reaches better than nine out of 10 people every week.

The study is based on American Research Bureau audience data and mathematical models developed by Dataplan Inc.

It was estimated that more than 70 million calculations were made by the IBM 360 computer used, and that more than a half-million quarter-hour listening entries were made.

The study is similar in purpose to the new math technique developed by Westinghouse Broadcasting research head James Yergin (BROADCASTING, March 25) and depends on the same relation between gross and unduplicated audience figures available in both ARB and Pulse reports. The main apparent difference is that the Westinghouse technique is deductive from a mathematical model, while the RAB study involves fitting such models to masses of raw data.

test market," Mr. Smith told the workshop. "This was more than twice the 19% who were reached in the TV-only market."

He also presented a series of slides that depicted the advantages scored by the radio-TV campaign with the under-and over-30 age groups.

Pearl's Technique ■ Robert Jornayvaz Jr., advertising manager of Pearl Beer, related that two years ago the regional brewer in the Southwest moved more heavily into radio because of the medium's flexibility. At that time, he said, Pearl reduced its TV advertising because of "rising costs, clutter and listener boredom."

Pearl uses a number of different commercial approaches in radio, each designed to appeal to one of the beer's major consumer blocks, Mr. Jornayvaz pointed out. He played samples of commercials for each of these categories: middle-of-the-road, Negro, country-western, Spanish and contemporary.

He pointed to the importance of music in the radio commercial, saying that "we try to hook the customer's ear with sound and hold him until the spot is perhaps 50% completed before he realizes it's a commercial."

Alfred G. Waack, who retired recently as vice president and director of advertising for Household Finance Corp., received a special silver gavel from Mr. David in recognition of his two-year chairmanship of the ANA radio advertising committee, from which he also has retired (see page 26).

In his talk at the workshop, Mr. Waack called radio "an important contributing factor" to the growth of sales at Household from October 1967 through March 1968 when its loan receivables increased to \$76.5 million, a record gain for the period.

He acknowledged that Household's business of "selling money to consumers is a challenging assignment" but said that extensive use of radio advertising—on 350 stations in the U.S. and Canada—has helped accomplish its objective effectively and economically.

He offered four guidelines to advertisers for their own use of radio: make sure your basic concept is right by checking it out with research; make sure the commercials project that concept clearly, interestingly and memorably; stick to the concept, and don't let others—sales managers, distributors or even retailers—tell you what to do.

The Noxell Story ■ The Noxell Corp. uses radio to "make high-frequency contact with teen-age girls and young women," according to Bates Hall, advertising manager. He noted that Noxell, which makes such products as Noxema and Cover Girl cosmetics, has doubled its investment in radio time in the past two years and has increased

its outlay for production of commercials.

"To us it's worth it," he asserted. "Our business is healthy and we think we've come a long way in improving our abilities to work in the arena of radio."

In their reports on "community-involvement radio," WMCA's Mr. Mazur and WNHV's Mr. Marshall said it can move audiences to action, whether they are in large cities or small towns.

Mr. Mazur, vice president and general manager of WMCA, discussed several WMCA campaigns—including those dealing with reapportionment, slum lords, consumer frauds, racial discrimination, capital punishment and education—and said WMCA attempts to involve its audience in "what's happening" through 48 newscasts a day, traffic and weather reports, a weekly religious program, opening-night reviews and community service announcements, plus editorials. Listeners may or may not approve of WMCA positions, he said, but "they become involved, they write or call us, in praise or in anger."

Total Involvement ■ Mr. Marshall, president of WNHV, offered a blueprint for community involvement that involves, on his station, on-the-spot coverage of such events as the airport arrival of a visiting celebrity, the opening of a new auto showroom or a charity promotion sponsored by a local civic group.

He said this sort of programing gets strong audience involvement, as do such other features as WNHV's daily one-minute features on upcoming civic, social and fraternal events; ski reports and making its facilities available to listeners who phone in items they would like to buy, sell or exchange.

PGW gives transmitter to New York University

Peters, Griffin, Woodward Inc., television station sales representative, has donated an FM radio transmitter to New York University's radio station, WNYU.

The university, which announced the gift last week, has applied to the FCC for an FM frequency. At present students operate a carrier-current station broadcasting programs in dormitories and student centers.

The representative firm acquired the 5-kw transmitter from RCA at a cost of \$7.625 and peripheral equipment from WPIX-FM New York worth almost \$1,000. WPIX-FM had traded in the transmitter for new equipment from RCA.

Lloyd Griffin, president of PGW, is a member of the board of directors of the university station.

Radio's best so far in '68

BAR report for quarter

lists GM as top company,

Corn Huskers top product

Advertisers put an estimated \$10,509,800 on three of the four radio networks in the first three months of this year, according to a newly published radio network-quarterly report of Broadcast Advertisers Reports Inc.

BAR in an announcement being released today (May 20) said the report was its first in what will be a regular service in network radio. The report includes estimates of advertiser expenditures on three networks—ABC, CBS and NBC—but excludes Mutual, which is not a participant.

Highlighted in the quarterly estimate:

■ General Motors was the biggest single advertiser. It placed \$855,100 on the three networks in the first quarter, an amount GM split among its Buick, Chevrolet, Delco and Oldsmobile Divisions.

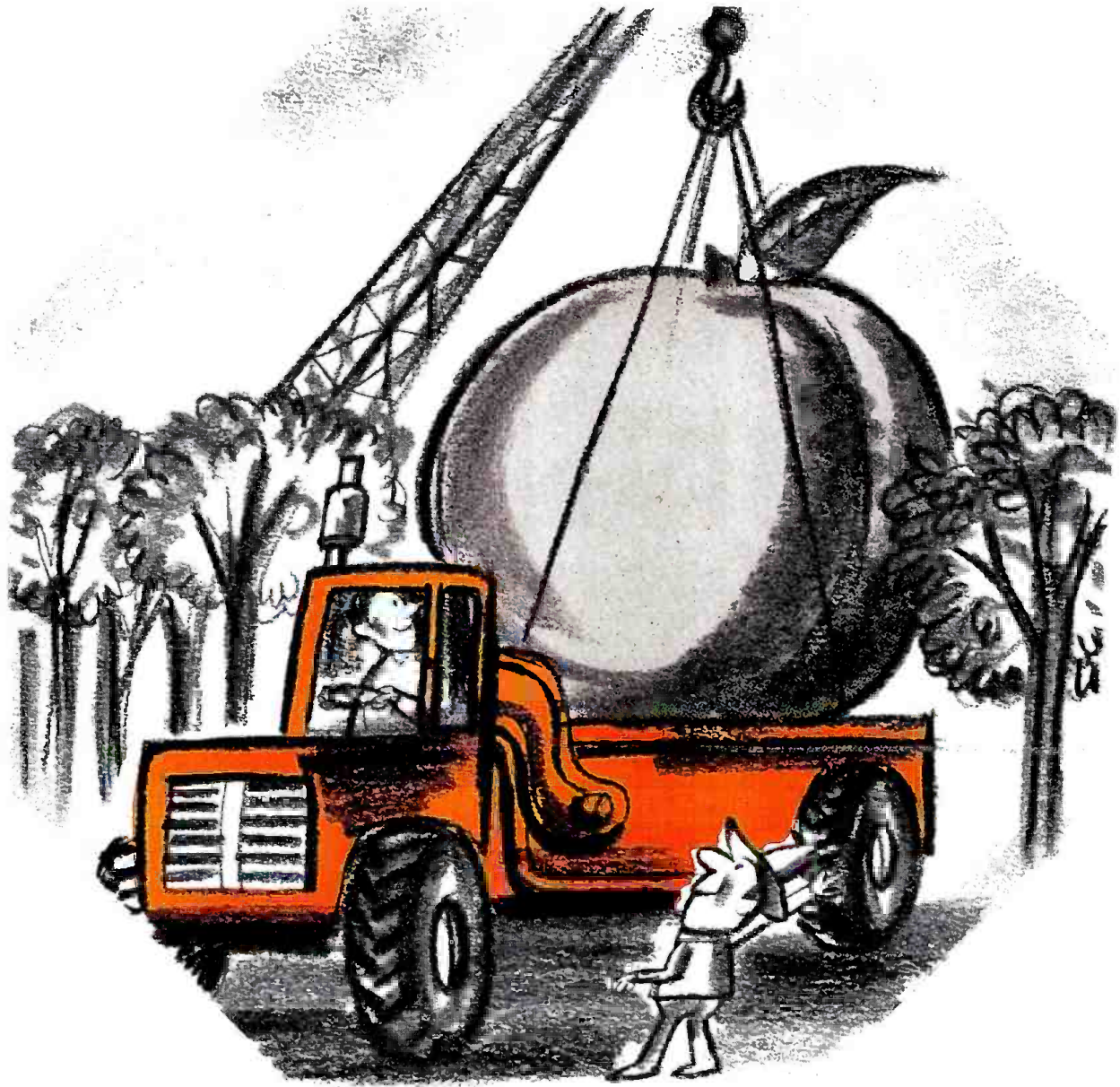
■ Corn Huskers hand lotion, a Warner Lambert product, was the single product putting the most money on the networks—\$352,400.

■ The largest share (\$5.9 million) of the \$10 million-plus on the three networks was accounted for in weekday daytimes. In other periods: weekend daytime was responsible for \$2,292,500, and nighttime for \$2,263,000.

BAR said the monthly billing on these networks came to \$2,984,200 in January; \$3,342,500 in February and \$4,183,100 in March, the reports become part of BAR's "Network TV and Radio Service."

The top 25 network radio products ranked for the first quarter of 1968:

Product	
1. Corn Huskers hand lotion	\$352,400
2. Pacquins hand cream	274,900
3. Morton salt	251,100
4. State Farm auto insurance	250,400
5. Chesterfield 101 filter cigarettes	245,900
6. Kellogg Product 19	242,000
7. Plymouth various automobiles	212,600
8. Delco energizer battery	206,000
9. Bayer regular aspirin	204,200
10. American Express Travelers Cheques	193,900
11. Schick Auto Band razors	193,900
12. Admiral various appliances	166,600
13. State Farm Home Insurance	172,500
14. Wylers soup mixes	156,600
15. Cold Power detergent powder	151,100
16. Digel antacid liquid	149,500
17. Digel antacid tablets	149,500
18. General Motors various automobiles	147,800
19. Look Magazine	140,200



Beeline® Country...awfully big in Agriculture

... and BEELINE RADIO KBEE is a proven way to reach an important part of this market.

Modesto sits right in the center of the Number One nationally ranked county in peach production. And Modesto's KBEE radio is right there covering it seven days a week. Not only does it cover Modesto's county area, Beeline Radio KBEE covers a combined market of over \$390 million in retail sales. So, put your message on KBEE Radio, where it really reaches in this big inland California market. And remember, KBEE is just one of four Beeline stations that cover California's prosperous Inland Valley area and Western Nevada.

Data Source: Sales management Survey of Buying Power, June 1967

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



A bow-wow here and an arf-arf there

You either buy the *right* puppy, or you don't buy any puppy in a Puppy Enterprises pet store. That's the message that is virtually barked and yelped in a commercial that marks the beginning of a national TV campaign for Puppy Enterprises, Philadelphia, a franchise pet-store chain that is a subsidiary of Mars Inc.

The commercial, produced by W.C.D. Inc., New York, will be scheduled, starting in the fall, in daytime and early-evening slots in Philadelphia, New York, Washington and Boston. Other major markets will be added as the company expands nationally from its present base of 15 East Coast stores.

In the initial commercial (above) a salesman holds a Yorkshire terrier and says it is one of 43 breeds sold at Puppy Palace. He points out that a family with four children may be "too hard on a little dog like this, and Puppy Palace won't sell you a puppy." But he adds that "we might



recommend this shepherd or this fox terrier or this Afghan or this poodle."

The commercial was directed by Joel Weisman of W.C.D. The concept was developed by Gene Grayson and Peter Hochstein, creative director and copywriter, respectively, of Ogilvy & Mather, New York.

20. True filter cigarettes	129,000
21. True menthol filter cigarettes	128,900
22. Camel regular cigarettes	118,400
23. Pennzoil motor oil	116,000
24. Better Homes & Gardens Magazine	107,700
25. Salem menthol filter cigarettes	106,900

The top 25 network radio parent companies ranked for the first quarter of 1968:

Parent Company Name	
1. General Motors	\$855,100
2. Sterling Drug	553,500
3. Ford Motor Co.	471,500
4. State Farm Ins. Co's.	422,900
5. Lorillard P. Co.	416,200
6. Chrysler Corp.	401,100
7. Reynolds R. J. Tobacco	357,000
8. Warner Lambert Pharm. Co.	352,900
9. Kellogg Co.	346,000
10. Plough Inc.	342,100
11. American Home Products	285,900
12. Pfizer Chas and Co.	274,900
13. Campbell Soup	270,000
14. Liggett and Myers Tobacco	261,900
15. Morton International	251,100
16. Eversharp	211,200
17. Bristol Myers	206,900
18. Admiral Corp.	197,800
19. American Express	193,900
20. Borden Co.	190,700
21. Miles Laboratories	181,600
22. Colgate Palmolive	151,100
23. Abbott Laboratories	149,600
24. Cowles Communications	140,200
25. American Tobacco	135,400

More Hope for NBC-TV

NBC-TV has signed comedian Bob Hope to nine specials for the 1968-69 season. Chrysler Corp., through Young & Rubicam, will sponsor the package

which consists of eight *Comedy* hours and a 90-minute film of a Christmas tour Mr. Hope will make to U. S. outposts overseas. The contract marks his 19th season on television.

Credit terms must be spelled out in ads

House-Senate conferees have agreed on "truth-in-lending" legislation that will have implications for broadcast-advertising copy mentioning credit terms. Conference-committee members adopted stronger House language, including a section on advertising requirements, that was present in the original Senate-passed bill.

Retained, however, is a clause that exempts broadcasters and print media from responsibility for the content of advertising carried. The media-exemption clause came under heavy attack during House floor passage, but as the legislation now stands, only advertising agencies and their clients would be subject to penalties for advertising not in compliance with the law. Approval of the conference provisions is expected in Senate and House action, which could come this week.

The conferees were reported to have almost completely rewritten the legislation, but the general substance of the advertising section was adopted with

only minor differences from the House bill (BROADCASTING, Dec. 4, 1967).

As adopted by the House, advertisements that mention the size of an installment payment must also give the cash price, the down payment (if any), the number amount and period of each installment payment, the time-sale price and the finance charge, expressed as an annual percentage rate.

Bell nixes lobbying, favors service role

Howard H. Bell, president of the American Advertising Federation, has spelled out the role of the federation and what path it would take when it moves into its new Washington offices (BROADCASTING, April 22).

Speaking to the AAF fourth district convention in Fort Lauderdale, Fla., Mr. Bell said that AAF will "be reasonable, and realistic. We will take responsible positions. The federation, he said, "will not oppose restraints necessary to protect consumers against unfair or deceptive marketing or advertising, nor reasonable restrictions against products which threaten health or safety. . . ." AAF, he noted, will try to participate and "guide the government so that where necessary new laws are drawn, they will be fair, reasonable and practical."

The federation's role won't be that of a lobbyist who opposes legislative and regulatory proposals, Mr. Bell said, but rather one of service "of supplying facts and information that will be helpful to government and therefore helpful to the industry."

The federation's efforts should be hard-hitting, factual, persuasive, positive and constructive "whenever possible," he noted, and "combative only when absolutely necessary."

"This approach," he acknowledged, "will not work miracles"; but it's "the most productive and most effective long-run course to follow in Washington."

But not all of AAF's problems are in Washington. "Advertising is a vital industry that needs some revitalizing," Mr. Bell said. It's an industry which needs self improvement ("a meaningful program of self-regulation") as well as one which faces the job of persuasion and education to be done with the public.

"We are not defending an out-dated, ill-functioning system," he said, but rather defending one which has produced the "essentials of life in greater profusion than any other system in the history of the world." Advertising, he noted, has created a fifth freedom—the freedom of choice.

Look at this picture. What do you see?

The man. Or the Negro.

What you see depends on the depth of your prejudice. For the truth is we tend to think in terms of Black and White instead of people.

Two centuries of non-communication between Blacks and Whites, man to man, has resulted in the racial intolerance which threatens to divide our nation today.

"One Nation, Indivisible," a unique 3½ hour television documentary, is our attempt to help establish such communication. Produced by Group W and made available without charge to other broadcasters, it will be accessible to almost two-thirds of the U.S. television audience on 50 stations across the country, including the 5 Group W stations.*

In the first hour you will see urban Americans, Black and White, racists and liberals from both camps, as they tell it like it is in the cities in which they live.

Then these same people will be brought to-



gether in a face to face confrontation to discuss their widely varying and often conflicting points of view.

Next we will examine what is, and what is not, being done by public and private institutions about existing conditions.

The final portion of the program is where the viewer comes in. The local stations have invited to their studios civic and political leaders from their communities. They will be there not only to discuss what can be done locally, but also to answer calls from viewers concerned about any of the problems or opinions raised earlier in the evening.

We do not expect overnight miracles of racial brotherhood or action programs. But we do hope that "One Nation, Indivisible" will make a contribution in moving towards the day when bigotry, Black and White, is as "un-American" in practice as it is in theory.



BOSTON WBZ-TV
NEW YORK WINS
PHILADELPHIA WTXF-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA-TV
MIAMI WAYNE WQOW
CHICAGO WNDU
SAN FRANCISCO KPIX
LOS ANGELES KPIX

WESTINGHOUSE BROADCASTING CORPORATION

* ALBANY, N.Y. WTEH; ATLANTA, GA. WAGA-TV; BAKERSFIELD, CALIF. KBAK-TV; BALTIMORE, MD. WJZ-TV; BOSTON, MASS. WBZ-TV; BUFFALO, N.Y. WRBW-TV; CHARLOTTE, N.C. WBTV; CHICAGO, ILL. WFLD-TV; CINCINNATI, O. WLW-TV; CLEVELAND, O. WJW-TV; DALLAS, TEX. WFAA-TV; DAYTON, O. WLWD-TV; DECATUR, ILL. WAND-TV; DETROIT, MICH. WJEC-TV; DENVER, COLO. KLTZ-TV; DURHAM, N.C. WTVB-TV; FLINT, MICH. WJRT-TV; GRAND RAPIDS, MICH. WOOD-TV; HOUSTON, TEX. KHOU-TV; HUNTINGTON, W.VA. WSAZ-TV; INDIANAPOLIS, IND. WLW-TV; JACKSONVILLE, FLA. WJTT-TV; KANSAS CITY, MO. KMBC-TV; LOS ANGELES, CALIF. KTTV-TV; LOUISVILLE, KY. WLKY-TV; MEMPHIS, TENN. WMC-TV; MIAMI, FLA. WTVJ-TV; MILWAUKEE, WIS. WITI-TV; NASHVILLE, TENN. WISN-TV; NEW HAVEN, CONN. WHIC-TV; NEW YORK, N.Y. WNBC-TV; NORFOLK, VA. WAVY-TV; PHILADELPHIA, PENN. KYW-TV; PITTSBURGH, PENN. KDKA-TV; PORTLAND, ORE. KCW-TV; PROVIDENCE, R.I. WPRO-TV; ROCHESTER, N.Y. WOKR-TV; ST. LOUIS, MO. KSD-TV; SAN ANTONIO, TEX. WDAI-TV; SAN DIEGO, CALIF. KOGO-TV; SAN FRANCISCO, CALIF. KPIX-TV; SEATTLE, WASH. KING-TV; SOUTH BEND, IND. WNDU-TV; SPOKANE, WASH. KREM-TV; TAMPA, FLA. WTVT-TV; TOLEDO, O. WSPD-TV; TULSA, OKLA. KOTV-TV; WASHINGTON, D.C. WTOP-TV; WHEELING, W.VA. WTRF-TV.

Insurance, travel relying more on TV

TVB SAYS CATEGORIES HAD BIGGEST PERCENT GAINS IN '67

The more than \$2.6-billion television year in national advertising in 1967—3.6% better than in 1966—was also a bigger year for such leading national TV advertising groups as foods, toiletries and tobacco, according to Television Bureau of Advertising estimate being released today (May 20).

Foods advertisers nationally spent

over \$584.7 in network and spot television, a 5.7% increase for that product category; toiletries was up to over \$407.1 million, a 1% gain, and tobacco up to more than \$231.5 million for an 8.9% increase.

While these advertiser groups cut loose with additional TV spending last year, it was the insurance and trans-

portation-travel product category that showed the most gain on a percentage basis, up 27.1% to \$35.3 million in insurance; up 24.4% to \$46.3 million in transportation-travel.

Also showing marked percentage gains in 1967 compared to 1966: jewelry (15.8%), consumer services (13.7%) and automotive (5.1%).

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION, JANUARY—DECEMBER 1967

CATEGORY (% Change '67 vs. '66)	SPOT TV	NETWORK TV	TOTAL TV	CATEGORY (% Change '67 vs. '66)	SPOT TV	NETWORK TV	TOTAL TV
AGRICULTURE & FARMING (+31.5)	\$ 5,291,100	\$ 1,221,100	\$ 6,512,200	Laxatives	2,366,200	10,779,500	13,145,700
APPAREL, FOOTWEAR & ACCESSORIES (-0.6)	17,884,600	25,330,800	43,215,400	Medical equipment & supplies	3,795,000	3,738,800	7,533,800
Apparel, fabrics & finishes	1,366,500	2,115,400	3,481,900	Skin products & liniments	7,732,700	18,521,000	26,253,700
Footwear & shoe care products	3,498,400	3,263,800	6,762,200	Vitamins	3,715,300	15,737,400	19,452,700
Hosiery	2,975,300	2,336,200	5,311,500	Miscellaneous	7,981,700	7,034,300	15,016,000
Ready-to-wear	3,303,200	2,322,900	5,626,100	ENTERTAINMENT & AMUSEMENT (+73.8)	10,730,400	5,891,000	16,621,400
Undergarments	6,153,400	13,051,800	19,205,200	Amusements & events	1,739,200	—	1,739,200
Misc. apparel, accessories & notions	587,800	2,240,700	2,828,500	Motion pictures	5,021,200	2,255,300	7,276,500
AUTOMOTIVE (+5.1)	52,769,200	115,750,400	168,519,600	Restaurants & drive-ins	3,970,000	3,635,700	7,605,700
Anti-freeze & additives	207,300	2,250,300	2,457,600	FOOD & FOOD PRODUCTS (+5.7)	306,460,600	278,331,400	584,792,000
Auto parts, batteries & accessories	289,900	6,700,800	6,990,700	Appetizers, snacks & nuts	9,795,900	13,756,400	23,552,300
Car cleaners, waxes & polishes	174,700	2,574,900	2,749,600	Bakery goods	33,736,300	17,799,700	51,536,000
Passenger cars	47,804,700	86,663,000	134,467,700	Cereals	40,464,500	57,303,400	97,767,900
Tires & tubes	4,173,000	13,120,700	17,293,700	Coffee, tea & cocoa	44,975,400	16,552,500	61,527,900
Trucks & mobile homes	119,600	4,440,700	4,560,300	Condiments	9,211,600	15,218,200	24,429,800
BEER & WINE (-4.5)	74,889,900	21,127,800	96,017,700	Dairy products	14,928,500	9,996,300	24,924,800
Beer & ale	65,055,800	20,363,900	85,419,700	Desserts & dessert ingredients	10,577,100	17,836,900	28,414,000
Wine	9,834,100	763,900	10,598,000	Flour & baking mixes	3,558,900	11,547,100	15,106,000
BUILDING MATERIALS, EQUIPMENT & FIXTURES (+0.8)	4,372,600	12,574,000	16,946,600	Food stores	8,674,900	—	8,674,900
Building materials	375,900	2,397,100	2,773,000	Fruit & vegetable juices	7,621,900	7,588,400	15,210,300
Equipment, fixtures & systems	2,653,600	4,395,500	7,049,100	Fruits & vegetables	12,063,400	14,518,700	26,582,100
Paints, varnishes & misc. coatings	1,343,100	5,781,400	7,124,500	Health & dietary foods	9,206,100	15,893,400	25,099,500
CONFECTIONARY & SOFT DRINKS (-0.1)	113,508,400	28,425,500	141,933,900	Infants' foods	2,108,500	76,200	2,184,700
Candy & gum	40,586,100	16,027,100	56,613,200	Meat, poultry & fish	20,332,900	8,279,400	28,612,300
Soft drinks	72,922,300	12,398,400	85,320,700	Pasta products & dinners	7,420,900	8,757,000	16,177,900
CONSUMER SERVICES (+13.7)	28,471,500	15,347,700	43,819,200	Prepared dinners & dishes	8,815,100	5,292,300	14,107,400
Engineering & professional services	2,788,200	1,404,600	4,192,800	Salad dressings & mayonnaise	4,808,500	7,036,600	11,845,100
Financial	10,933,400	2,580,000	13,513,400	Shortening & oil	14,929,900	20,678,600	35,608,500
Public utilities & telephone service	12,574,200	11,064,900	23,639,100	Soups	5,106,000	7,632,200	12,738,200
Schools & colleges	2,175,700	298,200	2,473,900	Sugars, syrups & jellies	4,246,700	6,158,500	10,405,200
DRUGS & REMEDIES (-4.0)	63,439,500	169,702,400	233,141,900	Miscellaneous	33,877,600	16,409,600	50,287,200
Cold, cough & sinus remedies	11,732,300	29,738,200	41,470,500	GARDEN SUPPLIES & EQUIPMENT (-2.8)	2,800,000	2,450,600	5,250,600
Digestive aids & antacids	11,665,500	27,108,300	38,773,800	GASOLINE, LUBRICANTS & FUELS (+4.4)	50,453,000	20,655,900	71,108,900
Headache remedies & sedatives	14,450,800	57,044,900	71,495,700	Gasoline & oil	48,394,700	19,019,900	67,414,600
				Lubricants & fuels	2,058,300	1,636,000	3,694,300
				HOTELS, RESORTS & TRAVEL SERVICES (+39.9)	1,761,800	662,100	2,423,900
				HOUSEHOLD EQUIPMENT & SUPPLIES (-3.2)	38,722,600	51,341,400	90,064,000
				Deodorizers & air fresheners	459,900	2,815,500	3,275,400
				Disinfectants	604,900	3,919,800	4,524,700
				Food wraps & foils	2,010,900	10,980,200	12,991,100

BAR network TV-billing report for week ended May 5

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 5, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 5	Total dollars week ended May 5	1968 total minutes	1968 total dollars
	Week ended May 5	Cume Jan. 1-May 5	Week ended May 5	Cume Jan. 1-May 5	Week ended May 5	Cume Jan. 1-May 5				
Monday-Friday Sign-on-10 a.m.	\$	\$ 145.8	\$ 61.2	\$ 1,436.1	\$ 336.0	\$ 6,133.1	69	\$ 397.2	1,274	\$ 7,715.0
Monday-Friday 10 a.m.-6 p.m.	1,269.6	22,049.1	2,619.0	55,588.2	2,163.1	41,374.6	955	6,051.7	16,281	119,011.9
Saturday-Sunday Sign-on-6 p.m.	805.3	21,032.2	1,158.3	19,149.9	496.1	8,467.2	265	2,459.7	4,438	48,649.4
Monday-Saturday 6 p.m.-7:30 p.m.	298.3	5,872.3	512.7	11,040.6	566.4	12,111.4	96	1,377.4	1,554	29,024.3
Sunday 6 p.m.-7:30 p.m.	45.8	2,354.2	150.0	4,251.1	201.3	3,831.7	19	397.1	377	10,437.0
Monday-Sunday 7:30 p.m.-11 p.m.	4,285.9	95,310.1	5,464.6	118,472.2	5,373.9	115,706.6	434	15,124.4	7,720	329,488.9
Monday-Sunday 11 p.m.-Sign-off	335.5	6,464.6	29.2	692.8	432.0	7,794.1	78	796.7	1,300	14,951.5
Total	\$7,040.4	\$153,228.4	\$49,995.0	\$210,630.9	\$9,568.8	\$195,418.7	1,916	\$26,604.2	32,944	\$559,278.0

CATEGORY (% Change '67 vs. '66)	SPOT TV	NETWORK TV	TOTAL TV
Household paper products	19,395,900	4,140,900	23,536,800
Insecticides	2,542,800	2,983,800	5,526,600
Major appliances	4,028,300	13,999,200	18,027,500
Small appliances & equipment	4,447,700	7,074,600	11,522,300
Misc. accessories & supplies	5,232,200	5,427,400	10,659,600
HOUSEHOLD FURNISHINGS (+42.1)	4,463,300	11,212,900	15,676,200
Floor covering	1,199,900	6,814,200	8,014,100
Furniture	1,452,600	2,154,200	3,606,800
Household fabric & finishes	1,488,700	2,066,400	3,555,100
Misc. household furnishings	322,100	178,100	500,200
INDUSTRIAL MATERIALS (-3.9)	1,929,300	13,696,500	15,625,800
INSURANCE (+27.1)	7,259,400	28,122,500	35,381,900
JEWELRY, OPTICAL GOODS & CAMERAS (+15.8)	1,539,200	33,342,900	34,882,100
Cameras & photographic supplies	880,000	22,466,700	23,346,700
Jewelry & watches	117,600	9,621,200	9,738,800
Optical goods & precision instruments	541,600	1,255,000	1,796,600
LAUNDRY SOAPS, CLEANSERS POLISHES (-0.1)	99,167,500	134,262,100	233,429,600
Cleaners, cleansers, polishes & waxes	35,518,600	54,262,000	89,780,600
Laundry preparations	22,143,100	13,993,700	36,136,800
Laundry soaps & detergents	41,505,800	66,006,400	107,512,200
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES (-2.5)	3,711,100	12,128,400	15,839,500
Office machines, furniture & accessories	281,600	5,124,900	5,406,500
Pens, pencils & stationery	3,429,500	7,003,500	10,433,000
PET PRODUCTS (+3.9)	21,008,300	20,785,900	41,794,200
Pet foods	20,599,200	20,182,700	40,781,900
Pet supplies	409,100	603,200	1,012,300

CATEGORY (% Change '67 vs. '66)	SPOT TV	NETWORK TV	TOTAL TV
PUBLISHING & MEDIA (+42.6)	2,688,900	3,396,900	6,085,800
TELEVISION, RADIO, MUSICAL INSTRUMENTS & RECORDS (-7.2)	6,511,200	16,866,200	23,377,400
Musical instruments	210,800	841,900	1,052,700
Records & tape recordings	1,676,300	14,400	1,690,700
TV sets, radios, phonographs & recorders	4,463,200	15,137,900	19,601,100
Miscellaneous	160,900	872,000	1,032,900
TOBACCO PRODUCTS & SUPPLIES (+8.9)	48,403,100	183,103,600	231,506,700
Cigarettes	46,437,500	170,131,100	216,568,600
Cigars & tobacco	1,642,300	12,255,500	13,897,800
Smoking accessories	323,300	717,000	1,040,300
TOILETRIES & TOILET GOODS (+1.0)	147,839,900	259,337,800	407,177,700
Cosmetics & beauty aids	21,190,600	19,292,300	40,482,900
Dental supplies & mouthwashes	32,055,000	77,155,300	109,210,300
Depolorators & deodorants	11,385,300	18,903,100	30,288,400
Hair products	41,412,900	71,905,600	113,318,500
Razors & blades	8,887,700	20,999,200	29,886,900
Shaving cream, lotions & men's toiletries	7,161,400	17,343,800	24,505,200
Toilet soaps	12,734,900	27,107,500	39,842,400
Misc. toilet goods	13,012,100	6,631,000	19,643,100
TOYS & SPORTING GOODS (-8.7)	19,387,100	18,638,700	38,025,800
Sporting goods	560,300	1,083,500	1,643,800
Toys, games & hobbycraft	18,826,800	17,555,200	36,382,000
TRANSPORTATION & TRAVEL (+24.4)	33,076,000	13,233,200	46,309,200
Airlines	24,658,200	12,232,200	36,890,400
Buses	3,668,600	—	3,668,600
Car rental	3,923,300	1,001,000	4,924,300
Railroads	765,000	—	765,000
Steamship lines	60,900	—	60,900
MISCELLANEOUS (+39.6)	25,475,200	2,927,500	28,402,700
TOTAL (+3.6)	\$1,194,014,700	\$1,499,867,200	\$2,693,881,900

NOTE: The above product classifications have undergone major revisions and for the most part cannot be compared with past category data. The changes were made to make the data for TV more comparable to product class data published for other media.

SOURCE: TVB/LNA-Rorabaugh: Spot TV—gross time charges; Network TV—Net time and program costs



Doctor Dolittle's prescription for influencing animals and winning Oscars

It started with a series of letters. A British soldier at the front during World War I wrote them to his children. It ended with the musical film, "Doctor Dolittle," based on a book that resulted from that wartime correspondence. From book to box office, "Doctor Dolittle" has made people happy. For the principal person is a carefree country doctor who learns to speak 400 animal languages. And then involves himself in the lives of his animal friends, whom he likes more than people. To children, the movie has been a,



fantasy so real that household pets have taken on a new esteem. To children's parents, it's been a daydream that repeats itself because of the enduring popularity of the movie's musical score.

It was Leslie Bricusse who translated the book into a screenplay and then wrote the lyrics and music for the film's 14 songs. His 18 months of labor garnered him numerous honors, but none as prestigious as his Oscar for the song, "Talk to the Animals."

BMI is proud. For Mr. Bricusse is

one of the more than 14,000 people whose music we license—among them the winners of eight Academy Awards in the past eight years. "Talk to the Animals," which details the advantages and pleasures of speaking the 400 animal languages in which the doctor was expert, joins such previous BMI Oscar winners as "Never on Sunday," Best Motion Picture Song of 1960; "Lawrence of Arabia," Best Original Score of 1962; "Tom Jones," Best Original Score of 1963; "Mary Poppins," Best Original Score of 1964;

"Chim Chim Cheree," Best Motion Picture Song of 1964; and "Born Free," Best Original Score and also Best Motion Picture Song of 1966.

The best movie music is that which walks out of the theater with the audience. On occasion, it's the melody people whistle coming in. Whether going or coming, it's hard to miss hearing songs written by BMI-affiliated writers. They and their talent are part of the BMI success story.

BMI
BROADCAST MUSIC INC.

All the worlds of music for all of today's audience.

Nader draws bead on ads

The media can expect a lot more "counter-advertising," salesmen were told last week.

Consumer crusader Ralph Nader told a luncheon of the Sales Executive Club of New York that the days of consumer acquiescence to shoddy merchandise and specious advertising were over. And as if the gathering of salesmen might not get the message, he detailed his objections to automobile advertising in an effort to get his point across.

Mr. Nader, the young attorney who successfully tangled with General Motors Corp. a few years back, said he doesn't question the rationale behind advertising. "It's critical to a free-mar-

ket system," he said.

What he objects to, he indicated, was advertising that neither fulfills a social function nor serves as a source of product information. When advertising helps the consumer differentiate among goods and prices, it helps both consumer and ultimately the producer, he said. But when it withholds vital information, it only serves to deceive the consumer. An example of this, he said, was the surfeit of information on an automobile's ability to reach 60 miles per hour, and the dearth of information on a car's ability to brake from 60 m.p.h. to zero.

Hits Tire Ads ■ Another example, he told the salesmen, was the tire industry's penchant for turning tire safety standards to its own advantage in its advertising. Tire companies pressured the government to depress its tire safety standards, he said, but once they were adopted, the industry used the stand-

ards as "a foil for their advertising." And to this day, he claimed, a major tire company "refuses to provide data" to back up its advertising claims.

Car insurance companies, he said, could press auto manufacturers to install better anti-theft devices on motor vehicles. Instead of adjuring drivers to lock their cars to prevent theft, insurance companies should ask automobile manufacturers to provide better locking devices. Mr. Nader and other observers have long held that effective anti-theft devices are practicable on mass production autos.

Consumer reaction to questionable advertising practices, he said, would take the form of "a good deal more counter-advertising." He indicated that such counter-advertising would no longer be limited to health groups such as the American Cancer Society and the American Heart Association, both of which oppose smoking, but from "consumer groups as well."

Mr. Nader also said that public pressure to release government data on consumer goods was bound to increase. Since citizens pay taxes to support such tests, he said, there's no reason why they can't see the results.

Moreover, he indicated, there's increasing legal and consumer pressure to take advertising at its face value. There's a growing belief that ad agencies should be cited as codefendants when a consumer brings suit against a manufacturing company that produces shoddy or dangerous products, he claimed.

Most importantly, he said, socially responsible advertising "will have a greater role in radio and television, whether voluntarily or through vigorous FCC guidelines or pressure from consumer groups." He did not elaborate on this point in his speech.

Extend Fairness ■ After his address, Mr. Nader told BROADCASTING that he felt the FCC's application of the fairness doctrine to cigarette advertising (BROADCASTING, June 5, 1967 et seq.), could be extended to "embrace advertising in the automobile area and drug area." Although the products are not inherently dangerous, he indicated, a great deal of the advertising is irresponsible.

On the whole, however, said Mr. Nader, broadcasting "has been keeping pace with the consumer movement—much more so than the other media," he said. "Radio has been particularly bold in carrying antismoking messages and legitimate consumer information." he added.

Mr. Nader's remarks before the sales club followed the presentation of Manhattan College's seventh annual "Moral Tone in Advertising" awards. Winners included General Electric Corp. which, through its agency BBDO, won the



Commercial preview: Weather Wax

S. C. Johnson Inc., through Foote, Cone & Belding, Chicago, will begin schedules of prime evening color commercials on all three TV networks this month plus spot-TV buys in major markets to introduce a new heavy-duty liquid-car-wax production, Weather Wax. Filming the 60-second commercial was a heavy duty job for the agency in itself.

FC&B, using the talents of Wilding Inc., also Chicago, shot more than 14,000 feet of film in several parts of the country to get the 60-second demonstration. The agency took a Pontiac Firebird on Jan. 1, waxed it, and parked it on a beach

in Key Biscayne, Fla. Guards kept 24-hour watch for a month as even land crabs crawled underneath the car to escape the sun and sea or storms.

In February the car was driven north for another month of zero temperature, snow slush and street salts. Then what was probably America's dirtiest car was driven down Chicago's Michigan Avenue for the final scene of the washing.

Donald H. Hockstein (l), FC&B producer, and J. C. Moll (r), S. C. Johnson product manager, checked temperature with armed guard assigned to watch over the Firebird parked on the beach at Key Biscayne.



We got **DOUBLE FIGGERS**

Yep, these figgers got what counts, and it's all in the right places.

Accordin' to the latest ARB figgers, in the Fargo three station market, WDAY has the highest share of audience, and look at them homes that Nielsen shows.

With the WDAY-WDAZ combination, we got the strongest, broadest beam 'tween Minneapolis and Spokane. Fact is, in all that stretch, you gotta go way to Seattle before you hit a Metro Area with bigger retail sales than you find in Fargo-Moorhead.

Wanna see more of these great figgers? Jist talk to your PGW Colonel.

TIME PERIOD	SHARE	HOMES
6:00 pm - 6:30 pm	64%	38,500
10:00 pm - 10:30 pm	77%	42,000
Sun. - Sat. 9:00 am - Midnight	52%	22,000



Covering All of Eastern N.D. and Western Minnesota



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

'Let's Go to the Races' runs strong in second outing

In the fall of 1966, Von's Grocery Co. began sponsoring *Let's Go to the Races*, the then still relatively new television promotional game, and immediately enjoyed great success. At one point the food chain reported a customer increase of more than 300,000 a week, accounting for a sales increase of \$1 million a week. After running the game on KTLA(TV) Los Angeles for 39 weeks, Von's dropped its sponsorship believing the promotion had run its course of effectiveness.

Last February, a little more than a year after that cancellation, the 74-store El Monte (Calif.)-based chain began another 13-week cycle of sponsorship, again on KTLA. What's happened since has suggested to Von's that *Let's Go to the Races*, although having been around the track a couple of years, still may be good for a sprint or two.

Crowd Puller ■ Reportedly the program, which is based on reruns of horse races with grocery customers able to compete at home for prizes using cards that are given out in stores, is still attracting added traffic to Von's. Industry sources estimate that traffic has increased some 17%. Von's average dollar amount per purchase is smaller, but its total number of transaction is greater. This means that more people come in to buy, yet they buy less for

each trip to the store.

Apparently, the one thing that decidedly has not happened as a result of the renewed sponsorship is a jump in retail prices. Instead, representatives of Honig-Cooper & Harrington, Los Angeles, the grocery chain's advertising agency, point out the increase in sales offsets the cost of sponsoring the promotional program on television.

The television games, produced and distributed by Walter Schwimmer Inc., Chicago, a division of Cox Broadcasting Corp., is now being played in some 70 markets across the country by such chains as Jewel Food Stores in Chicago, Colonial Stores in the Southwest and Publix Super Markets throughout Florida. Howard Christensen, executive vice president for Schwimmer, claims that some 16 million *Let's Go to the Races* game cards are now being distributed each week, or about 800 million a year (included in this estimate are cards for *It's Racing Time*, a slight variation on the original game theme). At its peak, *Let's Go to the Races* was in some 125 U. S. and Canadian markets.

Schwimmer sells and distributes the program to grocery-store clients and also prints and distributes the game cards. It's the cards that provide the greatest source of revenue. Schwimmer prints and packages the

cards in lots of 1,000 each. Stores are charged \$8.50 per 1,000 cards. That's the standard price whether a store uses 200,000 cards a week or four million.

Decent Rating ■ In its second go-around with the game, Von's is sticking to the same schedule it used previously. The half-hour game program is shown at 7:30 on Thursday nights. Von's commercials and local market introduction and summaries to the filmed races is taped at KTLA with a local personality on the afternoon of the weekly telecasts. The program has been averaging a 7 rating, which the store feels is entirely satisfactory.

On Feb. 24, the Schwimmer organization put a sequel to the horse-racing game into station distribution. An entertainment-type game, this one is called *Win with the Stars*. Again home viewers participate through the use of game cards distributed in food chains. The half-hour show stars Allen Ludden as the host to celebrities who race the clock and each other in recalling titles and singing the lyrics of songs. The key—as it is with all the Schwimmer games—is that the home viewer is allowed to participate for cash prizes. *Win with the Stars* is now in 15 markets, with a total of 4 million game cards distributed each week.

radio award, and Royal Globe Insurance Co., which through Ted Bates and Co. won the TV award for its commercial on guarding one's car against theft. Westinghouse Broadcasting Co., through Delehanty, Kurnit and Geller Inc., New York, won the "Moral Tone" magazine ad category.

Blair expects in '68: TV up 8%, radio up 2%

Television-advertising expenditures could rise about 8% in 1968 and radio spending about 2%, according to a projection in the fourth annual *Statistical Trends in Broadcasting*, published by John Blair & Co.

In the introduction to the 32-page publication, Frank Martin, Blair president, says that total advertising dollars in 1968 could show a 7.5% gain.

The booklet is available on letterhead request to public relations department, John Blair & Co., 717 Fifth Avenue, New York 10022.

4A foundation sets up school research grants

Grants in excess of \$100,000 for university research projects in advertising, marketing and consumer behavior were announced last week as part of the first-year program of the American Association of Advertising Agencies' Educational Foundation.

Edward L. Bond Jr., chairman of Young & Rubicam, chairman of the AAAA and president of the foundation, said the aims of the awards program are to "seek out and support the best scholars who have contributions to make," and to involve young doctoral candidates who are working with the selected professors. No more than 40% of each grant may be used to compensate faculty members who are not doctoral candidates.

Projects range from examination of the key variables in consumer decision-making to a study of the validity of physiological measures in advertising

research as predictive factors.

The foundation's academic committee, headed by Dr. Miller Upton, president of Beloit (Wis.) College, screened more than 40 applications for the 11 grants to a total of 14 professors at 11 universities from the University of California at Berkeley and Stanford to the University of Chicago and Michigan State.

National Biscuit Co., K&E parting in fall

National Biscuit Co., New York, is reducing the number of its domestic consumer advertising agencies from four to three. In the process, Kenyon & Eckhart will lose approximately \$4 million in billing, of which an estimated \$2.9 million is in TV-radio. The effective date of the termination at K&E is Oct. 1.

A National Biscuit spokesman said last week the brands involved are Nabisco and Shredded Wheat, Team

Ask a sticky question...



"Why?" series wins Sloan Award for Tim Spencer

WEHT-TV in Evansville, Indiana, asked "Why?" more than 200 times last year. The uniquely conceived two-minute editorials were meant to be sticky — prickling the conscience of the community by exposing problems that demanded action.

The 79 editorials on traffic safety in the "Why?" series earned a \$1,000 Alfred P. Sloan radio-TV award for Tim Spencer, WEHT-TV news and public affairs director. That's a nice bonus.

But the local reaction counts even more with Tim.

With film, pictures, maps and sharp comment, "Why?" explored air and water pollution, beautification, local and state government inaction on a myriad of problems. "Why?" jabbed at local apathy, jolted citizen awareness. And 70 percent of the Why's were answered with positive action, resulting in solutions to the problems raised.

We're proud of the awards we win for creativity in the Gilmore Broadcasting Group — proud of the recognition our people win on the local, regional and national scenes. But most of all we're proud to make good things happen.



James S. Gilmore, Jr., president

Because we believe in community involvement
GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV Joplin / KODE-AM Joplin / WEHT-TV Evansville / WSA-TV Harrisonburg / WSA-AM Harrisonburg / WSA-FM Harrisonburg

Flakes and Milk Bone dog biscuits. These products will be assigned to other National Biscuit agencies, consisting of McCann-Erickson, Ted Bates & Co. and the William Esty Co., all New York, effective next January. The company official said they were announcing the change so far in advance "to provide agencies lead time to make necessary adjustments within their own organizations."

Humphrey campaign elects Doyle Dane

Doyle Dane Bernbach, New York, last week was named to handle the advertising of Vice President Hubert H. Humphrey in his bid for the Democratic presidential nomination.

DDB, which handled President Lyndon Johnson's advertising in 1964, has set up a special account group, under Arie Kopolman, a DDB vice president, to handle the account, which was placed by the United Democrats for Humphrey, the Vice President's campaign organization.

DDB spokesmen said that its employees now working voluntarily on other campaigns will not be affected by the new account. It's known that DDB employees have for some time been working with the campaigns of Senators Eugene

McCarthy and Robert F. Kennedy.

Still another politician chose his ad agency last week: New York Republican Senator Jacob Javits picked Delehanty, Kurnit & Geller Inc. to help in his 1968 re-election campaign.

NY firm to offer media services

Independent Media Services, established to provide media planning, buying, bill paying and other operations for small agencies lacking media departments, has opened offices at the Delmonico hotel, 502 Park Avenue, New York.



Mr. Gershon

Richard Gershon, former vice president and manager of media at Benton & Bowles, is founder and president.

Lois Holland Callaway is the new company's first client; negotiations with one or two more agencies are in progress.

Independent Media Services will also function as a consultant to advertisers on media problems.

Warner-Lambert switches hit BBDO hardest

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has announced a reshuffling of agencies for various brands totaling about \$10 million, with BBDO, New York, losing an estimated \$7.5 million in billing.

BBDO is relinquishing Efferdent (\$4 million, of which \$3.2 million is in TV-radio) which goes to Papert, Koenig, Lois, New York, and Bromo-Seltzer (\$3.5 million in billing, of which about \$3 million is in broadcast), which is headed for Ted Bates & Co., New York. In turn, Bates is losing Clorets (\$2.5 million in billing, of which \$2 million is in TV-radio) to the J. Walter Thompson Co., New York.

Also in advertising . . .

Tax threat thwarted ■ Bombarded by letters and telegrams from local advertising club members and various representatives of media, the California Assembly government organizations committee has decided to put over action on A.B. 1000, a bill that would tax TV-radio advertising. Action on the proposed bill will not be considered "for about a year." The bill would levy a 4% gross receipts "license fee" on ra-

THE MEDIA

\$12 million for two TV's, one FM

FORWARD BUYS WTRF-FM-TV; JEFFERSON STANDARD GETS WRVA-TV

Two television stations were reported sold last week and their aggregate price is more than \$12 million.

Sold were WTRF-TV Wheeling, W. Va., and its adjunct, WTRF-FM to Forward Communications Corp. for more than \$7 million, and WRVA-TV Richmond, Va., to Jefferson Standard Broadcasting Co. for \$5 million. Both transfers are subject to FCC approval.

At the same time, applications were filed for FCC approval of the merger of KTAR Broadcasting Co. and Eller Telecasting Corp. as well as other Eller enterprises (BROADCASTING, Jan. 1).

The 15-year-old channel 7 Wheeling facility, affiliated with NBC, is owned by WTRF-TV Inc., with Robert W. Ferguson, president and general manager, holding 10%, and Albert V., Robert C., Raymond E. and Gordon C. Dix each equally holding the remaining shares (22.5% each). Through newspaper holdings, the Dixes own or control WWST-AM-FM Wooster, and WKNT Kent, both Ohio, and WRAD-AM-

FM Radford, Va. Dix newspapers are the *Martins Ferry-Bellaire Times-Leader*, *Wooster Record*, *Ravenna-Kent Record-Courier*, *Defiance Crescent-News*, and *Ashland Times-Gazette*, all Ohio, and the *Kentucky State Journal*, Frankfort, Ky.

Under the new ownership, Mr. Ferguson and George Diab, assistant general manager and sales manager, would remain in charge of the station.

Group Owner ■ Forward Communications Corp. already owns WSAU-AM-FM-TV Wausau, WMTV(TV) Madison, and WKAU Kaukauna, all Wisconsin, and KCAU-TV Sioux City, Iowa.

It is principally owned by Charles Lemke, 27.2%; the *Wausau Record-Herald*, with 25.9%; *Wisconsin Rapids Tribune*, 6.5%; *Marshfield News-Herald*, 12.9%; *Rhineland News*, 8.6%; *Merrill Herald*, 8.6% and William F. Huffman Radio Inc. (WFHR-AM-FM Wisconsin Rapids), 6.5%, all Wisconsin.

John C. Sturtevant is chairman and

Richard D. Dudley is president of Forward Communications. Mr. Dudley is chairman of the radio board of the National Association of Broadcasters. Mr. Ferguson is outgoing chairman of the NAB's television board and is the new chairman of NAB's television code board; he has been vice chairman of the NBC-TV affiliates board for the last four years.

WTRF-FM, established in 1965, is on 107.5 mc with 12.5 kw. Since the ownership transfer of two facilities in the same community would run afoul of the FCC's one-to-a-customer policy (see page 44), Forward Communications officials are expected to seek a waiver for this transaction.

In the Richmond sale, WRVA-TV (ch. 12) is being sold by Larus and Bros., tobacco company, to the broadcasting subsidiary of Jefferson-Pilot Corp., which owns WBT-AM-FM and WBT(TV) in Charlotte, N. C. Larus and Bros. (Edgeworth pipe tobacco, Holiday, Domino and Yukon cigarettes) owns

dio and television advertising and would establish a commission with broad powers over broadcast media.

New TV spot-maker ■ Klein/Barzman, Los Angeles-based production company mostly involved with radio commercials, has formed a TV film commercial unit. Sid Hecht, in charge of the commercials division for Pacific Title and Art Studio, Los Angeles, has been named to head Klein/Barzman's new film unit. Best-known for radio commercial campaigns for Sahara hotel, Olympia beer, Tree-sweet juices and the city of Palm Springs, Klein/Barzman has been shifting its emphasis to TV production this year. The company recently completed work on national TV spot campaigns for Like soft drinks and Thermo-King automobile air conditioning.

Henderson home in Atlanta ■ Henderson Advertising Agency Inc., Greenville, S. C., has opened an office in Atlanta. Larry Weltin, former account supervisor in the Greenville office, will manage the new office, at 1110 The Life of Georgia Tower.

Rep. appointments . . .

- KSAT-TV San Antonio, Tex.: Edward Petry & Co., New York.
- WBLK Buffalo, N. Y.: Greener, Hicken, Sears, New York.



NEWSMAN

on the "GO"!

95% of the TV station. It also holds a construction permit for WTRT-TV (ch. 54) Columbus, Ga. It owns 100% of WRVA-AM-FM Richmond, which it is retaining.

The sale is subject to approval of the Richmond station's stockholders, who are meeting June 10.

Jefferson Standard Broadcasting sold its Florence, S. C., TV outlet, WBTW (TV), last year to the *Bluefield* (W. Va.) *Daily Telegraph* for \$4.5 million. The Bluefield newspaper owns WHIS-AM-FM-TV in that community. The Florence sale was necessitated, Jefferson Standard officials said, because of secondary overlap between the Florence and Charlotte TV stations, preventing them from using maximum facilities.

Third Change ■ The WRVA-TV sale is the third transfer of ownership of a Richmond broadcast group in the last three years. In 1965, WBMG, WCOD(FM) and WTVR (now WTVP-AM-FM-TV) were sold to Roy Park for \$5 million. Last year, Nationwide Communications bought WLEE-AM-FM and WXEX-TV for \$7.15 million.

WRVA-TV was founded in 1956 and is affiliated with NBC. Howard E. Stark was the broker in the deal.

A loss of \$141,575 in 1967 was

Since being named Colorvision Ten's News Director last year, Ken Taylor has become South Florida's most respected television newsman. Believing that most news stories are where you find them, Ken keeps his energetic assistants (and himself) on call around the clock to film the news wherever it is, and provide the area's outstanding, most picture-full coverage.



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

posted by Eller Telecasting Co. of Arizona, licensee of KBLU-AM-TV Yuma, Ariz., while a net income of \$241,289 (\$4.08 a share) for the calendar year was reported by KTAR-AM-FM-TV Mesa-Phoenix. Both financial reports were part of applications filed last week seeking FCC approval of the merger of the two companies, as well as other firms, into a new southwest communications complex, Combined Communications Corp.

The new group is an amalgamation of the John J. Louis Jr. family holdings in the Phoenix stations as well as KYUM Yuma and KYCA Prescott, Ariz., and Karl Eller and associates, whose properties in addition to the Yuma stations are Eller Outdoor Advertising Co., Eller Realty and Investment Co., *Phoenix* magazine, Myers-Leiber Sign Co. and Eller Indoor Advertising.

The Louis interests will own more than 70% of CCC with the Eller group holding the remainder. The transaction, estimated to amount to \$15 million, principally calls for payment in CCC stock.

Total assets of the Eller-owned Yuma stations are listed at \$474,401 with total current assets at \$71,741. Total current liabilities are given as \$108,917; long term debt, \$495,000, and an aggregate loss of \$15,175. The financial

data also disclosed that KBLU had a gross income of \$104,393 in 1967; KBLU-TV, \$146,653.

Balance sheet of Eller Outdoor as of Dec. 31, 1967, showed total assets of \$3,537,582 with total current assets of \$678,983. Total current liabilities added up to \$738,403; long-term debt, \$2,495,286, and retained earnings, \$212,369. Eller Outdoor took in \$2,968,752 in 1967 resulting in a net profit after taxes of \$78,440. Eller Realty and Investment Co., also as of Dec. 31, 1967, had total assets of \$674,199 and long-term debt of \$611,811.

KTAR Broadcasting Co., the licensee of the Phoenix stations and parent of the Yuma and Prescott stations, reported total assets of \$3,076,934 with current assets at \$1,273,979 in its balance sheet as of Dec. 31, 1967. Total current liabilities were listed at \$237,044 and retained earnings at \$2,917,492.

New Holdings - CCC, according to the agreements, will acquire 100% ownership of the KTAR holdings for common stock, 80.4% of Eller Telecasting for common stock, 66⅔% of Eller Outdoor for cash and the other one-third for common stock, and 60% of Eller Realty for cash, with the other 40% for common stock.

Mr. Eller, who will retain 19.6% of

LBJ's NAB playback

A phrase from President Lyndon Johnson's April 1 speech to the National Association of Broadcasters convention (BROADCASTING, April 8) has been picked as the title of a new book made up of the President's speeches and essays about Mr. Johnson by administration figures. The original title was to have been, "The Frontier Moves On." The new title, "To Heal and to Build" was used by Mr. Johnson the day after he announced his decision not to seek re-election. The 520-page book is being published later this month by McGraw-Hill Inc., New York.

Eller Telecasting, will vote all the stock of Eller Telecasting for three years. He also will be president of CCC. Mr. Louis will be chairman. Among other stockholders of CCC will be Ray C. Smucker, now president and general manager of the KTAR stations, who will own 1.4%.

The Louis group already has bought back for \$1 million the 11,303 shares of KTAR Broadcasting held by Richard O. Lewis who is and will remain chairman of KTAR Broadcasting and the 11 shares of KYCA held by minority shareholders for \$11,000.

Because of the potential violation of the FCC's duopoly rules, forbidding the ownership of more than one station in the same market, CCC is donating KBLU to Arizona Western Junior College in Yuma. KBLU's worth was appraised at \$200,000, the application stated. It will retain KYUM in that market.

Mr. Louis is associated with Mr. Eller in the present ownership of Eller Outdoor Advertising (11%) and Eller Realty and Investment Co. (10%).

In submitting the application to the FCC, both firms also asked for waivers of the FCC three-year rule, the interim one-to-a-customer policy, and the multiple-ownership rule. Mr. Eller acquired the Yuma stations in 1967, for \$500,000, so their transfers would take place in less than three years of ownership requiring, under FCC rules, a hearing. The one-to-a-customer policy, initiated by the FCC last month, proposes to forbid any single owner from owning more than a single broadcast facility in the same community (BROADCASTING, March 25 et seq.). The waiver requested on the multiple-ownership rules relates to the fact that for a moment CCC will own KYUM and KBLU before the latter is transferred to

a proven record in appraisals

What's it really worth? Blackburn's answers command respect. Appraisals are based on accurate market surveys and analyses, potential and projected as well as actual earnings, knowledge of the ever-changing market, and many other factors. Can you afford anything less than a reliable broker with a proven record?

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Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1625 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selp
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

the local educational institution.

Both Mr. Louis and Mr. Eller at one time were with the old Needham, Louis and Brorby advertising agency in Chicago.

KTAR-TV (ch. 12), was established in 1953 and is affiliated with NBC. KBLU-TV (ch. 13), founded in 1963, is affiliated with CBS.

KTAR, 24-years-old, is full time on 620 kc with 5 kw, and an NBC affiliate. KTAR-FM, established in 1960, is on 98.7 mc with 115 kw. KBLU, nine-years-old, operates daytime only on 1320 kc with 500 w. KYUW, founded in 1940, operates full time on 560 kc with 1 kw. KYCA, also founded in 1940, is full time on 1490 kc with 1 kw day, 250 w night and is affiliated with NBC.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ WTRF-FM-TV Wheeling, W. Va.: Sold by Robert W. Ferguson and others to Forward Communications Corp. for more than \$7 million (see page 40).

■ WRVA-TV Richmond, Va.: Sold by Larus and Bros. to Jefferson Standard Broadcasting Co. for \$5 million (see page 40).

■ WWAY(TV) Wilmington, N. C.: Sold by William G. Broadfoot, Charles B. Britt and associates to Clay Broadcasting Corp., which is 100% owned by The Charleston Mail Association, publisher of the *Charleston* (W. Va.) *Daily Mail*, headed by Lyell B. Clay and Buckner Clay, for \$1,335,573. Lyell Clay is a realtor and Buckner Clay owns a retail hardware firm. Mr. Britt is 75% owner of WIRY Plattsburgh, N. Y. WWAY(TV) is an ABC-TV affiliate on channel 3.

■ WAPO Chattanooga: Sold by Martin Theaters of Georgia Inc. to Louis H. and Jon O. Peterson for \$305,000. Messrs. Peterson own WABR Winter Park, Fla. WAPO operates on 1150 kc with 5 kw day and 1 kw nights. Broker: Chapman Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 72).*

■ KSWs-TV Roswell, N. M.: Sold by Frances Maye Barnett, Paul B. McEvoy and John A. Barnett Jr. to Joe H. Bryant and associates for \$250,000 and assumption of \$235,000 in obligations. Mr. Bryant and associates own KCBD-AM-TV Lubbock, Tex. and CATV system there. Mr. Bryant will operate KSWs-TV as a satellite of KCBD-TV. KSWs-TV is an NBC affiliate on channel 8. Commissioners Robert T. Bartley,

Kenneth A. Cox and Nicholas Johnson dissented.

■ WTOW-AM-FM Towson, Md.: 51% interest sold by Harry J. and Maryhelen Daly to T. E. (Dick) Paisley, John M. Horan and associates for \$385,735. Mr. Paisley has been associated with NBC in various sales and management capacities over an eight-year period and also served as sales manager of WPBS(FM) Philadelphia. Mr. Horan is a bank executive. WTOW is a 5 kw daytimer on 1580 kc and WTOW-FM operates on 101.9 mc with 20 kw.

Cable Television

■ San Diego: Southwestern Cable Co., sold by Richard A. Moore, Edwin W. Pauley and associates to Time-Life Broadcast Inc. Price was not disclosed. Southwestern serves all of San Diego north of San Diego River except Rancho Bernardo. System was established in 1965 and serves 4,000 subscribers in Pacific Beach area with TV signals from local stations as well as Los Angeles. Time-Life, which owns KOGO-TV in San Diego as well as other broadcast facilities in Bakersfield, Calif., Denver, Indianapolis, and Grand Rapids, Mich., is a multiple CATV owner serving an estimated 49,000 subscribers with systems in 16 communities in California,

Florida, Indiana, Louisiana, Michigan, New Jersey, New York, Ohio, Pennsylvania and Texas. It holds about 50 other franchises and has 36 applications pending.

New TV station

■ KLNI-TV (ch. 15) Lafayette, La., has set its target date for September to begin telecasting with 259 kw visual and 51.3 kw aural from an antenna 500 feet above average terrain. Permittee is Southwestern Louisiana Communications Inc., headed by J. W. Francisco. The station will be a primary NBC affiliate and will operate with total color facilities.

New bill for longer licenses

Representative Thomas G. Morris (D-N. M.) has joined the ranks of congressmen who have supported longer-license legislation for broadcasters by submitting a bill to amend the Communications Act. Representative Morris's measure (H.R. 17240) would allow the FCC to issue licenses for up to five years. It is similar in wording to a majority of the longer-license bills that have been submitted to the 90th Congress.

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CALIFORNIA —Oldest fulltimer AM located in multi-station market. Retail sales of the area \$400 million plus. Definitely a prestige facility making a profit. Aggressive management could improve billings appreciably. Price \$550,000, terms 29 per cent down, balance negotiable.

Contact Don C. Reeves in our San Francisco office.

MIDWEST —Single station market with a city zone population of 125,000. Absentee-owned and currently grossing well under potential. This station offers a very realistic opportunity and is priced less than twice billings at \$265,000, 29 per cent down, balance negotiable.

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One-to-a-customer: FCC clarifies policy

Keeps freeze on transfers and assignments in denying petitions for reconsideration

The FCC has refused to repeal or modify the interim policy it adopted in its so-called one-to-a-customer rule-making proceeding. But at the same time it has sought to answer questions as to what the interim policy really means.

The commission took the steps last week in an order denying three petitions for reconsideration of the policy, under which new applications for new stations or for transfers or assignments that fall within the scope of the proposed rules are frozen until the rule-making proceeding is concluded.

The proposed rule, aimed at promoting diversity of viewpoints expressed over the air in the same area, would prohibit common ownership or control of more than one full-time station in a market. However, it would not require licensees to divest themselves of existing properties (BROADCASTING, April 1).

The commission, in denying the petitions, said that it regards the objectives of the rulemaking proceeding as sufficiently important to warrant the interim policy. And it apparently feels the policy will place no great burden on applicants.

Proliferation Stopped ■ The commission said if the proposed rules are adopted, the interim policy will have precluded a proliferation of commonly owned full-time stations in the same market during the pendency of the rulemaking. If they are not, the delay in handling applications won't be great "since it is our intention to terminate this proceeding with dispatch," the commission added.

By the same token, the commission saw no harm resulting even if the proposed rules are modified—as some petitioners have suggested—to apply to large but not small markets. "The delay will be minimal for the small markets, and proliferation of commonly owned stations in larger markets will have been avoided," the commission said.

The commission rejected arguments of the petitioners that the interim policy constitutes a premature—and illegal—adoption of the rules. It is well established, the commission said, that a policy aimed at assuring that the ob-

jectives of the proposed rulemaking will not be frustrated may be instituted with no advance warning.

Rejects Unfairness Charge ■ The commission also rejected the argument that the policy is unfair to parties who were preparing applications at the time the unexpected policy was put in force. If the rules are not adopted, the commission said, the parties won't have suffered much harm. "since the proceeding will be terminated at an early date."

What if the rules are adopted? "We can only say that in a situation of this kind, where private equities are balanced against public interest considerations, the later must prevail," the commission said.

The commission dealt with the questions about the policy in question-and-answer form. Among them:

What is the date on which the interim policy began?

April 3, 1968, the date on which the notice of proposed rulemaking was published in the *Federal Register*. Thus, all applications on file before that date will be handled in accordance with ex-

NBC's color count

NBC has reported that as of April 1, 1968, the number of color-equipped TV households in the U.S. climbed to 15,270,000, a gain of 48% over the April 1, 1967 total. Allen R. Cooper, vice president, planning, NBC, said that during the past 12 months, 4,960,000 more homes have been added to the color TV audience, the largest annual increase to date.

Nielsen's color count

More than one-fourth of all U. S. homes now have color television, according to A. C. Nielsen Co., Chicago, based on results of a new study. Nielsen said as of March 1 about 26% of all homes had color sets while upper income households scored with 46%.

isting rules.

What is the meaning of the term "market" for purposes of the interim policy?

The commission, noting that it does not want to prejudge the matter—it will consider comments on the subject in the rulemaking—said it will extend the principles underlying the present duopoly rules in defining the term. Thus, the policy would apply to applications that would result in a party owning stations with overlapping contours of the kind prohibited by the duopoly rules—for instance, a predicted 1 mv/m contour of an FM station overlapping the grade B contour of a television station.

Noncommercial Stations ■ Do the proposed rules apply to noncommercial educational stations?

No.

Is the application of an FM licensee applying for a daytime AM station in the same market subject to the interim policy?

No. The language of the proposed rules appears to indicate that, while a daytime AM licensee could acquire an FM in the same market, an FM licensee could not acquire a daytime AM in the same market. But that is not the intent. One full-time and one part-time station would be permitted.

If a party owns no broadcast stations in a market, would an application to assign to that party two or three full-time station licenses in the same market be subject to the policy?

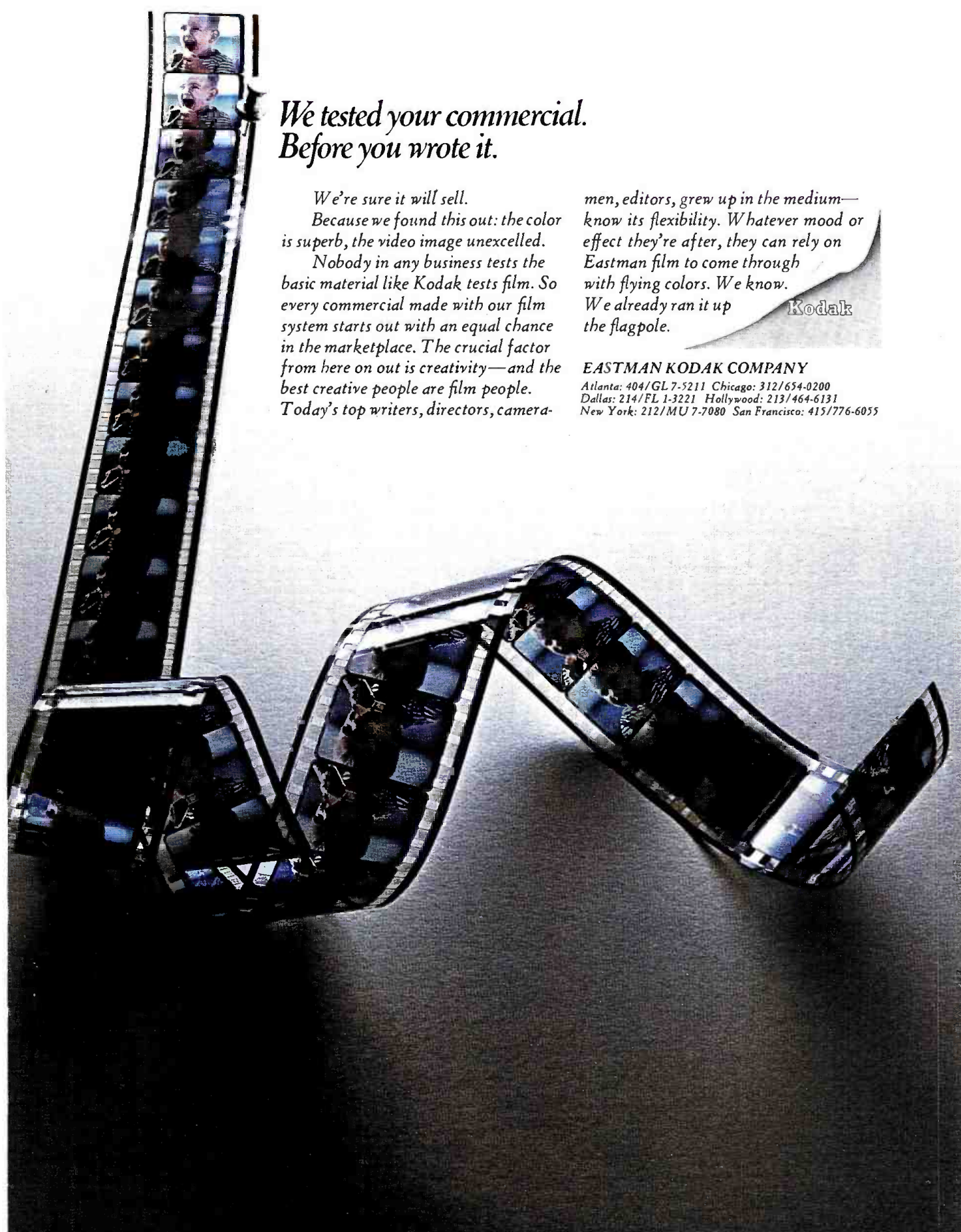
Yes. It has been suggested (by Douglas Anello, general counsel of the National Association of Broadcasters) that a strict reading of the proposed rules would permit a party owning no station in a market to acquire up to three in one package (BROADCASTING, April 8). This is not the intent of the proposal, and if the proposed rules are adopted, that point will be clarified.

Would the policy apply to an application to increase the facilities of one or more commonly owned full-time stations in the same market?

No. Since the proposed rules would not require divestiture of existing facilities, multiple licensees of full-time stations in the same market would be "grandfathered in." As a result, such multiple owners would be permitted to apply for increased facilities of a station.

If applications are mutually exclusive, and some or all of them fall under the provisions of the interim policy, what procedure will be followed in dealing with them?

Since the commission intends to bring the rulemaking proceeding to a speedy conclusion, it feels the wisest course is to hold back on designating the applications for hearing until a decision



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We're sure it will sell.

Because we found this out: the color is superb, the video image unexcelled.

Nobody in any business tests the basic material like Kodak tests film. So every commercial made with our film system starts out with an equal chance in the marketplace. The crucial factor from here on out is creativity—and the best creative people are film people.

Today's top writers, directors, camera-

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***“It was like having
him home for a visit.”***

Last June, one of the Fetzer radio stations, in cooperation with the U.S. Army Home Town News Center, brought the voice of a Grand Rapids-area soldier from the battlefields of Vietnam into the homes of his family and friends. His family wrote, in addition to the quoted headline above: “We were proud and thrilled to hear him. We hadn’t heard his voice in eight months. Thank you . . . for giving him and his family and friends the time.”



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

on the proposed rules is made.

Petition for Channels ■ What if, after the April 3 cut-off date, the licensee of a full-time AM station petitions the commission for a rulemaking proceeding to assign an FM or TV channel to his community and indicates that he will apply for its use, will action be taken on the petition pending the outcome of the one-to-a-customer proceeding?

If the petition is otherwise merited, yes. But if a channel is assigned, an application for its use will be governed by the interim policy, if it is filed before the one-to-a-customer rulemaking proceeding is terminated, or by the results of that rulemaking, if it is filed subsequently.

If, while the channel-assignment rulemaking is pending, the present proceeding ends with a rule prohibiting the petitioner from owning a second station, and if no other party indicates an interest in the new facility, the channel-assignment proceeding will be terminated and no channel will be assigned.

What if the channel-assignment petition was filed before the cut-off date?

If the petition is otherwise merited, a rulemaking proceeding will be started—or continued, if already underway—subject to the same policies governing petitions filed after April 3.

Unsuccessful Petitioners ■ The petitions for reconsideration of the interim policy that were denied were filed by KCIL Inc. (KJIN and KCIL-FM Houma, La.), Dixie Radio Inc. (WDLP-AM-FM Panama City, Fla.), John W. Spottswood (WKWF Key West, Fla.), and Woofum Inc. (WFOM Marietta, Ga.), jointly; by Screen Gems Broadcasting of Utah Inc. (KCPX-AM-FM-TV Salt Lake City) Cleveland Broadcasting Inc. (WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio, and KFAC-FM Los Angeles), KWTX Broadcasting Co. (KWTX-AM-TV Waco, Tex.), Ring Radio Co. (WRNG North Atlanta, Ga.), Beef Empire Broadcasting Co. (KCOL Fort Collins, Colo.), and WJAG Inc. (WJAG Norfolk, Neb.) jointly; and by Southern Broadcasting Corp. (KTOD-AM-FM Sinton, Tex.).

D.C. court asked to overturn WFMT sale

A federal appeals court in Washington last week was asked to "summarily" reverse the FCC's action last month approving the \$1 million sale of WFMT (FM) Chicago to WGN Continental Broadcasting Co., and to require the station to be restored to its original owner pending the outcome of an appeal.

The appeal, the second filed by a group of Chicago citizens, claims that the addition of WFMT to the broadcast

holdings of the Tribune Co., parent of WGN Continental, involves concentration of the media of communication in Chicago. The Tribune Co. publishes the *Chicago Tribune* and *Chicago American*; WGN Continental owns WGN-AM-TV there, as well as radio and TV stations in Duluth, Minn., and Denver, and through interlocking ownership the *New York Daily News* and WPIX-FM-TV New York and WICC Bridgeport, Conn. The Chicago group had originally asked the FCC to set the WFMT transfer application for hearing, but its petition was denied. The commission approved the transfer of WFMT on March 27 and on April 29 the transfer was consummated. The Chicago group appealed the FCC's decision on April 26 to the U.S. Court of Appeals for the District of Columbia, asking a stay (BROADCASTING, April 29).

The latest motion, in the name of Mrs. Burton Joseph, Robin De Grazia, "Citizens Committee to Save WFMT-FM", et al., asks the court to reverse the FCC on the ground it acted unlawfully in granting the assignment without a hearing, and to direct "the restoration of the status quo as it existed on April 26, 1968. . . ."

Manhattan Cable lands large contract

Manhattan Cable Television, one of three CATV companies franchised by New York City, has signed a contract with the Metropolitan Life Insurance Co. to service 11,000 apartments of Peter Cooper Village and Stuyvesant Town, which are owned by the insurance firm.

The developments are located between 14th and 23d Streets on the east side of Manhattan and are included in Manhattan Cable's allotted district—south of 86th Street on the east side and south of 79th Street on the west side.

Installation is expected to be completed in September, replacing a master-antenna system. Residents now using the master antenna will pay no installation charge; others will pay \$9.95. The monthly service charge will be \$6.

The system offers 12 channels: New York's six commercial stations and one educational outlet; one shared between WNJU(TV) Linden-Newark, N. J., a Spanish-language station, and the New York City's board of education station, WNYE-TV; one for WNYC-TV, the municipal station in New York; others for stock market ticker-tape reports, the United Press International news ticker and for weather reports.

Major owners of Manhattan Cable are Sterling Communication Inc. and Time-Life Broadcast. The other New York-franchised systems are Tele-

prompter Corp. and CATV Enterprises Inc.

A fourth New York company, Comtel Inc., subsidiary of Bell Television Inc., leases telephone company lines for CATV service and does not require a city franchise (BROADCASTING, April 22).

WBC executives move on East, West Coast

In a move of top management personnel, Westinghouse Broadcasting Co. announced last week the election of Perry B. Bascom, general manager of WBZ Boston, as a vice president of WBC and assigned him to the New York corporate staff. James R. Lightfoot, general manager of WBC's KFVB Los Angeles, replaces Mr. Bascom on June 1, and Gordon Davis, WBC vice president-Los Angeles, assumes Mr. Lightfoot's duties.

It could not be determined whether these changes were prelude to still other executive realignments at Westinghouse. WBC officials declined comment last week on published reports of a pending move of Chet Collier, president of WBC Productions and WBC Program Sales, to the parent company in a programing capacity and the appointment of Jerome R. Reeves, now WBC vice president-creative services, to succeed him. These reports also said Robert M. Hoffman, senior vice president, Television



Mr. Bascom



Mr. Lightfoot

Advertising Representatives, would be moved into the creative services that would be vacated by Mr. Reeves.

Mr. Bascom, with WBC since 1956, has served in several WBC sales and station managership posts, including general manager of KYW (then in Cleveland), eastern sales manager for radio and TV, and national radio sales manager. Mr. Lightfoot had been with WBC in New York serving as national radio program manager when he was moved to KFVB as general manager in 1966.

In another appointment, John Horn, a former TV critic for the *New York Herald-Tribune* who also held other editorial posts with newspapers and

magazines and served with CBS for 13 years in public relations and as field producer of *Person to Person* on CBS-TV was appointed national press editor. His area includes special writing assignments and press liaison for WBC's public relations.

Booth American gets its 14th station

Booth American Co., Detroit, has been granted a class-A FM station in Saginaw, Mich., by the FCC. The acquisition brings to 14 the number of radio stations owned by Booth American, which also owns nine newspapers with a combined daily circulation of 529,521.

The action was approved by the FCC with Commissioner Nicholas Johnson casting the only dissenting vote. Mr. Johnson felt that the commission should not grant a new FM to Booth American until it determined if the public interest would be served by such a move and this could not be done without exploring the numerous media holdings in the company. After noting the concentration of Booth's holdings in the lower Michigan area, Mr. Johnson stated that the commission "should not hand over another radio station to a media owner who is not only dominant in the local community but in the entire region."

Booth's station holdings include: WSGW Saginaw, Mich.; WJLB and WMZK-FM Detroit; WIBM and WBBC-FM Jackson, Mich.; WJVA-AM-FM South Bend, Ind.; WTOD and WKLR-FM Toledo, Ohio; WIOW and WKMO-FM Kokomo, Ind.; and WABQ and WXEN-FM Cleveland.

NAEB joins chorus for 315 suspension

Another voice has been added to broadcasters calling for suspension of equal-time provisions of the Communications Act during this year's elections. The National Association of Educational Broadcasters' board passed a resolution last week that favors legislation now before Congress that would allow stations to give air time to major presidential candidates without providing equal time to minor candidates.

Meeting in Washington May 15-16, the full board also expressed its concern over delays in funding the Corp. for Public Broadcasting and facilities grants for educational TV stations. The board urged both Congress and the President to provide at least the funds authorized

IRTS seeks new director

Thomas J. McDermott of N. W. Ayer & Son, New York, has been named to head a screening committee to consider applications for executive director of the International Radio and Television Society. New York. Lawrence W. Bruff, who has been executive director since February 1967, has resigned "for personal reasons which necessitate living away from the New York area," but will remain on the job until his successor has been selected and trained (BROADCASTING, May 13). Inquiries and applications should be addressed to IRTS, c/o screening committee, 420 Lexington Avenue, New York 10017.

by the Public Broadcasting Act. The House Appropriations Committee is holding hearings on the \$12.5 million for facilities grants, but no request from the President has been received for CPB's authorized \$9 million for fiscal 1969.

NAEB's board also took a neutral, middle-of-the-road position on the pay-TV controversy, which has been dormant since the House Commerce Committee passed a resolution to stop FCC action on the matter last November (BROADCASTING, Nov. 20, 1967). Several suggestions have been made to support noncommercial TV through subscription fees, among them that by Dr. Ronald H. Coase, professor of economics, University of Chicago (BROADCASTING, Jan. 8). Although the NAEB is unclear concerning pay-TV's applicability to ETV, it believes subscription service may be a useful experiment in presenting noncommercial programming to the public and as a source of funds for ETV operations. Prior to this time NAEB has taken no position on pay-TV.

The board commended NAEB's staff for their efforts to close the communications gap between the advantaged and disadvantaged. Major resolutions of the full board had been passed by the Educational Television Stations Division's board, which met May 13-14.

Media reports . . .

Up and away ■ Lowell R. Wright, Washington aeronautical-space control consultant, is moving from offices in the Munsey building to Suite 509, 1225 Connecticut Avenue N. W. Phone number will be 659-9046.

New Catholic foundation ■ The forma-

tion of the Catholic Communications Foundation in New York to further the communications efforts of the Catholic Church was announced last week. The new organization, which will be supported by financial grants from a group of Catholic insurance fraternal societies, will make its headquarters at 1 Rockefeller Plaza, New York 10020.

Mountain States adds its 25th franchise

Mountain States Video, the Bill Daniels-Vumore Co. CATV combine that's seeking to blanket the 750,000 people living on Colorado's eastern slope with cable systems, got its 25th franchise last week. It's for Aurora, Colo., adjacent to Denver proper, with a total potential of 25,000 homes. The Aurora city council studied the applications for a cable franchise—there was one also from Time-Life Broadcast Inc.—for 14 months before making the award. Aurora will receive 5% of the gross revenues of the CATV system.

Mountain States, which has a target of 35 CATV systems in the area, with over \$25 million estimated as the overall cost of putting in facilities, all underground, already holds permits for Jefferson, Arapahoe and Adams counties, Littleton, Englewood, Sheridan, Edgewater, Greenwood Village, Brighton and Golden, in the Denver metropolitan area; Fort Collins, Greeley, Loveland, Longmont, Weld, Larimer and portions of Boulder counties, on the north; Colorado Springs, Manitou Springs and unincorporated areas of El Paso county in the south.

Still pending are 10 applications, including one for Denver proper.

Completed already is the Manitou Springs system: next month 412 miles of Colorado Springs system with 11,000 charter subscribers, and by the end of the year, Greeley.

Each of the systems will provide 19-channel service. Mountain States said, feeding its customers not only the local TV channels but also eight Los Angeles and two San Francisco TV programs. A request for an FCC waiver to import the distant signals was filed with the FCC nine months ago.

Mountain States is 51% owned by Vumore Co. a multiple-CATV owner, and 35% by Mr. Daniels, whose principal business is as a CATV broker and system management consultant. Vumore is owned by group-broadcaster RKO General Inc., which in turn is owned by General Tire and Rubber Co. The remainder of the Mountain States stock is held by local businessmen.



Mary Anne's no genius. But she has a private line to one.

Mary Anne's boss just asked her a tough question on Price/Earnings multiples, and she came up with the answer in 30 seconds flat!

Mary Anne got her answer by "con-sulting" via a typewriter-like terminal, near her desk, with a third-generation computer hundreds of miles away.

This is just one example of the many uses of our new Reactive Terminal Service (RTS), the most advanced computer time-sharing service of its kind. We didn't build the computer or

terminal. But our Data Services division did supply the "heart" of the system—the computer programs that enable Mary Anne to get the right answers, fast.

While Mary Anne was asking the computer her question, other Data Services customers many miles away were asking it to tackle their problems—all at the same time. (This is what is meant by computer "time-sharing.")

Already, over 30 major companies use our RTS service, including stock-

brokers, manufacturers, engineers and banks. And by 1969, this service will be available nationally through ITT data processing centers in more than 20 major cities.

The more intricate space-age electronics become, the simpler they seem to make life for us. As simple, in fact, as a Mary Anne turning to her terminal keyboard.

International Telephone and Telegraph Corporation, New York, New York 10022.

ITT

The perils broadcast journalism faces

STANTON, SCHNEIDER DEPLORE CENSORSHIP, EXTERNAL AND INTERNAL

Top brass from the CBS command last week fired a double salvo at those outside and inside broadcasting who would circumscribe the broadcast journalism function. In what amounted to a determined, coordinated counter-attack, Frank Stanton, president of CBS Inc., and John A. Schneider, president of CBS/Broadcast Group, warned of threats to broadcast freedoms and urged station people to wake up and be counted.

In speaking before the annual meeting of the CBS-TV affiliates in Los Angeles (May 14-15), Dr. Stanton took aim at would-be federal censors, while Mr. Schneider seemingly addressed himself to specific members of the CBS family of stations who apparently would not like the news reported as it is. Specifically, Dr. Stanton reiterated his call for suspension of Section 315 of the Communications Act—the so-called equal-time provision—so that leading political candidates may be shown in televised debates this year.

He asked the network affiliates to apply grassroots pressure on Congress, particularly on the House of Representatives, to bring about suspension of the equal-time provision and to force remedial legislation out into the open.

(Later the affiliates adopted a resolution asking the Congress, "at the earliest possible moment," to suspend Section 315 in its application to presidential and vice-presidential candidates.)

Mr. Schneider cautioned of the ever-hovering spectre of selective censorship. He told the more than 400 station representatives present for the speech that a revolution is taking place and that complacency or censorship or self-delusion won't make it go away.

Call for Action ■ Dr. Stanton, the opening-day luncheon speaker, began by engaging the affiliates in a spirit of camaraderie, noting the long way they all had traveled in broadcast journalism, yet reminding them that there's still a long way to go with no time out for resting on laurels.

"I feel a tightening of the ring around our already proscribed broadcast freedoms, and I think it is time to take their measure," he said. "I believe the broadcasters of this country must declare themselves once and for all time the legitimate inheritors of the First Amendment. I believe we must move with both vigor and dispatch to strike from our shields the one bar sinister we have borne from the beginning, and to reject the other restrictions of second-class citizenship that many would seek to impose upon us."

He cited as examples the attempt by two members of the FCC (Commissioners Kenneth Cox and Nicholas Johnson) to impose programing standards on applicants for license renewals in Oklahoma (BROADCASTING, March 18 et seq) and the congressional inquiry into the "investigative reporting" by WBBM-TV Chicago of college marijuana parties (BROADCASTING, April 22 et seq). The corporate president pointed out that the freedom of knowing what



What the candidates would do with equal-time law

CBS succeeded last week in putting most of the presidential candidates on record with their opinions about Section 315, the political broadcasting law. One candidate was for outright repeal of the section. Two favored suspension during the 1968 campaigns. One opposed suspension. The others hedged their answers.

Several of the candidates expressed their views in film strips shown last week at the CBS-TV affiliates convention during a speech by Frank Stanton, CBS Inc. president (see this page).

In his filmed interview Senator

Eugene McCarthy (D-Minn.) came out unequivocally for elimination of Section 315. "I think they ought just to repeal it," he said. "It's one of the provisions that's impossible to administer, and as a general rule when you get something that's an administrative monstrosity it's best to repeal it. If not, of course, you suspend it at the time when it might come into effect."

Vice President Hubert Humphrey and former Vice President Richard Nixon both favored suspension.

Mr. Humphrey was quoted by Dr. Stanton as having assured Senator John Pastore (D-R.I.), chair-

man of the Senate Communications Subcommittee: "In 1960 I supported and voted for a suspension of Section 315 for the presidential and vice-presidential candidates. I would favor the passage of similar legislation this year" (BROADCASTING, May 13).

Mr. Nixon, appearing in a film, said: "Well, I favored the suspension of the equal-time provision in 1960, when that action by the Congress made possible the Kennedy-Nixon debates, and I favor the suspension of the equal-time provision in 1968, so that the nominees of the two major parties may again participate in

is happening in the world today must begin with Section 315. The "gut issue," he said, "is whether the broadcaster is to be entitled to exercise the same journalistic judgment that has from the founding of the republic been not only the privilege but the duty of our ink-stained colleagues."

According to Dr. Stanton, the consistent answer to broadcasting's plea for journalistic freedom has been "we are not ready." Said Dr. Stanton in firm tones: "... If we are not now, we shall never be. I fear that if we do not win now, we may never win. And if we lose, so will America."

House Block ■ There is still hope for suspension of the equal-time provision in time for debates during the pre-convention period, but in making this observation Dr. Stanton made it clear that he was not going to hold his breath until it happened. He pointed to the House, especially to its Commerce Committee, as the cause for the "deepest concern" about suspension. Indicating that "there appears to be no great enthusiasm for action in the House," he expressed conviction that without action on the part of broadcasters, this "lethargy" will continue.

The Senate, Dr. Stanton said, pre-

sents a brighter picture. "With a little encouragement," he said, "the Senate will take positive action."

Continuing his assessment, Dr. Stanton estimated that President Johnson will neither resist nor encourage suspension and that Vice President Humphrey is eager to engage in televised debates if nominated for the presidency. Dr. Stanton then showed filmed interviews with presidential candidates stating their views on Section 315 (see box below).

CBS Inc.'s president, making his address from a smartly decorated sound stage in the company's film facility in North Hollywood, concluded by stressing the need for broadcasters to pressure Congress both to support the suspension of 315 and "to take the initiative in bringing pending legislation out of committee and onto the floor." The way to the future of this issue was laid out in unequivocal terms by Dr. Stanton: "I think we can win," he said. "Our cause, after all, is just. Our reasons are right, and history, I believe, is on our side. But the victory, if it comes, will not be thrust into our hands. We must reach out for it."

Straight Talk ■ The CBS/Broadcast Group president, Mr. Schneider, the second-day luncheon speaker, seemed to

point his remarks directly at the network affiliates gathered in Studio 41 of CBS Television City in West Hollywood. From the start, Mr. Schneider cited television's ability to stir people emotionally, its impact on entertainment, its predominant position as an advertising medium and its documented acceptability as the most believable source for primary news. These achievements, he indicated, do not happen in a vacuum. "We're going to hear from more and more people who think they know best what the people should and should not see," he said.

He told of a Mississippi congressman, not further identified, who has advocated a law that would allow communities to prevent news media from releasing unfavorable stories about their locales. What the congressman is really saying, Mr. Schneider contended, is "Let's have free speech and free press. Let's tell it my way!"

The mail received by the network sometimes reflects this same kind of thinking, he pointed out. "There are, there always have been, there always will be, those who are all for selective censorship." Mr. Schneider emphasized. "They never advocate total censorship. They have only two conditions. They



debates of the great issues."

Overhaul Is Okay ■ California Governor Ronald Reagan, in a filmed interview, was asked if he agreed that Section 315 ought to be suspended during the remaining primaries in order to permit face-to-face debates between the "major announced candidates." Mr. Reagan said: "I wouldn't see anything wrong with that. I don't know all the technicalities involved, but I think that an overhaul, and a review preceding the overhaul, in the whole area of equal time and the rules pertaining to it could well be had."

Mr. Reagan recalled that because of Section 315 he had been forced to withdraw as host of the *Death Valley Days* television series when he be-



came a candidate for the California governorship. "I think," he said, "there are a great many things at fault in the interpretation of the equal-time rule."

Senator Robert Kennedy (D-N.Y.), appearing on film, was not asked directly what he thought about Section 315, but he was asked whether he would be willing to debate Senator McCarthy, with whom he was then contending in the Nebraska primary. "I've always said I've been willing. I think that Vice President Humphrey is a candidate, and I would hope that he would enter this effort as well."

George Wallace of Alabama, also on film, said he would oppose the suspension of Section 315 "if they're



talking about suspending the rule for the purpose of allowing the two national parties to debate and to eliminate a movement such as mine." He said he deserved equal time.

Dr. Stanton said that New York Governor Nelson Rockefeller had declined to state his views on Section 315 for lack of time to study the problem.

To make the survey of presidential aspirants complete, Dr. Stanton presented a filmed interview with Pat Paulsen of *The Smothers Brothers Show*, who has been campaigning vigorously for the Presidency. It wasn't clear what Mr. Paulsen thought about 315 (although he said he had a copy tacked to his bathroom door).

want the right to screen news from and in their own particular interest. And they want to appoint the censor."

Beyond these conditions, he claimed, these people, the same ones who don't want the networks to cover riots in hopes that what isn't discussed will go away, are "prepared to fight to the death for freedom of expression and information."

No Censorship ■ Then, looking straight out at the affiliates, he said: "I'll confess that I'm terribly apprehensive about any suggestion that news people enter into a conspiracy of silence. To my way of thinking there is no such thing as a little bit of censorship, any more than anybody was ever a little bit pregnant."

Suppress news of strife in the streets, he said, and before long it might be argued that the country would be better off not knowing how many died in Vietnam or about the loss of our aircraft in combat. Expressing faith in the fundamental strengths of democratic America, Mr. Schneider said that the nation "can withstand the sulphurous spouting of a Stokely Carmichael or a Rap Brown, when measured and balanced against the deliberate moderation of a Whitney Young or a Roy Wilkins."

Mr. Schneider reviewed the network's news guidelines that are specifically designed to achieve balance in covering civil disorders, qualities that electronic newsmen already have demonstrated under fire. Mr. Schneider also reviewed what has happened since 1956 in civil rights and said that television's role in bringing about these dramatic changes cannot be overestimated.

Facing a sea of white faces, backed by tiers of Caucasian CBS executives on a dais behind him, Mr. Schneider predicted that nonwhites will be seen more often in network programs other than news and documentaries in the near future. He also indicated that there will be more nonwhites operating behind the cameras, "in positions of ever-increasing importance and responsibility."

It's not going to be easy, he warned. "There's slippery footing ahead." What's more, he said, "emotions and tempers are frayed. Summers get hot, and the winters and springs and falls don't stay very cool, either."

Mr. Schneider said "that we can't afford the luxury of complacency any more than . . . we can afford the contamination of censorship."

Don't let the country die in its sleep, was his concluding plea. "We can't pull the covers over our heads hoping 'it will all go away.' To put lens caps between reality and America won't make the reality go away. But it might make America go away."

The network's news division's poli-

cies, practices and programing generated less reaction from affiliates than CBS-TV management expected. The CBS-TV affiliates board, led by Chairman Thomas C. Bostic of KIMA-TV Yakima, Wash., had asked stations to mail in questions for network people to answer. CBS News President Richard S. Salant had been prepared to defend his division's decision to present a series of three one-hour specials on the urban crisis in this country and a series of seven programs on *Black America*. He also was put on guard that some stations objected to the expression of personal opinion by network commentators on certain occasions. One letter from an affiliate in the South supposedly said, "Please, watch it," implying that the network was overdoing its coverage of the racial revolution. Yet in a Q and A session at last week's convention CBS News was not taken to task.

Mr. Salant reported that Walter Cronkite is winning the three-way "free-for-all" in the early evening news periods. According to Mr. Salant, who was quoting Nielsen estimates for the period between October 1967 and April 1968, the Cronkite program has commanded an average lead of 4% over NBC-TV's Huntley-Brinkley and a lead of 140% over ABC-TV's Bob Young.

Art Stark plans new specials, quiz show

Producer-director Art Stark, who ended a 10-year association with Johnny Carson last year, is producing a daytime series for ABC-TV, a beauty-pageant special that will be carried on NBC-TV next month and is busily preparing several other series and specials.



Mr. Stark

after he left NBC-TV's *Tonight* series after five years (earlier he had been with Mr. Carson on *Who Do You Trust?*) He is now producing *The Wedding Party* (ABC-TV, 1:30-2 p.m. EDT) and will produce the *National College Queen Pageant* on NBC-TV on June 17 (9-10 p.m.), which will be sponsored wholly by Best Foods, through McCann-Erickson.

Mr. Stark stressed in an interview in New York last week that network television cannot fulfill the obligation of diversity in programing unless it encourages the independent producer. He

acknowledged that this is not altogether an altruistic comment, but said the reliance by the networks on the major film studios for their prime-time offerings is bound to perpetuate "a sameness."

Among the Stark projects in preparation are a musical quiz show titled *The Music Game*; a one-hour documentary on radio and TV commercials "as a mirror of our times" and a home-interview program similar to *The Good Company* series which was dropped by ABC-TV after a short run.

Revamped 'What's My Line' going into syndication

One of TV's hardy perennials, *What's My Line?*, which ended on CBS-TV last fall after more than 17 years, returns to the air this fall as a daily, half-hour syndicated series (BROADCASTING, April 8), it was announced last week.

The program will be produced again by Goodson-Todman Productions and will be distributed by CBS Enterprises. It will have a new host, Wally Bruner, who most recently was a news correspondent for WTTG(TV) Washington and earlier had been a sportscaster, game-show panelist and manager of two radio stations.

Mark Goodson and Bill Todman, partners in G-T, and Ralph M. Baruch, vice president and general manager of CBS Enterprises, noted that the program will attempt to appeal to the young adult audience more than it has in the past. The panel will consist of a rotating group of young stage, screen, broadcasting and publishing personalities, plus Arlene Francis, the only hold-over from the original *What's My Line?* The program has one innovation: there will be film clips or on-the-air demonstrations related to the person's occupation.

Initial sales have been made to four RKO General stations—WOR-TV New York, KHJ-TV Los Angeles, CKLW-TV Windsor, Ont.-Detroit and WHCT(TV) Hartford, Conn.

'Cat' in syndication

NBC Films has placed *T.H.E. Cat* into syndication and has made initial sales to the five ABC-owned stations. It was announced last week by Jacques Liebenguth, vice president, sales, NBC Films. The stations are WABC-TV New York, WBKB-TV Chicago, KGO-TV San Francisco, KABC-TV Los Angeles and WXYZ-TV Detroit. The series, consisting of 26 half-hour episodes was on NBC-TV during the 1966-67 season. A spokesman said *T.H.E. Cat* will be telecast in prime time, starting in the fall.



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Texas 77001, 713-221-4376. 11. **Bleu Beathard**, P. O. Box 2180, Houston, Texas 77001, 713-221-4976. 12. **Clay Hooper**, P. O. Box 3950, Baytown, Texas 77520, 713-583-5711 13. **Bill Brooks**, 1105 West 22nd Street, Oak Brook, Ill. 60523, 312-654-2600 14. **Conrad Lemon**, P. O. Box 316, Benicia, Calif. 94510, 707-745-3450 15. **D. I. Bolding**, 1800 Avenue of the Stars, Los Angeles, Calif. 90067, 213-879-2700 16. **Joe Tucker**, 34th Fl., Southland Center, Dallas, Texas 75201, 214-748-8261 17. **Hank Rosenthal**, P. O. Box 420, Charlotte, N. C. 28201, 704-523-2211 18. **Steve Huston**, 2000 Classen Center N., Oklahoma City, Okla. 73106, 405-528-2411 19. **Doug Mayfield**, P. O. Box 551, Baton Rouge, La. 70821, 504-359-7711 and 20. (Not shown) **Jay Spry**, 15 West 51st St., New York, New York 10019, 212-974-3620

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Thomas's return is CBS-TV coup

Star back after NBC-TV interlude; daytime programs get shuffle

The return of Danny Thomas to the network after a three-year absence, a partial revamping of the daytime schedule to create a solid mid-afternoon block of soap operas, scheduling of *The Lucy Show* in daytime repeats on the network and cancellation of two familiar daytime strips were the substance of programing announcements made at the CBS-TV affiliates meeting in Los Angeles last week. Danny Thomas, who has been working for NBC-TV for the last three years, has been signed to star in two specials on CBS-TV during the coming 1968-69 season. One will be an hour revival of his *Make Room for Daddy* situation comedy that enjoyed an eight-season

run on CBS from 1957-65. The other will be a comedy-variety production, also featuring a *Make Room for Daddy* segment.

News of the programs was revealed to the network affiliates by Michael H. Dann, senior vice president, programs, in the opening-day session of the two-day conference (May 14-15). There were also indications given that Mr. Thomas, if his specials are successful, may star in an hour comedy-variety series for CBS-TV in 1969-70.

Changes in Daytime ■ Fred Silverman, vice president, daytime programs, outlined a realignment of the network's daytime programing beginning in September. Plans call for the morning *Candid Camera* and afternoon *To Tell the Truth* strips to be dropped from the schedule. The first appearance of *The Lucy Show* (not to be confused with the old *I Love Lucy* series, which long has been in syndication) will replace *Candid Camera* in the morning lineup. The new daytime entry had a six-year run in prime time on CBS-TV (*Lucy* will be back on Monday nights on the network this fall with a situation comedy that has a new format) and this is its first appearance in syndication.

A replacement for *To Tell the Truth*

has not yet been determined, although a decision is expected within the next few weeks. Art Linkletter's *House Party*, now carried in the early afternoon, will be rescheduled so that an uninterrupted block of soap operas may be presented from 1:30 to 4 p.m. every weekday afternoon.

In making his presentation to affiliates, Mr. Silverman also described the network's new look on Saturday mornings. He pointed out that the objective in these children-oriented time periods is to make kids "laugh as they've never laughed before." This will be accomplished, he believes, by the introduction of a two-and-a-half-hour comedy block.

'Appeal' is Key ■ Mr. Silverman indicated that in 1969-70 still more of the animated super-heroes that used to be in the network's Saturday morning lineup will be retired. "We will replace them," he said, "with the most appealing shows we can find or create." He cited reruns of the now defunct NBC-TV nighttime series, *The Monkees*, syndication rights to which CBS-TV has just acquired, as one of the future entries for Saturday morning. He also indicated that the network is exploring the idea of programing specials, live programs, and other such relatively dif-

Atlantans sound off as WGKA changes tune

Atlantans, the FCC is finding out, take their serious music seriously. Some 150 of them have written the commission in the past week protesting plans of the proposed new owner of the WGKA-AM-FM to change the stations' format from classical to middle-of-the-road music.

One listener gave WGKA-AM-FM—classical-music stations for 11 years and the only such stations in the area at this time—as "the reason I don't leave the city." Another listener, Hyman Baron, an Atlanta steel and pipe broker, even offered to "consider" buying the stations to insure their continuing broadcasts "of the type we all enjoy."

The letters have been stimulated at least in part by columns and editorials in the *Atlanta Journal* reporting the proposed change and advising readers to let the commission know their feelings about the pending transfer.

Dick Gray, the newspaper's television-radio editor, said it was time for "our noble civic organizations or business leaders to get behind a movement to keep at least one Atlanta station broadcasting classical music. . . ."

The proposed new owner is Strauss

Broadcasting Co of Atlanta, which is a partnership comprised of Strauss Broadcasting Co. (66⅔%), a Dallas-based company, and Jere W. Thompson (33⅓%), a Dallas businessman. Strauss now owns KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., both middle-of-the-road operations.

Consideration ■ The consideration for the transfer is \$300,000, less debts, expected to amount to \$150,000, plus a payment of \$32,500 to Locke Glenn, chairman of the present licensee, for voting his "control" stock in favor of the transfer, and payments totaling \$138,615 to Mr. Glenn and two other principles, W. O. Jones and Barton Isbell, or a covenant not to compete for four years.

Strauss, in its portion of the transfer application, said that it decided to change the format after a survey in Atlanta in December by the company's executive vice president, Dan Hayslett. The consensus, Strauss said, was that the stations would be better utilized if the programing had a "more general appeal." Accordingly, Strauss plans separate programs of popular standards, Broadway hits and moderate light classics on the two stations.

Another indication that the all-classical approach may not be sufficient was provided by the present owner, Glenkaren Associates Inc., in giving its reason for selling. The "additional capital needed to make necessary changes," it said, "is not available to the current owners" who have, therefore, decided they have to sell and upgrade in another market, "if possible."

No Philanthropist ■ The point was put more bluntly in a letter from two station officials that was printed in Mr. Gray's column. Jonathan Phelps, program director, and Linda Wieweyer, operations manager, noted the present WGKA-AM-FM-owners are not "philanthropists," and need advertising revenues, then asked of the music lovers who were firing off letters to the Strauss and the FCC: "Where have you been for 11 years?"

The last card in the game, however, has yet to be played. Strauss company officials received a batch of letters themselves, many of them copies of those sent to the commission; as a result, they discussed the matter with commission staff members on Friday (May 17). Indications were that format changes should not be ruled out.

ferent attractions on Saturday morning.

Earlier the affiliates had been told by Mr. Dann that two returning night-time series will undergo changes in formats. Lucille Ball's Monday-night comedy series is one of the programs that will change. Miss Ball will now portray a widow with two children, played by her real-life youngsters, Lucie, 16, and Desi Arnaz Jr., 15. Character actor Gale Gordon will again be featured in the series, this time appearing as Miss Ball's brother-in-law who operates an employment agency.

The hour detective-adventure series, *Mannix*, also will have a format change. Mike Connors will continue to star, but will now operate as an independent private investigator instead of as a member of Intertect, a highly specialized detective firm.

Three returning series will be moved to new time slots in the fall, the CBS-TV affiliates also were told. *Daktari* will go from Tuesday to Wednesday at 7:30 p.m. *The Beverly Hillbillies* will move from 8:30 p.m. to 9 p.m. on Wednesday. *Green Acres* shifts from 9 p.m. to 9:30 p.m. on Wednesday.

Also highlighting CBS-TV's fall schedule, according to Mr. Dann's presentation, will be some 40 cultural and entertainment specials and six new series. A new CBS news program, titled *60 Minutes*, will be presented on alternate Tuesdays.

Station line-up grows for WBC-TV special

The roster of TV stations carrying this week's Westinghouse Broadcasting Co. three-and-a-half-hour special on the racial crisis of the cities increased last week as WBC itself raised the tempo of its promotional efforts.

As of late last week, Westinghouse reported 55 stations, including WBC's five TV's, had scheduled the study, *One National Indivisible*, all in prime time. Of the 55 outlets, 33 will telecast the program today (May 20). All the WBC stations will carry the program at 7:30-11 p.m. local time (BROADCASTING, May 6).

The Westinghouse promotional effort covers periods both before and after the telecast. In the preprogram phase, ads were purchased in the *New York Times*, *Washington Post*, *Wall Street Journal*, *TV Guide* and in several trade magazines and spots were carried on all WBC TV stations. Additionally, WBC radio stations received a package of commercials (three 60's and two 30's) and Westinghouse's TV stations got three commercials, a 10, a 20 and a 60.

Post-program advertising (May 21)

includes full pages in newspapers in each of the WBC TV-station markets (Boston, Philadelphia, Pittsburgh, Baltimore and San Francisco) and in the *New York Times* and *Washington Post*. This ad, which refers to points made in the program by Rod MacLeish (WBC commentator and narrator on the program) as to how citizens can become involved to improve the crisis situation, also was supplied by Westinghouse to the 50 other stations carrying the show with suggestions for placing the ads locally.

Westinghouse said the 22 stations which will show the program on dates other than May 20 would schedule the telecast in prime time during the same week.

Ethnic stations call for code

Say standards of ethics

will help in urban crisis;

want better news operations

Adoption of a new "code of broadcast ethics" for the nation's continuing urban crisis, including self-censorship by networks and wire services of "language considered offensive by minority groups," was urged by nearly 100 representatives of Negro and Spanish-market radio management and talent at a meeting in New York Thursday (May 16).

They also called for "hiring and training more newsmen and women" to improve ethnic stations' frequent "rip 'n' read news policies," and for more screening of commercials "that might tend to constitute or aid in consumer fraud."

The seminar was called by Vice President Hubert H. Humphrey and the Community Relations Service of the Justice Department, at the initiative of the National Association of Television and Radio Announcers (NATRA). Other co-sponsors were the National Urban League and New York's Puerto Rican Forum.

Participants listened to several speeches, including a closing address by FCC Commissioner Nicholas Johnson, but they evidenced more energetic interest in two sets of seven workshop sessions running a total of three hours.

The tone of these sessions was at times passionately divided, with on-air personalities sharply critical of ethnic stations' news and commercial policies and managers more moderate in their criticism, or even defensive. Nevertheless, the conclusions were described as

the products of "consensus" by NATRA executive secretary Del Shields of WLIB New York.

Commissioner Johnson said Negro-oriented and Spanish-speaking stations have a unique opportunity to offer a healthy outlet for ghetto passions and frustrations that can otherwise explode in violence. The "angry voices of the ghetto will be heard," he said, "The only questions are when and how. If they and the problems which beset them are heard now, with your microphones, then they will not have to seek expression later, in violence, rebellion and terror."

He also said that the white licensee of a Negro-oriented station—and most licensees of such stations are white—has a special responsibility. He must constantly show that his station exists to aid and educate the slum dweller, not to exploit him and to "promote vigorous leaders who represent the community," not to limit access to the studios to "phony spokesmen" who represent only the station owner, the commissioner said.

Participants in the seminar's "program exchange" panel in the closed morning session were Robert F. Bell, general manager of WVON Chicago, Mark Olds, general manager of WWRL New York and Luis Romanache, program director of WADO, New York. Other speakers in the morning session were Ben Holman of the Community Relations Service, and Harry Novik, general manager of WLIB.

ABC sets six-part urban-crisis series

ABC News last week joined CBS News and NBC News in planning a series on America's urban crisis.

The Institute of Life Insurance, through J. Walter Thompson, both New York, is sponsoring a CBS News series on urban crisis, and AT&T through N. W. Ayer & Son, both New York, is sponsor of the NBC News specials.

The six one-hour specials to be presented by ABC News in June and July will deal with America's poor, last summer's riots, police prejudice, the third generation of immigrants and racism in suburbia. The first special, *Bias and the Media*, is scheduled for June 27 (10-11 p.m. EDT). No sponsor has been announced for the series.

CBS News will present three one-hour TV specials (10-11 p.m. EDT) dealing with the growth and decay of U.S. cities, steps being taken to cure current ills and the cities of tomorrow, on June 24, 25 and 26 (BROADCASTING,

April 8). The first telecast, *A City Is to Live in*, will study the effects of pollution, the transportation maze and poverty.

In a separate project, CBS-TV will also present six one-hour and one half-hour programs on "Black America" on Tuesday nights (10-11 p.m. EDT) this summer. (CLOSED CIRCUIT, April 29). The programs will seek to trace the history of the Negro and relate it to his place in America today and will be seen on consecutive Tuesdays from July 2 through Aug. 20, except for Aug. 6.

NBC News will examine the urban crisis in the U.S. in a series of four specials, two to be telecast this fall, and two early next year. The programs will show the nature of what is happening to the cities, and what the cities mean to noncity dwellers. They will also state the problems that plague big cities and look at some answers being suggested and tried.

WLAC-TV sets up national program arm

WLAC-TV Nashville has announced formation of 21st Century Productions, a new operating division of the station that will produce television programs for the networks and syndication, TV commercials for national advertisers and motion pictures for theaters.

Roy A. Smith, vice president and director of operations for WLAC-TV, has assumed additional duties as general manager for 21st Century Productions.

Mr. Smith is a founder and past president of the National Association of Television Program Executives, an organization for the study and improvement of TV programing on a local and national basis.

Milton H. Lehr, TV and motion picture producer-director who has worked mainly in Europe during the past 18



L to r: Mr. Smith; T. B. Baker Jr., executive vice president and general manager of WLAC-TV, and Milton H. Lehr.

years, has been signed by the new production firm.

Already in production under the 21st Century banner is *The Ray Anthony Show*, 26 one-hour shows in color being filmed at the Miami Hilton Plaza hotel, and *The Stan Hitchcock Show*, a contemporary country-music program, being produced in Nashville.

In Nashville, production is being carried on at WLAC-TV's new facilities with 35mm and 16mm film equipment currently available. Full TV facilities for live and video tape will be available this summer.

Daniel, Reardon meet head to head

The attempt to bridge the gap between two absolute constitutional guarantees, the First and Sixth Amendments, again provided the basis for a confrontation between advocates for free press and fair trial. But the debate's site, Washington's National Press Club, and an audience loaded with newsmen could hardly be considered neutral.

The antagonists—E. Clifton Daniel, managing editor of the *New York Times*, and Paul C. Reardon, associate justice of the Massachusetts Supreme Court and chairman of the American Bar Association's committee that drafted the new fair-trial guidelines—had each previously presented formal papers on their respective positions (BROADCASTING, May 13, 6). In the opening of the debate last Thursday (April 16), time was provided each to rebut statements in the earlier papers.

Mr. Daniel, replying to Justice Reardon's charge "that a great deal of reporting on criminal matters is careless, imprecise and inept," said the same terms can be applied to the administration of justice in this country. However, he admitted that training of crime-news reporters and pooling arrangements to cover notorious cases were not bad ideas. Mr. Daniel argued that restraints on pretrial publicity should be reached by voluntary agreement, "not imposed on the press by the bar and the bench." He termed the ABA's new rules as "presumptuous" and, "in all probability, unconstitutional."

In his rebuttal, Justice Reardon reminded the audience that the guidelines are "thrust mainly at lawyers as officers of the court and the enforcement agencies." Commenting on Mr. Daniel's statement that the previous ABA code had not been enforced and the new one was unlikely to be, Justice Reardon said the new guidelines eliminate vagueness in language and present a readily enforceable guide. To the charge that the new code "uses a sledge

hammer to kill a gnat," he replied that although the number of prejudiced cases are a small percentage of the total, these "test the very fabric of our judicial system by placing the most stress upon it."

Oswald Case — Questions from the floor, mainly directed to Justice Reardon, provided several thorny issues. Could the alleged assassin of Dr. Martin Luther King Jr. be guaranteed a fair trial? The judge replied that he probably could not, citing the similar problem with Lee Harvey Oswald, the assassin of President Kennedy. But Mr. Daniel thought that Oswald could have been given a fair trial, and indeed was found guilty by the Warren Commission. Another newsman expressed the fear that the new code would grant absolute power to the courts, leading to absolute corruption. He cited the problem of civil-rights cases in the South, especially in local courts, and the fact that many judges must run for office and thus have affiliations with local bases of political power. Another newsman pointed out that the Sixth Amendment guarantees not only a fair trial but a public trial, and closing of part of the trial to news media would hinder the public's right to know.

In their closing remarks, both debaters reinforced their original positions. Justice Reardon did not back down from the conclusions of the ABA's three-and-a-half-year study; Mr. Daniel made it clear that what he termed "news management by the bar" was totally unacceptable.

WTTG(TV) Washington taped the debate for its *Face to Face* series and was to show it last Sunday (May 19). The program was produced in cooperation with the American Enterprise Institute and was the first of the National Press Club's "Town Meetings." Other Metro-media stations and the Eastern Educational Network will also carry the show. It was sponsored in Washington by the National Savings and Trust Co.

All's quiet on the pot front

House Investigations Subcommittee staff offices, always a hush-hush scene, seemed abnormally quiet last week after the rumblings and detonations of the previous week, when the panel held open hearing on charges that WBBM-TV Chicago had staged a marijuana party that it had aired as a spontaneous event.

Nowhere was there word on the subcommittee's next moves. Even Subcommittee Chairman Harley O. Staggers (D-W.Va.) would make no predictions. Last Wednesday (May 15) he



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CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	2.00	2.30	2.65
SEATTLE—PORTLAND	19	3 hrs. 25 mins.	2.10	2.45	2.75

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told BROADCASTING that dates had not been set for any further developments and that he could not even speculate on what those developments might be. He said there had been no opportunity to discuss the matter with other subcommittee and staff members.

CBS Conflict ■ It was understood that the hearing held May 9 and 10 (BROADCASTING, May 13) was originally planned for last week but held sooner at the request of CBS executives so as not conflict with an affiliates meeting (see page 50).

It is also known that there is some question within the parent Commerce Committee and staff as to what the two-day grilling of the CBS chain of command actually accomplished, although it is not expected that the subcommittee will rest its case with the public testimony heard thus far.

On the basis on that testimony an attorney who had been present observed that if the matter had been a criminal proceeding and "if that was the best case the prosecution could come up with," he would have moved that the judge direct the jury to return a verdict of not guilty.

Meanwhile, other committee business could indicate a considerable delay before the subcommittee resumes its quest into news-staging charges generally and the WBBM-TV case specifically.

The Past Week ■ The full committee met in closed session Thursday on pending nonbroadcast legislation and it was reported that this week the full committee will take up railroad-safety legislation. (Full-committee action pre-empts formal subcommittee activity as Mr. Staggers is chairman of both bodies.)

And any possible strategy conference on the pot-party probe earlier last week was pre-empted by the West Virginia primary elections. Mr. Staggers was one of two West Virginia congressmen who were opposed for renomination. Both won renomination by wide margins.

Here come the candidates

Presidential hopefuls Hubert Humphrey, Robert Kennedy, Eugene McCarthy, Richard Nixon, Ronald Reagan, Nelson Rockefeller, Harold Stassen and George Wallace will be guests on *The Next President?*, the first of David Frost's syndicated TV specials.

The British TV personality and author will interview each candidate in the 90-minute show produced by Westinghouse Broadcasting Co. in association with David Paradine Productions. WBC said the show is scheduled for release this month.

Golden Globes are dimmed by NBC

NBC-TV, which has presented the Hollywood Golden Globe Awards ceremony for the past four years, will not carry the program next year. A network spokesman said NBC-TV will not exercise its option on the awards program, which is presented by the Hollywood Foreign Press Association for various categories of performances in motion pictures and television. He refused additional comment.

The awards ceremonies and their telecasts have come under fire from the FCC, which said NBC had not adequately supervised the procedures used in selecting winners (BROADCASTING, May 6). The 1968 Globe awards telecast was on NBC Feb. 12.

Peanuts, Yankees are campaign competition

Candidates using television are battling for viewer attention with a lot more than just their political opponents. They must use the medium imaginatively to win interest as well as votes.

The Broadcast Advertising Club of Chicago got this message last week from a panel of three speakers with campaign experience, including Eugene Case of Jack Tinker & Partners, New York. Tinker handled the Rockefeller for governor campaign in 1966.

Mr. Case, displaying several of the governor's TV commercials, recalled that "like all candidates, we were running against Peanuts and good old Charlie Brown, the New York Yankees and the war in Vietnam, and *Bonanza* and Ed Sullivan."

Mr. Case explained that the influence of broadcasting on politics "can be and should be to make politics less dull—to jar the voters out of their apathy, to threaten their prejudices and preconceptions about men and issues. That is the role we assigned to the broadcast media in 1966 and it is our little fantasy that we succeeded."

Irving Gerson, president of Gerson, Howe & Johnson, Chicago agency which handled the Senator Charles Percy (R-Ill.) campaign in 1966, told how concentration in television helped to "sell the man" while Mr. Percy's speeches dealt with the complex issues. He described TV's political impact as "revolutionary."

William E. Roberts, partner in Spencer-Roberts & Associates, Los Angeles, which handled the Reagan for governor campaign in 1967, was not able to attend but his talk was read by WKB-TV

Chicago newscaster Joel Daly. Mr. Roberts told how the mass media helped actor Ronald Reagan demonstrate to the public he was qualified for the state's highest office through positive public relations.

Reeves plans two-day video-tape workshop

From 9 a.m. to midnight daily on Sept. 24 and 25, approximately 350 invited representatives of advertising agencies, production companies and schools and universities will gather at the Hotel Roosevelt in New York for a workshop on video-tape production. (CLOSED CIRCUIT May 13).

The two-day workshop, which will cover about 30 hours of instruction, is being organized by Reeves Sound Studios, New York, with the support of a group of major manufacturers, including Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp. and RCA. The undertaking is called "Production '69: a Shirtsleeve Workshop in Television Techniques."

Parallel sessions will be conducted throughout the workshop in two areas: commercials and shows, and education and training, with students choosing their area of interest. The evening session will be joint meetings.

The instruction agenda includes day sessions in applications and creativity in tape production; use of cameras, recorders and video tape; working demonstrations in lighting, sound recording make-up, electronic editing, video mixing and sound mixing.

There will be two night sessions, spotlighting industry officials discussing production and costs and future concepts. Both of these sessions will be open for comments from the floor.

Additional information may be secured from Grey Hodges, marketing director, Reeves Sound Studios, 304 East 44th Street, New York 10017.

EBS facilities provided to radio and TV outlets

The FCC has adopted rules aimed at simplifying the emergency operating procedures of AM, FM and TV stations by making available to them facilities of the Emergency Broadcast System (EBS). In addition, the commission has made it possible for EBS facilities to be made available for an expanded number of emergency situations, including civil disorders.

Previous requirements, concerning emergency broadcast notification and

submission of copies of broadcast operations during the period of emergency operation. have been deleted by the commission. Operating privileges, such as full use of daytime facilities during night-time hours by AM's during emergency situations, have been retained, however. Operations must still be carried out on a noncommercial basis and broadcasters may still utilize point-to-point messages upon request of public officials.

Besides civil disorders, some of the other emergency situations for which EBS facilities may be used in the new listing include tornadoes, tidal waves, discharge of toxic gases, industrial explosions and power failures.

The new uses of EBS facilities do not involve activation of the national EBS which may only be initiated by the President in times of national crisis.

Primaries, Paris talks offered no big news

Few surprises materialized for the legions of newsmen who trekked to Nebraska to cover last Tuesday's (May 14) presidential primary. The peace talks in Paris provided even less news: By Thursday evening (May 16) the stars of the NBC-TV and CBS-TV news programs—Huntley-Brinkley and Walter Cronkite, respectively—had returned to the U.S. from Paris.

In covering the Nebraska balloting, ABC News interrupted regular TV programming and projected Senator Robert F. Kennedy (D-N.Y.) the winner of the primary at 9:40 p.m. EDT. The network interrupted again at 10:23. At 11:30 it presented a 15-minute special. ABC Radio carried primary results during its regular news programs.

CBS News projected Senator Kennedy's victory at 9:30 p.m. EDT. Another news bulletin was presented at 9:44 and a half-hour special was aired at 10 p.m. CBS Radio updated election proceedings throughout the evening and at 10:45 p.m. EDT presented a 15-minute special on the Nebraska primary.

NBC News predicted a Kennedy victory at 9:05 p.m. EDT on TV, making it last week's winner of the weekly primary projection sweepstakes. NBC-TV also presented three five-minute reports at 9:13, 9:54 and 10:40 and a half-hour special at 11:30 p.m. EDT. NBC Radio presented five-minute summaries every 30 minutes from 9:15 p.m. to 12:15 a.m.

The Paris talks between North Vietnam and the U.S. were not as fecund a news source earlier publicity would have led audiences to believe. Diplomacy between the two nations took a decidedly secretive turn quite early, so several of the principal network newsmen returned to New York.

Barand puts you in the driver's seat

When ABC-TV presents an hour color special in June on the celebrated husband-wife auto racing team of Craig and Lee Breedlove it will have more significance than just another one-shot program for sports addicts. It will be an audition for—it is the pilot of—a projected series of 13 one-hour specials, each to be not only the profile of a racing champion but a racing sport. The planned series, called *The Racers*, would include programs on airplane racing, motorcycles, compact cars, hydroplane boats, Indianapolis 500-type cars, sports cars, stock cars, drag boats, Grand Prix-Formula I cars, ocean runabouts, dragsters and Aquamerica-style boats.

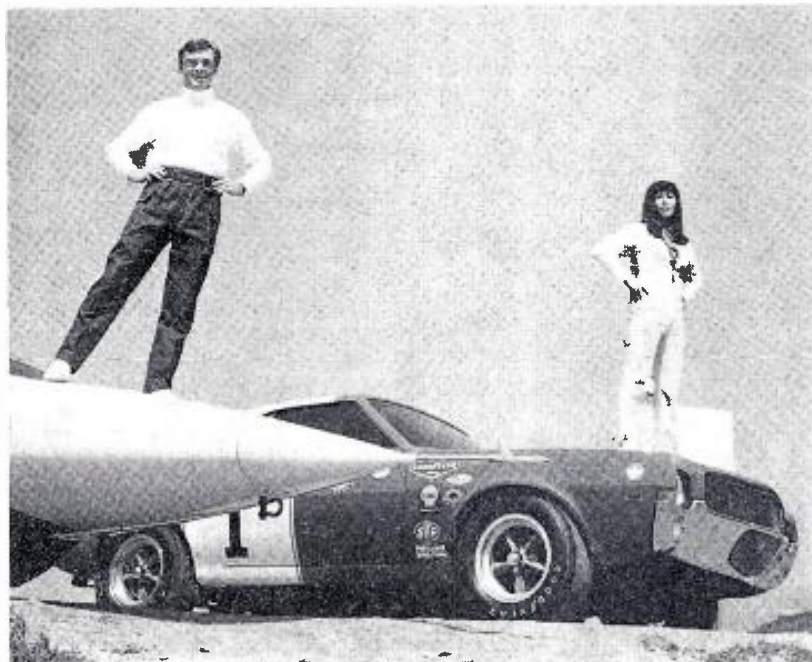
The project is the work of Barand Productions, a Hollywood-based company started two years ago by lawyer Barry Scholer and sports programs director Andy Sidaris. Barand has produced a number of sports events for ABC's *Wide World of Sports* and turned out 13 syndicated half-hours of *The Professionals* for Warner Bros.-Seven Arts Inc.

Mr. Scholer, who is producer of the new project, has spent over a year trying to sell the concept of a series of racing specials to the three networks. He was told to sell the idea to advertisers first. That's what he has done, having enlisted American Motors Corp., The Goodyear Tire & Rubber Co. and Shell

Oil Co. as sponsors of at least the opening special, which will be shown by ABC-TV on Saturday, June 8, 4-5 p.m. PDT.

The hour has a production budget of \$75,000 and was actually geared for a prime time slot. Messrs. Scholer and Sidaris, who say they were inspired by the camera techniques used in the motion picture "Grand Prix," are attempting to have the camera take a subjective point of view so that viewers can identify closely with the driver of the racing vehicle, react to his wheels and pedal action, be in on his positioning strategy, and get to know the guys in the pit crews. The first program was filmed in various places around the country for three weeks beginning last March. The original color footage—about 40% of the total footage used on the program—will be combined with home movie footage and still photographs of Craig and Lee Breedlove and with stock footage of their world land speed record attempts and performances.

The three advertisers are licensed to sponsor the program for the first run and a rerun. Barand Productions has retained foreign distribution rights with the knowledge that racing of all kinds is followed avidly in other parts of the world. Reportedly, ABC Films is already negotiating to distribute the program—and possibly series—outside of the U.S.



Craig and Lee Breedlove survey an expanse of beach atop their dynam-

ic vehicles, the "Spirit of America" (l) and the new AMX.

Program notes . . .

Japanese alliance ■ Filmmation Associates, Los Angeles, has completed negotiations with Japan's Toho Ltd. to co-produce an animated television series and also a full-length live action-animation theatrical feature. The television series, aimed for 1969-70 season, will be based on the monster character of Godzilla, which Toho has used in six science-fiction motion pictures.

More holiday specials ■ Television's King Family has been signed for seven one-hour holiday specials to be produced for first-run syndication during the 1968-69 season. North American Television Associates, Hollywood, will produce the new series in association with Kingfam Productions. The new series, already sold prior to their release to the Metromedia stations, is a follow-up to of five King Family specials now syndicated in some 90 markets.

New service ■ Universal Publicizers Inc., Chicago, has introduced a new local commercial production service for TV stations based on 15-second comedy lead-ins for all types of stores and sponsors. Produced in color, the film

also serves as retail presentation with introduction by Jim Ameche.

H-B goes live ■ A completely live-action series of TV program inserts, the company's first, has been set for production by Hanna-Barbera Productions, Hollywood-based programming arm of Taft Broadcasting. Called *Danger Island*, the program will be in serial form and will consist of 18 ten-minute filmed segments. It will be used as part of a live-animated Saturday morning hour that Hanna-Barbera is producing for NBC-TV next season with Kellogg Co. sponsoring. The hour series, reportedly budgeted at \$5 million, will combine animation and live action on each program. It's tentatively titled *The Banana Bunch Adventure Show*.

Consecutive ■ CBS News's three-part documentary *The Cities* will be broadcast on consecutive nights, Monday, Tuesday and Wednesday, June 24-26 at 10-11 p.m. EDT. Originally, the news special, sponsored by the Institute of Life Insurance, through J. Walter Thompson Co., had been scheduled for three nights over a two-week period.

New series ■ R. W. Bacon Co., 41 Jerome Avenue, Bloomfield, Conn., is

producing a new 13-week radio series *Traveling . . . with Bob Bacon*. The five-minute features deal with the people and places of both domestic and international travel, with particular attention to family travel. The series is designed for use five times each week and slanted for sales to travel-oriented clients.

Guest announcers ■ Metromedia Television's syndicated *The Woody Woodbury Show* introduces a new format this month with celebrities appearing as guest announcers on the strip series. The celebrity announcers will deliver commercials as well as announce the star's entrance and handle the show's billboard. Guest announcers already signed for an appearance are Andy Devine, Elsa Lanchester and Abby Dalton.

Expanded late news ■ In the intensely competitive Los Angeles market, where most TV stations have at least one hour early evening newscasts, KNXT(TV) also has expanded its late night news coverage. The CBS-owned station has put an open-end policy on its Monday through Friday *Eleven O'Clock Report* news broadcasts, which traditionally had operated under a 30-minute format. New individual news broadcasts will end whenever the events of the day have been fully reported. The format has been in effect for several weeks, with most late night news broadcasts running about 40 minutes.

Iron Curtain talk ■ Bob Grant, telephone-talk personality for KLAC Los Angeles, is in Czechoslovakia taping conversations with university students. Mr. Grant has taken along selected tapes of previously aired conversations between typical outspoken Los Angeles citizens and various KLAC talk personalities. Through interpreters, Mr. Grant hopes to solicit Czech student reactions to these radio-talk dialogues and to establish an exchange of viewpoints.

Coast Gig ■ National Educational Television beginning yesterday (May 19) is presenting four weekly specials on the 1967 Monterey Jazz Festival. Produced by KQED(TV), San Francisco, shows feature Dizzy Gillespie, Mel Torme and others.

Record TV harvest

Writers Guild of America reports a record year in gross revenues from television. For the year ended April 30, the guild collected \$5,044,312, 58% more than \$3,191,895 for the similar 12 months of the previous year.

According to the guild, the current residuals flow indicates a still further increase in total revenues. Collection for April of this year is some 150% more than the comparable month last year.

Radio, TV play strong roles in state houses

Governors are more actively pursuing radio and television news coverage, but they may end up enjoying it less. Those are conclusions of a state-by-state survey of gubernatorial relationships with the electronic media conducted by Dr. Thomas F. Baldwin, assistant professor of television and radio at Michigan State University, and Lowell Newton, news editor at WXYZ-AM-FM-TV Detroit.

Governors value radio-TV coverage, the researchers note, as "a direct, personal means of reaching the people." And to attract such coverage, almost half (23) of those responding to the survey questionnaire (47) reported that they have personnel with radio-TV backgrounds on their staffs. (In fact, one governor—Tom McCall of Oregon—has 15 years' experience as a working radio-TV journalist.)

Further, those states with the best physical facilities for meeting broadcasters' special needs are likely to attract the best coverage, even in states with a smaller number of large-news-staff stations. Facilities provided at the better-equipped governors' offices include acoustically engineered studio-conference rooms,

special lighting, loading rooms for film and equipment-storage space.

Comparison ■ Broadcast newsmen, tend to suffer in comparison with their print-media competitors, the report observes.

The broadcast journalist "is usually younger, less experienced, and has much less time to give a single story than his newspaper or wire-service colleagues," it's noted. But paradoxically, the remedy for this may render some governors less-enthusiastic about broadcast coverage.

It will be interesting to see, the report continues, if the governors' favorable attitude toward broadcast coverage as a direct pipeline to the populace will continue as broadcast newsmen "become more sophisticated reporters."

As background knowledge of state government improves and foreknowledge of specific issues increases, the report speculates, "questions will become sharper and editorial prerogatives more likely to be exercised. The film or tape that once was run whole may be cut and pieced. The bigger stations, properly staffed, may become less an open 'direct channel to the people.'"



The Year-'Round Lavalier



E-V Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a "nesting" principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms . . . almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!



Normal trade discounts apply to list prices shown.

Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!

- high fidelity systems and speakers • tuners, amplifiers, receivers
- public address loudspeakers • microphones • phono needles and cartridges • organs • space and defense electronics



ELECTRO-VOICE, INC., Dept. 581BR
660 Cecil Street, Buchanan, Michigan 49107



Spectrum research abounds

NAB requests detailed information on local programming, warns against wired television

If broadcasters hear another rap at the door or read another specialized mailing piece, it's probably just a research man wanting some information.

Never before have there been in such a short period of time so many asking so much of so few. And the hectic questioning is geared toward presenting early answers to what broadcasters fear is a potential spectrum grab inherent in studies now underway by the President's Task Force on Telecommunications.

At the hub of this activity in recent weeks has been the National Association of Broadcasters. It's already cooperating with a program study being conducted by a task force-commissioned research firm, Spindletop Research Inc. (CLOSED CIRCUIT, May 13). But it's also soliciting on its own a comprehensive set of answers from selected TV stations (about 100) regarding locally originated programming and what it costs.

This information will be made part of an NAB-sponsored study on program diversity conducted by Herman W. Land Associates, New York (BROADCASTING, May 6). The study will attempt to ascertain what diversity of

programming is now available to the public and how it is distributed.

Replies Expected ■ But NAB wants the information in a hurry, by May 27. And it's understood that the Association of Maximum Service Telecasters, All-Channel Television Society, Television Information Office, National Association of Educational Broadcasters and the Television Bureau of Advertising are encouraging full cooperation from their members.

In a May 10 letter sent out under the signature of NAB President Vincent T. Wasilewski selected stations have been asked to cooperate with the "crash [Land] study" by providing a report on local programming for 1967. The report will cover programming in each of the following categories: community and public affairs, educational, editorials, religious, cultural, agricultural and entertainment.

The stations are asked to list each program by name with a description as well as "any evidence of impact"—press clippings, letters, community action, including rating and audience information. "Mr. Land would appreciate more detail on any particular undertaking(s)

you feel deserves special note." the letter says.

News Angle ■ In addition NAB wants a separate report on station news operation—scheduling, length, staff and operations. If a station is doing more news now than before, it's asked how that coverage differs and "why the new emphasis." If the news operation is going to be expanded, the station is asked why and what it plans to do.

NAB further wants an estimate on the cost of the news and public affairs operation and whether the station is in a "breakeven, profit or loss position in that connection."

Other information sought includes market size, types of service in the market, whether the station is network affiliated or independent, how long it's been on the air and its net weekly circulation.

The information being requested followed almost to a "T" that sought by Spindletop. But it's understood that whatever use is made of the survey in connection with the Land study, the reports (and they're bound to make a voluminous package) will provide NAB with its first real look at the extent of local TV programming and probably will have some future use above and beyond the spectrum fight.

Considering Wired Television ■ While station officials are poring over their records, they might have time to read a second NAB letter, also sent May 10 to TV members. That provides a reprint of a study which was presented last September at an Airlie House conference on the use and regulation of the radio spectrum (BROADCASTING, Sept. 18, 1967). That study proposed a "wired city" television concept with purportedly better quality TV reception and more diversity at less cost.

The letter says: "NAB and other organizations are concerned that we may be witnessing the development of a high-level effort to phase out broadcast television and phase in wired television." It further notes that the Land study is designed to explore ideas embodied in the wired city report.

If the stations involved in the Land study cooperate, the letter says: ". . . We may be able to develop facts which will lead the President's task force . . . to conclude that merely increasing the number of outlets does not necessarily lead to increased diversity and 'quality' in television programming, and that in a transition to a wired system, much public benefit that is unique to over-the-air broadcasting would be irretrievably lost."

NAB claims that the wired city concept would not be an outgrowth of

Why no engineers on task force?

The President's Task Force on Telecommunications Policy may arrive at erroneous conclusions because there are no technical engineers among its members. This omission was mentioned twice last week during sessions at the annual convention of the Armed Forces Communications and Electronics Association in Washington.

Lawrence A. Hyland, vice president and general manager of Hughes Aircraft Co., called attention to the fact that the task force has only two members who have any technical background, and only one is a communicator.

"Admitting the vital need for participation by legal, political and diplomatic experts," Mr. Hyland said in a speech accepting AFCEA's distinguished service gold medal, "it is equally necessary for a substantial

number of technologists to be represented on such a committee to elucidate, project, interpose and judge on the facts relating to the future of communications, and to have a vote in the policy determination."

A similar point was made by Cole A. Armstrong, deputy director of the Office of Telecommunications Management.

"My own prediction," Mr. Armstrong said, "is that economists and lawyers alone can't succeed; in fact they're likely to come out in worse shape than we're in now. A multi-disciplinary approach is certainly needed but the nature of the technology demands a predominant engineering approach to the systems problems, using the most sophisticated tools of operations analysis before and not after the decisions are made."

CATV, but a "planned and probably subsidized development" employing the largest common carriers "within existing patterns of wire distribution."

Lineless CATV moves closer in New York BID FOR NATIONAL SERVICE EXPECTED TO BE DENIED

All set sales ahead of '67 pace

TV and radio set sales by distributors to dealers for the first two months of this year were all plusses compared to the same period in 1967, the Electronic Industries Association has reported. Color TV and FM sales particularly moved briskly upward this year.

Color TV sales were up 30.3% for the month of February, and 29.9% for the first two 1968 months compared to the same periods in 1967. Black-and-white TV sets rose 7.2% for February, and by 1.2% for the two months.

In the radio field, home receiver sales in February were up 12% and cumulative sales were up 7.5%. Auto sales moved up 17.6% for February, and 10.4% for January-February.

A real surge took place in FM radio sales; home FM jumped 26.7% for February and 11.1% for the two months; auto FM was one-third higher in February and was up 41.2% for January-February combined.

EIA cumulative figures for the two months of the year:

	Jan.-Feb. 1968	Jan.-Feb. 1967
Color TV	870,989	670,383
Monochrome TV	837,565	827,236
Total TV	1,708,554	1,497,619
Home radios	1,642,867	1,528,880
(with FM)	(520,926)	(468,893)
Auto	1,518,921	1,376,241
(with FM)	(154,833)	(109,686)
Total radio	3,161,788	2,905,121

EIA group urges action on domestic satellite

A call for fast action in establishing a domestic-satellite telecommunications system was made last week by an electronics group. The satellite telecommunications subdivision of the Electronics Industries Association, in a policy statement, urged "aggressive pursuit and implementation" of a domestic system.

The committee also called on the Office of Telecommunications Management to study propagation conditions involved in the sharing of frequencies between satellite systems and terrestrial systems, and also to experiment in determining the utility of frequencies above 10 gc.

John H. Gayer, General Electric, is chairman of the subdivision.

The FCC was reported moving last week toward conditional approval of a request for permission to provide virtually cableless CATV service to a portion of New York City on a commercial basis. The order would also provide for commercial service to two unspecified rural areas.

However, a request for a rulemaking proceeding aimed at making such service available nationally apparently will be denied, at least for the time being.

Both requests were filed by Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a CATV system serving upper Manhattan.

At issue is Teleprompter's revolutionary proposal to use the 18 gc (18,000 mc) band in place of cable trunk lines for short-haul CATV relay service. The company, which was authorized by the commission two years ago to test the concept in New York, requested permission 18 months ago to operate the system commercially.

Action on that request, as well as on the rulemaking, proposed in February 1967 (BROADCASTING, Feb. 6, 1967), has been delayed by a controversy over whether the 18 gc band should be reserved for use in domestic communications-satellite service.

Finishing Touches ■ The commission is believed to be putting the finishing touches on a document that would resolve the conflict by permitting Teleprompter to make commercial use of the system in New York on the condition that the company agree to adapt its system to give up the 18 gc band if it is eventually required for satellite service.

In its impending decision to deny the request for rulemaking, the commission reportedly will specify that the denial is without prejudice to reconsideration of the proposal at such time as policy has been established on the development of domestic communications-satellite service.

This denial would be a disappointment to Teleprompter and Hughes, since they could profit from a proliferation of CATV companies using their system. They have formed a subsidiary, Theta Communications, to make and market the electronics equipment that would be used. Thetacom also owns the commercial rights in the microwave system that is the subject of the FCC order.

Commission approval of the New York operation is said to be conditioned also on Teleprompter applying for experimental authorization for two rural areas of different physical char-

acteristics. Teleprompter, in its application, had indicated it would seek such authorizations. The commission, reportedly, would permit the tests to be conducted commercially.

The commission is said to be making 224 mc of space available for the commercial operations. This is half the amount Teleprompter had proposed be allocated to the service.

Company's Contention ■ The Teleprompter proposal, which has impressed commission engineers, is heralded by the company as a means of eliminating the dangers and inconvenience of installing underground cable ducts in densely populated urban areas.

But observers also point out that, by eliminating the need for primary trunk cable lines to link a CATV headend plant to distribution points, the system would sharply reduce CATV costs—or would, once the cost of the necessary equipment, which will not be inexpensive, is reduced through quantity production.

This factor is regarded as likely to open sparsely settled areas to CATV operators who now avoid them because of the high cable costs involved. By requiring Teleprompter to demonstrate its system in two rural areas, the commission's impending decision provides for a test of that theory.

In urging the commission to lift the restrictions on commercial use of its system in New York, Teleprompter said it should be given the opportunity of demonstrating, in the market place, whether "the frequencies and engineering practices meet the practical specifications for public acceptance. Such data constitutes a significant part of this experiment."

Other Uses ■ Observers point out that the system, employing a broad band of spectrum, could be used for more than relaying television signals. Data transmission is among other services that presumably could be accommodated.

This was pointed out by an application for an experimental research in millimeter waves, which would provide essentially the same kind of service as the Teleprompter system, and which was filed with the commission last week by the Chromalloy American Corp., of West Nyack, N. Y.

Chromalloy American, which gave a public demonstration of its system in New York last month (BROADCASTING, April 22), has requested permission to experiment on the 10.5 gc, 14 gc and 42 gc bands. It plans to conduct the tests from a mobile station within 50 miles of Roslyn, N. Y.

Chromalloy American said its de-

velopmental program is designed to result in simplified electronic equipment to be used to transmit extremely broad bands of information, including 12 television channels, high-speed digital data, education by television computer output data and various combinations of industrial control data.

New York Experiment ■ In Teleprompter's New York experiment, the signals of 12 or more New York City television and FM stations are relayed. The signals are picked up off the air from the transmitters atop the Empire State Building, then beamed from a transmitter in upper Manhattan to antennas on the roofs of two apartment buildings, one two miles away from the transmitter, the other six miles away. The signals are reconverted to their original channels and fed to receiving sets in the building by cable lines.

Teleprompter, in urging the commission to institute a rulemaking to permit nationwide use of the system, said that "this super-high-frequency region of the spectrum is both feasible and desirable for the establishment of a new radio service. . . ."

Technical topics . . .

Catalog offer ■ Anaconda Electronics Co., Anaheim, Calif., formerly Anaconda Astrodata Co., has a new CATV product catalog on the company's CATV products and services.

EMI color camera ■ Electric & Musical Industries Ltd., London, announced sales of over \$7.5 million of its type 2001 color television camera, used extensively during the Winter Olympics. The BBC has purchased more than 50 cameras, and the total sales figure includes more than 100 units, the company said.

Filming a TV ■ Jerry Ansel Productions, New York commercial producer, has developed a 35 mm. television camera that films images from a television set without a phase bar or interference. The new camera operates at 30 frames per second. Ansel used the camera to produce a three-and-one-half minute commercial for Doyle Dane Bernbach on Sylvania Electric Products' new color television-slide projector set.

ETV contract ■ The Maryland Educa-

tional-Cultural Broadcasting Commission has awarded Industrial Engineering Inc. of Baltimore a \$1.25-million contract for construction of the new Maryland Center for Public Broadcasting. The 47,500-square-foot facilities, to be located on 20 acres of the Gwynnbrook State Game Farm property at Owings Mills, will include a 1-mw transmitter for WMPB-TV.

Recorder installed ■ Reeves Sound Studios, New York, has installed a slow-motion, stop-action, reverse-motion video recorder first developed by Ampex for ABC-TV sports broadcasting.

Grey preamplifier ■ The Grey Research and Development Co. Division last week announced the addition of model 602-I.M.P. impedance matching preamplifier to its line of broadcast products. It is priced at \$59.75 F.O.B. East Hartford, Conn., and will be available for late April deliveries.

Entron names Emery ■ Entron Inc. of Silver Spring, Md. has named Emery Advertising Corp. to handle its advertising, sales promotion and public relations programs. Entron has been in

FINANCIAL REPORTS

Metromedia stock split okayed

Stockholders approve two-for-one proposal as well as new issues of common and preferred

Metromedia Inc. shareholders have approved a two-for-one split of common stock and plans to increase the number of outstanding shares of both common and preferred stock.

At their annual meeting in New York last week shareholders voted overwhelmingly in favor of a plan approved earlier by Metromedia directors (BROADCASTING, March 25) which calls for a two-for-one split of common stock in the form of a 100% dividend, payable June 14 to stockholders of record May 23. In addition, there is to be an increase in the authorized number of common shares from 3.5 million to 10 million, and an increase in the shares of preferred stock from 70,000 to 500,000. There are no present plans to issue the shares.

John W. Kluge, Metromedia chairman and president, told stockholders the availability of additional preferred and common stock "will aid acquisitions and future capital requirements."

He said the recent acquisition of *Playbill*, theatrical magazine, and its printing facilities would serve as an "excellent springboard" to a number of new activities for Metromedia, as well as cutting down the company's print-

ing costs.

Mr. Kluge said sales for the second quarter of 1968 were better than those during the comparable period in 1967. It had been reported earlier that the company's sales for the first quarter were 140% above the comparable period in 1967 (BROADCASTING, April 22). Metromedia is a group broadcaster and among its diversified holdings are interests in TV program production and distribution.

Outlet foresees higher revenues and earnings

The Outlet Co., Providence R. I., group station owner and cable system owner and department store operator, announced Wednesday (May 15) preliminary estimates of revenues showing an increase of about 12.5% for the quarter ended April 30. Final figures were not available, but net earnings and earnings per share were expected to be substantially higher than last year, Joseph S. Sinclair, Outlet president, indicated. Last year's revenues were \$56.4 million, and net earnings were

\$1.9 million (BROADCASTING, April 22).

Stockholders elected Harvey White, president of Puritan Aerosol Corp., Berkeley, R. I., as a director, succeeding George O. Griffith, Outlet chairman, who has reached mandatory retirement age. Mr. Sinclair was elected board chairman and remains as president.

Mr. Sinclair announced the appointment of James M. Brown, former manager at Outlet-owned KSAT-TV San Antonio, Tex., as vice president in Outlet's broadcasting division and general manager of KSAT-TV.

Interpublic refinances debt, obtains capital

The Interpublic Group of Companies Inc., the troubled \$700-million-a-year advertising complex, finally found succor in the form of refinancing from New York's giant Chase Manhattan Bank.

In a terse statement that Interpublic officials would not comment further on, Robert E. Healy, the corporation's president, last week announced that his company had arranged a "total" financial package "which refinances existing bank debt and provides additional working capital."

The arrangement with Chase Manhattan apparently solves the financial problems of the company, which reportedly needs about \$5 million for

the CATV engineering and manufacturing field since 1952. Advertising efforts will be directed at the CATV market.

New color monitor ■ A new transistorized, high performance color broadcast monitor has been produced by Ball Brothers Research Corp. The new monitor is designed to solve the basic studio engineering problems of placement and accessibility of controls. Featuring a 14-inch display, the monitor fits into compact EIA rack space. An extendible printed circuit control card is located behind the front control panel to aid in accessibility to the monitor's controls. The unit also comes with slide guides attached for rack mounting or may be mounted in a 19-inch equipment cabinet.

Cartridge loader ■ Lauderdale Electronic Labs Inc., Fort Lauderdale, Fla. is manufacturing a high-speed cartridge loading device for radio-TV stations and music duplicating studios. The Kartwinder II, winds tape onto a cartridge reel at 220 inches per second.

Other features include variable speed winding, automatic tensioning, and a push-button operation.

Second Circuit backs FCC on presunrise

A federal court in New York has sustained the FCC's presunrise rules, turning down 30 broadcasters who claimed they were being discriminated against. Fourteen other broadcasters backed the commission.

The unanimous U. S. Second Circuit Court of Appeals decision, found for the FCC in all respects. It turned down arguments that the commission's June 1967 judgment was arbitrary and capricious, that it violated the Communication Act's provision regarding interference among stations and the distribution of frequencies among the various areas of the country, and the provision of the North American Regional Broadcast Agreement and that the rules were formulated to comply with a new agree-

ment with Canada. The objecting stations also charged that the FCC's decision to allow many daytime and other stations to begin broadcasting at 6 a.m. caused them interference in the early morning hours and thus modified their licenses without a hearing.

In its presunrise ruling, the FCC said that daytimers and other stations awarded presunrise authorizations can commence broadcasting at 6 a.m. local standard time with their daytime antenna arrays at 500 w power or less if necessary. The commission already has a proceeding underway to change the terminology of the 6 a.m. rule from local standard time to local time to take into account daylight savings time.

Attacking the FCC's ruling were full-time regional stations and their Association on Broadcasting Standards, who charged the commission went too far, and daytime stations who claimed it didn't go far enough.

The May 10 decision was written by Circuit Judge Henry J. Friendly, with Chief Judge J. Edward Lumbard and Circuit Judge Robert P. Anderson concurring.

permanent capital and \$5 million to pay off several bank loans. Interpublic had been dickered with several financial houses—reportedly Dillon, Read & Co. and E. F. Hutton & Co.—in an effort to solve its difficulties. Interested investors, however, asked that Interpublic sell about 30% interest in its business in exchange for financial help (BROADCASTING, Feb. 5 et seq.).

Under the new financial plan with Chase, "all stock in Interpublic will continue to be held only by employees of Interpublic and its employee benefit trusts," Mr. Healy said.

Company stock is currently held by top management or employee trusts. Under the refinancing plan, "application will be made to the Securities and Exchange Commission to permit further distribution of Interpublic stock to its employees," Mr. Healy announced. Company spokesmen say the SEC application will be made within a few weeks.

Domestic satellite coveted by Comsat

James McCormack, chairman and chief executive officer of the Communications Satellite Corp. told a sparsely-attended stockholders meeting last week in Washington that Comsat is the only agency that should be authorized to operate a domestic satellite communications system. And he told the group, estimated at between 150 and 200

shareholders, a decision can't be expected until the President's Task Force on Telecommunications Policy makes a judgment.

Mr. McCormack noted also that last week marked 500 hours of TV handled by Comsat's four satellites since the start of commercial service in 1965. Broadcasters covering the Vietnam peace talks in Paris ordered more than 25 hours of satellite time for the first week of the negotiations. The bulk of the TV traffic was Europe to the U.S., but some transmissions were routed onward over the Pacific to Japan and other Asian countries.

By the end of the first quarter this

year Mr. McCormack said, Comsat's investment in communications facilities amounted to \$73 million; it will reach \$100 million by the end of this year.

He iterated that Comsat might begin paying dividends next year.

Vikoa registers for \$3.2 million in stock

Vikoa Inc., Hoboken, N. J., major CATV-equipment manufacturer and multiple CATV owner, has filed a statement with the Securities and Exchange Commission seeking registration of 200,000 shares of common stock at

Poe departure said not to affect MGM

Last week's departure of Seymour Poe from the executive suite of Cinerama Inc., has no connection with the battle now mounting over control of Metro-Goldwyn-Mayer Inc., feature film and TV series producers, headquartered in New York.

So said spokesman for MGM. Mr. Poe, president of Cinerama since August and former executive vice president of Twentieth-Century-Fox, had been mentioned as a possible replacement for Robert H. O'Brien, president and chief executive

of MGM.

Mr. O'Brien is reportedly fighting off attempts by an MGM majority stockholder—Edgar Bronfman—to gain control of the company (BROADCASTING, March 6). Mr. Bronfman, according to reports, is demanding that Mr. O'Brien provide for a presidential successor and more Bronfman representation on the MGM board. An MGM board meeting on May 23 in New York may provide the denouncement of the business conflict, sources indicated.

\$16 per share maximum, which is expected to yield an aggregate of \$3.2 million.

Vikoa will spend \$500,000 to purchase "certain equipment," an unspecified sum to acquire 2,800 shares of stock from an unidentified stockholder, and the remainder will be used to expand its CATV holdings.

The company presently has 34 systems operating in five states, including its latest acquisition, Oak Ridge CATV Inc., serving approximately 1,500 subscribers, purchased last month in exchange for 2,000 shares of Vikoa stock, which on May 16 closed at 15¼ on the American Stock Exchange.

For the first quarter of 1968 ended March 31, Vikoa reported record net sales and earnings of \$4,780,000 (up 47% over the same period last year) and \$308,000 (up 70%), respectively (BROADCASTING, April 29).

W7 reports earnings

Warner Bros.-Seven Arts reported last week that the consolidated net income in the three months ended March 31 amounted to \$4,728,000 equal to \$1.26 per share. Net income for the nine months ended March 31 totaled \$5,264,000, equal to \$1.40 per share.

The company noted that comparative

figures for the previous periods were not available because the assets of Warner Bros. Pictures Inc. were acquired by Seven Arts as of June 30, 1967. Net sales for the third quarter were placed at \$68,539,000, and for the first nine months at \$137,662,000.

Company reports . . .

Trans-Lux Corp., New York, theater chain owner and television film distributor, reported both record net earnings and net income for the first quarter of 1968 ended March 31:

	1968	1967
Earned per share	\$0.30	\$0.18
Net income	225,946	135,432

Screen Gems Inc., New York, reported record sales and earnings for the nine-month period ended March 30, 1968:

	1968	1967
Earned per share	\$1.10	\$1.05
Gross revenue	84,808,000	73,371,000
Net income	4,441,000	4,194,000

Bartell Media Corp., publisher and group station owner, reported a 3.5% increase in revenues and a 17.8% gain in net income in the first quarter of 1968. For the three months ended March 31:

	1968	1967
Earned per share	\$0.069	\$0.058
Revenues	8,020,000	7,750,000
Net income	143,884	122,097

Taft shows overall net revenue increase

Taft Broadcasting Co. last week reported an increase in net revenues, but a 4.9% drop in earnings per share during fiscal 1968. However, the addition of a nonrecurring capital gain of \$1,575,000 after taxes, realized from the sale of WKYT-TV Lexington, Ky. for \$2.5 million to the Bluegrass Broadcasting group (BROADCASTING, May 1, 1967), resulted in net earnings increase.

The Cincinnati-based group broadcaster reported a 12.8% increase in fourth-quarter earnings over the same period last year and attributed it to "a general upswing in broadcasting earnings and to a substantial fourth-quarter contribution by Hanna-Barbera Productions Inc.," a wholly owned Taft subsidiary.

For year ended March 31:

	1968	1967
Earned per share	\$2.40	\$2.03
Consolidated net revenues	36,593,230	29,604,635
Net earnings before non-recurring gain	6,480,060	6,813,894
Non-recurring gain	1,575,000	— — —
Net earnings	8,055,060	6,813,894

FANFARE

CBS wins Sloan award for 'Driver's Test'

CBS News, for the third consecutive year, will be among the 14 recipients of the Alfred P. Sloan Radio-TV Awards for Highway Safety, to be presented Tuesday (May 21) in New York. Eleven bronze plaques will go to stations, networks and advertisers. Three \$1,000 prizes will be presented for creativity in producing programs on highway safety.

CBS News won the national television-sustaining category for production of the *National Driver's Test*. NBC Radio won the award in the national radio-sustaining category for 20 features on safety carried on *Monitor*. Winners of the \$1,000 creative awards are Allan Page, KQWA Enid, Okla.; Tim Spencer, WEHT(TV) Evansville, Ind., and Phil Johnson, WWL-TV New Orleans, television producer.

Other winners are MFA Insurance Co.'s, Columbia, Mo.; WMID Atlantic City; WAMS Wilmington, Del.; Indian Nation Radio Network, Oklahoma; WWL-TV New Orleans; South Carolina ETV Commission; American Oil Co.,

Chicago; Bethlehem Steel Co., Johnstown, Pa., and Allstate Insurance Co.'s, Skokie, Ill.



Y&R's urban campaign

Campaign in support of the activities of the New York Urban Coalition has been prepared by Young & Rubicam, New York, to emphasize the need for employment opportunities and funds for recreational use for young people in the ghetto this summer. The campaign, created as a public service by Young & Rubicam, points up the theme, "Give a damn," and consists of TV and radio commercials, print advertising, posters and buttons.

Bernstein opens PR firm

Melville Bernstein, formerly director of advertising and sales promotion for United Artists Television Inc., has opened his own advertising-promotional consultancy firm in New York for broadcast program firms and other enterprises. His office is at 14 East 48th Street, New York.

In his new post, Mr. Bernstein will also direct planning and development for National Bicentennial Production Inc., a business organized to license, promote and exploit products and events connected with the celebration of the 200th anniversary of the American Revolution and the signing of the Declaration of Independence.

IRTS honors Lowell Thomas

Veteran CBS Radio newscaster Lowell Thomas received a special award from his broadcaster peers last week. The second such recognition afforded him in the past two months. On May 14 Mr. Thomas was given the "personality of the year" award of the International Radio & Television Society in New York. He was described as "a legend in his own time" who "is best

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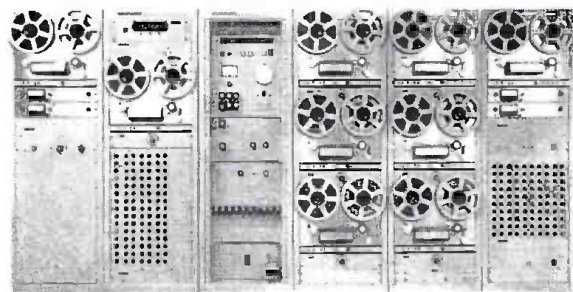
His people are free to be more creative . . . They have more selling time, too.

And Schafer gives any station owner more time for fun, relaxation, his family, and the community.

That's the magic of Schafer-land.

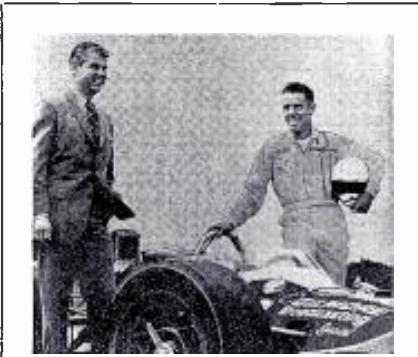
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Gunning for Gilmore

Gilmore Broadcasting Corp., Kalamazoo, Mich., group station owner, is sponsoring Gordon Johncock for the second year on the racing circuit. Mr. Johncock, in his Gilmore Broadcasting Special, a turbo-charged Offenhauser, placed fourth in national rankings last year. Above is Gilmore President James Gilmore (l.) and Mr. Johncock before last year's Indianapolis 500-mile race.

known and most respected by millions as a broadcast journalist whose brilliant career spans 38 eventful years." On April 1, Mr. Thomas was recipient of the National Association of Broadcasters distinguished service award.

Drumbeats . . .

Award to Moore ■ ABC Group Vice President Thomas W. Moore, was the recipient of a "Horatio Alger Award" of the American Schools and Colleges Association at ceremonies in New York Tuesday (May 14). Dr. Norman Vincent Peale presented bronze plaques to Mr. Moore and 10 others, including former U. N. ambassador Arthur J. Goldberg and entertainer Bob Hope.

AWA praises Chet ■ Chet Huntley, NBC News, New York, and Jerome Kuehl and George Vicas of NBC's Paris news bureau have won the 1968 Aviation/Space Writers Association Writing Award in the television, radio and motion picture category for the NBC-TV documentary *The Aviation Revolution*. The award will be presented May 22 at the AWA's Annual Award Banquet in Cocoa Beach, Fla.

From Jeffee with love ■ Saul Jeffee, chairman and president, Movielab Inc., has donated \$100,000 to Lincoln Center for the Performing Arts in New York for development of a film institution. Established in 1963, the center's film department sponsors such programs as the annual New York Film Festival and

the National Student Film Awards competition. Mr. Jeffee is a member of the Lincoln Center film committee.

Pop puzzle ■ A California record promoter has developed a promotional game for use by radio stations that is based on a crossword puzzle concept. Called the spinlt crossword puzzle, the game offers listeners an opportunity to test their knowledge of contemporary music in return for prizes. It involves a 13-square crossword puzzle, numbered with matching stub. The puzzle is completed by identifying the names of contemporary recording artists and their respective hits. The puzzles would be made available by participating sponsors. The cost for the promotional game—which could vary depending on market size—roughly would be \$400 for the first month of service and \$300 for each consecutive month on a minimum three-month agreement.

Educational auction ■ Noncommercial WTTW(TV) Chicago has gone well over its auction fund raising goal receiving more than \$330,000 in viewer purchases and pledges. Local businesses donated merchandise auctioned on the air by celebrities and civic leaders. Last year WTTW raised \$208,000 in this fashion. Its 1968-69 operating budget is \$2.5 million.

New PR outfit ■ Barbara Steward, former public relations director for J. S. Fullerton Advertising Inc., New York, has formed a public relations company, Steward Associates Inc., that city. The firm's first account is The 1968 American TV and Radio Commercials Festival.

Contest for furs ■ The newspaper ads the stations have bought to herald the promotion call it "the most fabulous contest ever held in Los Angeles." In a joint effort, KOST(FM) Los Angeles, and XTRA Tijuana, Mexico, both stations run by the McLendon organization, are offering Southern California listeners to their "good music" format a trip for two to Copenhagen and the opportunity to pick any fur from the collection of A. C. Bang, furriers to the royal court. Listeners are asked to send a card with their name and address to either station, with winners drawn from a milk-lined bowl. The idea of the promotion is to introduce the new music format at KOST and XTRA, which until recently featured all-classified advertising and all-news programing, respectively.

San Francisco bird ■ A homing pigeon representing San Francisco county won a pigeon sweepstakes promotion sponsored by KLOK San Jose, Calif. More than 300 advertising agency personnel participated in the promotion, with Chick Galt, owner of the Galt Agency in San Francisco, holding the lucky

ticket that won him a five-day all-expense stay in Hawaii for two. Each of the 17 birds entered in the sweepstakes represented a county in the areas served by KLOK and its sister station KWIZ Santa Ana, Calif. Both stations are owned by Davis Broadcasting Co.

Award for ABC Radio head ■ Walter A. Schwartz, president, ABC Radio and its divisions, received an alumni award citation from Wayne State University alumni association at its centennial reunion last week in Detroit. Mr. Schwartz was honored for his "outstanding contribution in the field of broadcasting."

Degree for Severeid ■ Eric Severeid, national correspondent for CBS News, will receive an honorary degree at Colgate University's 147th commencement on May 26. Mr. Severeid's commentaries are a regular feature on the *CBS Evening News with Walter Cronkite*.

Pilot Godfrey praised ■ CBS Radio's Arthur Godfrey will be inducted into the Congressional Flying Club as an honorary lifetime member at the organization's annual banquet Tuesday (May 21) in Washington. Mr. Godfrey, who has logged nearly 14,000 hours of flying time, is a qualified commercial pilot.

Beasley's Bike-In ■ Bob Beasley, a disk jockey at WTMJ Milwaukee, helped promote National Bike Month in May with a Sunday afternoon 12-mile "bike-in." Governor Warren Knowles of Wisconsin joined the 1,000 cycle enthusiasts and onlookers who gathered for the event.

WBAP executive wins 'Betty' ■ Roy Bacus, general manager of WBAP-AM-FM-TV Fort Worth-Dallas, has received the "Betty" Award of the Association of Broadcasting Executives of Texas. The award, ABET's top honor, is presented annually to an individual or organization as "special recognition for a specific or consistent contribution to further the effectiveness, service or dignity of the broadcast industry."

Clio award due May 22

The NBC-TV color award, which has been established to recognize the most effective use of color TV by an advertiser, will be presented at the 1968 awards ceremonies of the American Television and Radio Commercials Festival on May 22. The ceremonies will be held in Philharmonic Hall, Lincoln Center, New York, and a Clio statuette will be presented by a top NBC executive.

AM treaty continues to elude U.S. and Mexico

U. S.-Mexican agreement on a new treaty governing the two countries' use of the AM band remains a will-o'-the-wisp.

FCC Chairman Rosel H. Hyde headed a three-man delegation to Mexico City last week for what was hoped would be a wrap-up of negotiations on the treaty that began in Washington in September 1966.

But after three days of talks, the chairman returned to Washington late Thursday afternoon with Wallace E. Johnson, assistant chief of the Broadcast Bureau, and Richard Black, a State Department telecommunications expert, reporting that more work needs to be done. No date has been set for another meeting.

Before the latest round of talks, four points remained to be resolved, among them the key one involving each country's expanded nighttime use of the other's clear channels. This includes each side's efforts to have exempted

from the treaty's provisions a number of stations that would operate on the other's clears at night.

The issue also includes the U. S. effort to remove the existing across-the-board restrictions on presunrise operations by a number of U. S. daytime-only stations.

Chairman Hyde said no agreement had been reached on any of the points.

But he refused to give a completely pessimistic report. "Significant progress has been made," he said.

The U. S. and Mexico are operating under the second extension of the five-year treaty that was to have expired on June 9, 1966. One protocol extended the life of the pact until Dec. 31, 1967. A second protocol, signed late last year, will expire at the end of this year.

Abroad in brief . . .

Compton's interest in Italy ■ Compton Advertising Inc.'s French partner agency, Dupuy-Compton, Paris, has purchased an interest in Compton-Cueto, S.P.A. in Italy, which becomes Compton-Dupuy Italia, S.P.A. Offices in

Rome and Milan this year handle an estimated \$1.2 million in billing. Accounts with Compton-Dupuy Italia, S.P.A., include Procter & Gamble, Schick Safety Razor Co., Boeing Co. and Johnson & Johnson.

Football network ■ Moffat Broadcasting Ltd. has proposed a radio network for games in the Canadian Football League's western conference for the 1968, 1969 and 1970 seasons. Moffat Broadcasting, which owns CKY-AM-FM Winnipeg, Man., said the network would carry games on CKY; CJME Regina, Sask.; CKXL Calgary, and CJCA Edmonton, both Alberta; and CHQM Vancouver, B.C., and would feed the games to 35 other stations from western Ontario to British Columbia.

Haiti documentary ■ Barry Gray, interview program host on WMCA New York, has produced a television documentary on Haiti, including an interview with the country's president, Francois Duvalier. Mr. Gray is handling the sale of the program, and said that at present he is accepting bids from the TV networks.

FATES & FORTUNES

BROADCAST ADVERTISING

John W. Conner, VP and creative director with Doremus & Co., New York, elected senior VP.

Arthur Miller, VP and sales manager with Bernard Howard & Co., New York, joins Dore and Allen as executive VP and general manager of New York office.

Richard Bompane, assistant director of research and sales promotion for Storer Television Sales, New York, joins H-R Television, that city, as eastern division research manager. Richard W. Giltner, research director for WBKB-TV Chicago, joins Corinthian division of H-R Television, that city, as salesman. Richard Wittwer, with broadcast sales division of Marshall Field & Co., Chicago, joins sales staff of H-R Representatives, that city.



Mr. Lebhah

Goff Lebhah, general sales manager for WEAT-AM-FM-TV West Palm Beach, Fla., joins WDCA-TV Washington as sales manager.

Bob Mahlman, account executive with Storer Television Sales, New York, joins WLBW-TV Miami as national sales manager.

Dr. Robert Grayson joins Daniel & Charles, New York, as senior VP in charge of marketing services.

Arthur A. Porter, VP and media director of Campbell-Ewald Co., Detroit, resigns effective Jan. 1, 1969, to become chairman of board of Capital Enterprises, Harrisburg, Pa.



Mr. Watson

Thomas W. Watson, account supervisor, and Raymond J. Maloney Jr., member of legal department, both with BBDO, New York, named VP's.

John R. Blaney and William C. McFarland, account supervisors, and Billings S. Fuess Jr., copy group head, Ogilvy & Mather, New York, elected VP's.

Joseph A. Garibaldi, corporate secretary; Jay Beckerman, executive art director, and Jay Arnold Greif, production and traffic manager, all with de Garmo, McCaffery Inc., New York agency, named VP's. Michael O. Gold named VP, creative; Adrienne Clai-



Mr. Maloney

borne named VP and associate creative director, and Tony Alatis named VP of broadcasting and film department there.

Ralph D. Rose and Joseph M. Coogle, account supervisors, Ketchum, MacLeod & Grove, Pittsburgh, elected VP's.

James R. Stevenson, manager, CBS Television Stations National Sales, Los Angeles, named general sales manager of WBBM-TV Chicago, succeeding Robert Cochran, who joins National Football League, New York.

Bob Alexander, sales manager, WLS Chicago, resigns with no plans announced.

Richard E. Schiffman, with Foote, Cone & Belding, Chicago, joins North Advertising, that city, in newly created position of manager of media department.

Alden R. Ludlow III, art director with Marschalk Co., New York, joins Warwick & Legler, that city, in similar position.

Walter Cerney, art director for University publications, University of Miami, joins Bishopric/Green/Fielden, Inc., Miami, as art director. Joe Judge, VP-copy chief with Campbell Dickey



Mr. Schiffman

FBI seeks aid to find former announcer

The Federal Bureau of Investigation asked broadcasters last week to be on the lookout for a fugitive who has worked as an announcer at radio stations at various times and is wanted for embezzlement in Watertown, S. D.

The FBI identified the fugitive as Bernard Berman, who is said to have fled from Watertown in March 1966 after he was identified from a picture and story in BROADCASTING. At that time he was wanted by the FBI for bad-check charges in Michigan. In Watertown he had lived un-



Mr. Berman

der the name of Lawrence Parker, married the daughter of a prominent businessman and gone into partnership with the father in a soft-drink bottling plant.

According to the FBI, Berman worked in 1958 at a St. Louis radio station under the name of William Holliday. Later he was an announcer at stations in Kalamazoo and Albion, both Michigan, using the name William London. Other aliases he has used were said to include Robert Davis, Bill Miller, Julius J. Rubinstein and Robert Lawrence Russell. He is said to be 35 years old and five-feet, eight-inches tall and to weigh about 200 pounds. His eyes are reported to be brown and his hair brown-black.

Advertising, Fort Lauderdale, Fla., joins B/G/F as writer.

Ted Brew, national sales manager for WABC-AM-FM New York, named Detroit regional sales manager for ABC Radio's four-network system.

Craig Meeker, media buyer with Gumbinner-North Co., New York, joins Helitzer Advertising, that city, as media director.

Sanford Greenwald, VP and account supervisor with Benton & Bowles, New York, joins Wyse Advertising, that city, as account supervisor.

Herman A. Bizzell and **Gale H. Terry**, VP's and account supervisors at Leo Burnett Co., Chicago, named VP's in charge of client service. **Bruce D. McRitchie**, **G. Ted Jordan** and **William Lunn** named brand supervisors.

Joseph Denker, VP and account supervisor for Cole, Fisher, Rogow Inc., Beverly Hills, Calif., named creative VP for Edward J. McElroy Advertising Inc., Los Angeles.

Will Conboy joins Kenyon & Eckhardt, New York, as management supervisor. **Joy Golden** and **Paul Levy**, copy supervisor and art supervisor, respectively, with K&E, appointed co-creative group heads. **Barry Pullman**, copy supervisor with Richard K. Manoff Inc., New York, joins K&E as copywriter.

Peter Tiisler, with Campbell-Ewald, New York, joins Warren, Muller, Dolobowsky, that city, as art director. **Alan A. Fisher**, with Doyle Dane Bernbach, New York, joins account service staff of WMD. **Regina Grant**, with Douglas Simon Advertising, New York, joins

copy department of WMD.

Harry M. Apel, local sales manager for KHTV(TV) Houston, appointed general sales manager.

Carol Nelson, print and TV art director with Warren, Muller, Dolobowsky Inc., New York agency, joins Geer, DuBois & Co., that city, in similar position. **Rick Soltys**, with McCann-Erickson, New York, as copywriter, joins Geer, DuBois, in similar position.

Mark Hurd, office manager for Robert E. Eastman & Co., San Francisco, appointed general sales manager for KFRC, that city.

Howard Weiss named sales manager for WNOV Milwaukee.

William Carney, television account executive with The Katz Agency, New York, joins Blair Television, that city, in similar position.

Dante (Danny) Longo, regional sales manager with KFRE-TV Fresno, Calif., named local sales manager.

Jack R. Harvey, account executive with Young & Rubicam, New York, and **John B. Carles**, account executive with Grey Advertising, that city, join LaRoche, McCaffrey and McCall, that city, in similar positions.

Richard Coulter, account executive with WTOL-TV Toledo, Ohio, named regional sales manager.

Lance Johnson appointed art director for Northern Television Inc., Anchorage group owner.

Mike McCoy, associate producer for VPI of California Inc., Los Angeles, appointed producer and head of West

Coast sales for Pelican Films of California, Hollywood.

George Kalman, account executive with WVOX New Rochelle, N. Y., joins Pro Time Sales, New York, in similar position.

Richard G. Morgan, general sales manager for WLNA-AM-FM Peekskill, N. Y., joins Edward Petry & Co., New York, as account executive.

William C. Doughty, on sales staff at KMEX-TV Los Angeles, appointed local sales manager.

Lloyd Venard, principal with Adam Young-VTM, New York, is recuperating at Doctors hospital in San Diego after heart attack.

Jerry Rosenthal joins radio sales staff of McGavren-Guild-PGW, Chicago.

William L. Carson, account executive with WTAE-TV Pittsburgh, joins Edward Petry & Co., Chicago, in similar position.

Robert H. Devlin Jr., management resources trainee with CBS Radio, New York, named account executive with CBS Radio division, Detroit.

Ernest (Bud) Roick Jr., account executive with WVNJ Newark, N. J., joins NBC Radio network sales, New York, as account executive.

Leon Surrus joins Chicago sales staff of Blair Television.

Jim Foley, assistant research director for Mediastat Inc., Washington, joins Bishopric/Gree/Fielden, Miami, as media and marketing analyst.

Robin Leach, press representative at WBBM-TV Chicago, joins Livingston & Associates, there as account executive.

MEDIA



Mr. Geib

George Geib, VP and general manager, WEEE-AM-FM Rensselaer, N.Y., also named senior VP of parent Star Broadcasting group.

Lucky Cordell named assistant manager, WVOX Chicago.

Ken Draper, manager, WCFL Chicago, resigns with no plans announced.



Mr. Diaz

Ray Diaz, NBC station relations regional manager for Southeast area, appointed manager, radio station relations, NBC, New York.

Arnost Horlik and **Richard D. Klinger** named associate directors with CBS-TV business affairs department, New York.

William G. Evans, general manager of WTWO(TV) Terre Haute, Ind., joins WDEF-TV Chattanooga in similar position.

PROGRAMING

D. J. Leary, on leave of absence as general manager, WBCB Duluth, Minn., joins United Democrats for Humphrey, Washington, as coordinator of news media advance teams for Vice President's presidential campaign.



Mr. Anderson

Harold E. Anderson, director, management services and contracts international division of NBC Enterprises, New York, named divisional VP. **William J. Schmitt**, general manager, NBC Enterprises, New York, named divisional VP, domestic division, that city. **David H. Horowitz**, manager, business affairs for NBC Enterprises, named director, business af-



Mr. Schmitt



Mr. Horowitz

fairs and administration. **Thomas J. McManus**, executive VP with ABC Films Ltd., New York, joins NBC Enterprises, that city, as director, international sales.

Richard Kutzleb, news director, WNBC-TV New York, and **Edward J. Gough**, staff member, WNBC, have joined Nelson Rockefeller campaign headquarters as director of communications, and Radio-TV coordinator, respectively. **Richard Graf**, day news manager at WNBC-TV replaces Mr. Kutzleb.

Roland Bynum and **Jim Witter**, with KGFI Los Angeles, appointed program director and production chief, respectively, for WGIW Charlotte, N.C.

Bill Crane named program director of WNOV Milwaukee.

Joseph C. Tirinato, sales manager of central sales division for United Artists Associates, appointed midwestern sales manager for Paramount Television, Chicago. He replaces **Con Hartsock**, re-assigned to head Paramount TV's Far West sales operations.

Marvin Miller, producer-director for Screen Gems, appointed head of TV and motion picture production for Campbell, Silver, Cosby Corp., Beverly Hills, Calif.

Harvard Pennington, manager, animation cel Xerox department, Hanna-

Barbera Productions, Hollywood, appointed manager, editorial department.

Dave Sturm named program director for KTLD Tallulah, La., succeeding **Bill Johnstone**, who resigns with no plans announced.

Milt Hoffman, executive producer for KHJ-TV Los Angeles, named director of live programing.

NEWS

Bill Beutel, newsman, WABC-TV New York, named correspondent in ABC News London Bureau.

Lee Giles appointed news director of WISH-TV Indianapolis.

Frank Benesh, assignment editor with WXYZ-TV Detroit, named news director, succeeding **Willim Fyffe**, named to similar position with WBKB-TV Chicago. Both are ABC-owned stations.

Tony Brunton, reporter, WCBZ New York, appointed executive news editor, CBS Radio News, that city, to supervise *The CBS World News Roundup*, *The World Tonight* and hourly news broadcasts.

Ian MacBride, news editor with WLOS-TV Asheville, N. C., appointed news director.



Mr. MacBride

Chuck James, news director for KCBS San Francisco, appointed vice chairman of California Television and Radio Association.

Michael T. Craig named news director for KTHO-AM-FM Tahoe Valley, Calif.

Bob Maher, newsman with WXYZ-TV Detroit, and **Robert Blair**, newsman, with WVUE(TV) New Orleans, join WWJ-AM-FM-TV, Detroit in similar positions.

FANFARE

Keith H. Moon, director of advertising and promotion for KHOU-TV Houston, joins KIRO-TV Seattle as promotion director.

Fedora Bontempi, with WOR-AM-FM-TV New York, joins KLAS-TV Las Vegas as director of public affairs.

Don Berrigan named director of promotion and publicity for KHJ-AM-FM Los Angeles.

Philip G. King, manager of editorial information center for National Education Association, New York, appointed director of press, radio and television relations division, Washington, succeeding **Roy K. Wilson**, who has been appointed executive director of National School Public Relations Association.

Richard J. Popin, with promotion department of KRON-TV San Francisco, named assistant promotion manager.

John F. Burby, with public affairs office of Department of Transportation, Washington, named special assistant for communications to secretary.

Bruce Fox, news director for KMVT-TV Twin Falls, Idaho, joins L. E. Johnson and Associates, Boise, Idaho, PR firm.

EQUIPMENT & ENGINEERING

Al Micheli, sales engineer for Jerrold Electronics Corp., Redwood City, Calif., named manager of turnkey sales for western region of CATV systems division of Jerrold, that city. **Howard Lomax** named to newly created position of marketing manager for CATV systems division. **Walter J. Meclary** named eastern regional manager of CATV systems division.

Richard F. Adler, VP in charge of sales for semiconductor products group

5-20-68

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Broadcasting

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of General Instrument Corp., New York, named to newly created position of VP and general manager of semiconductor components division.

Robert E. Wiles named manager of product planning for Sylvania entertainment products division of Sylvania Electric Products Inc., Batavia, N. Y.

INTERNATIONAL

Michael Burt, account supervisor with BBDO, London, appointed associate director.

Herbert Krosney, producer with National Educational Television public affairs department, New York, appointed resident expert for documentary production with Israel Television, Jerusalem.

Frank C. Murray, CJBQ Belleville, Ont., named board chairman of Radio

Sales Bureau, Toronto, succeeding **Arthur C. Harrison**.

Eugene S. Hallman, VP, programming, for Canadian Broadcasting Corp., Ottawa, named VP and general manager of English networks division, Toronto, effective July 1. **Robert W. McGall**, acting general manager of English network operations for CBC, Toronto, appointed CBC director for British Columbia effective July 1, succeeding **Kenneth P. Caple**, who retires at end of May.

ALLIED FIELDS

Charles B. Schneider, senior project director, custom service division, Market Research Corp. of America, New York, named director of client relations, Schwerin Research Corp., that city.

Michael Pertschuk, general counsel

for Senate Commerce Committee also named charter member of newly formed national commission on product safety.

DEATHS

Marion Lorne, 82, who played Mrs. Gurney on *Mr. Peepers* in 1952 for NBC, comedy sketches on *Gary Moore Show* for CBS in 1958 and Aunt Clara on *Bewitched* for ABC, died of heart attack May 9 at her home in New York.

Blair Fraser, 59, Canadian radio and TV commentator and Ottawa editor of *Maclean's* magazine, drowned May 12 while canoeing in Algonquin Provincial Park, about 40 miles northwest of Pembroke, Ont. Mr. Fraser had been heard regularly on Canadian Broadcasting Corp. and last month covered Liberal party's national convention for CTV television network. He is survived by his wife, Jean, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 8 through May 15 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Davenport, Iowa—Standard Broadcasting Co. Seeks UHF ch. 30 (566-572 mc); ERP 232 kw vis., 46 kw aur. Ant. height above average terrain 534.5 ft.; ant. height above ground 550 ft. P. O. address: 725 Sutton Place, Wichita, Kan. Estimated construction cost \$419,835; first-year operating cost \$250,000; revenue \$185,000. Geographic coordinates 41° 33' 29" north lat.; 90° 32' 56" west long. Type trans. RCA-TTU-10A. Type ant.

RCA TFU-30J. Legal counsel Edward P. Morgan (Welch & Morgan); consulting engineer Raymond E. Rohrer. Principals: Eugene G. Combs, president; Otis A. Sutton, first vice president, Martin C. Dondlinger, second vice president (each 20%) et al. Mr. Combs is attorney, apartment building owner, real estate holding company owner. Mr. Sutton is owner of oil producer investment firm. Mr. Dondlinger is 31% owner of general contracting firm, and has numerous other business interests. Ann. May 14.

Syracuse, N. Y.—Broadcasting Affiliates Corp. Seeks UHF ch. 62 (758-764 mc); ERP 310 kw vis., 31 kw aur. Ant. height above average terrain 897.5 ft.; ant. height above ground 531 ft. P. O. address: 515 Madison Avenue, New York 10022. Estimated construction cost \$449,000; first-year operating cost \$258,000; revenue \$250,000. Geographic coordinates 42° 56' 45.5" north lat.; 76° 6' 36.5" west long. Type trans. Ampex TA-15-BT. Type ant. Jampro JZZ-3-0-B. Legal counsel Scharfield, Beckhaefer and Baron; consulting engineer David L. Steel Sr. Principals: Michael O. Finkelstein, president (12.5%), George Soll, vice president (25%), Herman N. Finkelstein (37.5%) et al. Michael O. Finkelstein is attorney and president and 50% owner of document retrieval bureau. Mr. Soll is partner in law firm. Mr. Herman N. Finkelstein is also partner with Mr. Soll in law firm. Ann. May 10.

OTHER ACTIONS

Review board in Los Angeles. TV broadcast proceeding, Docs. 16679-80, denied petition for reconsideration and for enlargement of issues filed Feb. 19 by Fidelity Television Inc. Action May 8.

Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 10834, 17582-84, denied application for review filed March 29 by Florida Gateway Television Co. Action May 9.

Review board in Patchogue, N. Y., TV broadcast proceeding, Docs. 17889-90, granted to extent indicated and denied in all other respects petition to enlarge issues filed Feb. 16 by Long Island Video Inc. Action May 8.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 3 in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer; dates for prehearing conference and hearing to be specified by subsequent order (Doc. 18136).

Hearing Examiner Thomas H. Donahue on May 7 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.), TV ch. 20 proceeding, granted motion by Rust Craft and continued certain procedural dates and continued hearing from June 3 to July 9 (Docs. 17932-4).

Hearing Examiner Jay A. Kyle on May 3 in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV ch. 68 proceeding, granted request of Boston Heritage Broadcasting Inc. and continued to July 29 hearing now scheduled for May 6 (Docs. 17742-3).

Hearing Examiner Chester F. Naumowicz Jr. on May 7 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education; Liberty Television, a joint venture composed of Liberty Television Inc., and Siskiyou Broadcasters Inc. and Medford Printing Co.) TV ch. 8 proceeding, upon informal request of Broadcast Bureau, continued commencement of hearing to May 14 and ordered if hearing continues beyond May 17, it shall be resumed on May 21 (Docs. 17680-2) and on May 9 granted petition by State of Oregon acting by and through the State Board of Higher Education to dismiss own application and ordered application dismissed (Docs. 17680-2).

Hearing Examiner Chester F. Naumowicz Jr. on May 9 in Sacramento, Calif. (Grayson Television Co., Hercules Broadcasting Co.), TV ch. 15 proceeding, ordered all procedural dates including commencement of hearing scheduled for June 4, continued pending further order (Docs. 17778-9).

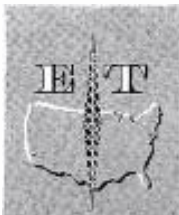
Hearing Examiner Chester F. Naumowicz Jr. on May 9 in Patchogue, N. Y. (Long Island Video Inc., Granik Broadcasting Co.), TV ch. 67 proceeding, ordered conference scheduled for May 10 cancelled and set following dates to govern hearing: June 25, exchange of exhibits; July 2, notification

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



SUMMARY OF BROADCASTING

Compiled by BROADCASTING, May 14, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR	
	Licensed	CP's		CP's	TOTAL Authorized
Commercial AM	4,178 ¹	10	4,188 ¹	92	4,280 ¹
Commercial FM	1,790	37	1,827	247	2,074
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	31	148	158	307 ²
Educational FM	326	12	338	38	376
Educational TV-VHF	68	6	74	2	76
Educational TV-UHF	55	25	80	30	110

STATION BOXSCORE

Compiled by FCC, April 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,171 ¹	1,768	614 ²	322	123
CP's on air (new stations)	14	45	40	14	30
Total on air	4,185 ¹	1,813	653	336	153
CP's not on air (new stations)	84	253	170	35	32
Total authorized stations	4,269 ¹	2,066	824 ²	371	185
Licenses deleted	0	0	0	1	0
CP's deleted	0	3	3	1	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

of witnesses; and July 9, commencement of hearing (Docs. 17889, 17890).

■ Office of opinions and review on May 13 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc., and WTUV Inc.), TV proceeding, dismissed as moot Triangle Telecasters Inc. petition for review of review board memorandum opinion and order and related pleadings (Docs. 17670-2).

■ Hearing Examiner Elizabeth C. Smith on May 13 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District No. 226-903), TV ch. 6 proceeding, granted petition by San Angelo Independent School District No. 226-903 for leave to amend application to reflect that, by public election, two members have been replaced and school board reorganized as to officers; and by separate action on petition filed by San Angelo Independent School District No. 226-903, reopened record, for limited purpose of receiving in evidence school district exhibits Nos. 24 and 25, and again closed record (Docs. 17541-2).

Existing TV stations

FINAL ACTIONS

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date (Main trans. and ant.) to Nov. 8. Action May 8.

■ KKOG-TV Ventura, Calif.—Broadcast Bureau granted assignment of CP to New Horizons Broadcasting Corp. Action May 8.

■ WSCO-TV Newport, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 925 kw vis., 185 kw aur., change type trans.; conditions. Action May 8.

■ WKBD-TV Detroit—Broadcast Bureau granted CP to change ERP to 740 kw vis., 111 kw aur., change type trans.; conditions. Action May 10.

■ WDAF-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date for auxiliary ant. to Nov. 10. Action May 10.

■ KXGN-TV Glendive, Mont.—Broadcast Bureau granted mod. of license to reduce aur. ERP from 7.4 kw to 2.95 kw. Action May 10.

■ WXPO-TV Manchester, N. H.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 10. Action May 10.

■ WUAB-TV Lorain, Ohio—Broadcast Bureau granted mod. of CP to change studio location to approximately 2,375 feet west of intersection of Day Drive and Ridge Road, Parma, Ohio. Action May 9.

■ WVNY-TV Burlington, Vt.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 10. Action May 10.

OTHER ACTIONS

■ FCC rescheduled oral argument on renewal of license of Lamar Life Insurance

Co. for WLBT(TV) Jackson, Miss. for June 4. Action May 8.

■ Review board has been affirmed by FCC in denying petition by Cosmos Broadcasting Corp., licensee of WSPA-TV Montgomery, Ala. to rehear proceeding that ended with award of permit for ch. 38, Columbus, Ga. to Gala Broadcasting Co. Action May 8.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on May 9 in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co., and Birmingham Television Corp. [WBMG(TV)]) TV proceeding, ordered record reopened, and scheduled an oral argument for May 15 to hear arguments of counsel on motion by Birmingham Television Corp., Alabama Television Inc. and Birmingham Broadcasting Co. for extension of time for filing proposed findings of fact and conclusions of law (Docs. 15461, 16760-1, 16758).

RULEMAKING PETITION

■ FCC in notice of proposed rulemaking initiated study of practices and procedures involved in distribution of non-network television programs. Purpose of study is to consider ways of eliminating restrictive practices in distribution of non-network programs. Action May 8.

CALL LETTER ACTIONS

■ Comet Television Corp., Denver. Granted KTOV-TV.

■ Sarasota-Bradenton Florida TV Co., Sarasota, Fla. Granted WXLN-TV.

■ Rochester Telecasting Co., Rochester, Minn. Granted KCTR-TV.

■ Susquehanna Broadcasting Inc., Oneonta, N. Y. Granted WCAF-TV.

New AM stations

APPLICATION

Tallahassee, Fla.—Charles W. Holt. Seeks 1070 kc, 10 kw. P. O. address: Box 1008, Hattiesburg, Miss. 39401. Estimated construction cost \$34,419; first-year operating cost \$84,000; revenue \$108,000. Principal: Charles W. Holt (100%). Mr. Holt is 51% owner of WHSY Hattiesburg, Miss., 60% owner of WHNY McComb, Miss., and 70% owner of WHHY Montgomery, Ala. Ann. May 14.

FINAL ACTIONS

■ FCC denied request by Holmes Broadcasting Inc., Westwego, La. for commission review of review board decision denying Holmes' application for new daytime AM station at Westwego. Action May 8.

Burien, Wash.—John W. Mowbray. Broadcast Bureau granted 800 kc, 5 kw. P. O. address: 890 Rosemont Boulevard, Bellevue, Wash. 98004. Estimated construction cost

\$38,160; first-year operating cost \$70,000; revenue \$88,000. Principal: John W. Mowbray, owner. Mr. Mowbray and associates purchased KEED Eugene, Ore. Sale is subject to FCC approval. Ann. May 9.

OTHER ACTIONS

■ FCC granted waiver of Sec. 1.571 of rules and amendment filed by Mrs. Adeline R. Edmonds, widow of William L. Edmonds Jr., which would substitute herself as applicant for new AM in Cornwall, N. Y. Application, originally filed in 1986 by Mr. Edmonds, calls for AM to operate on 1170 kc, 1 kw-D, with directionalized ant. Action May 8.

■ Review board on May 9 in Fajardo, P. R., AM broadcast proceeding, Docs. 18048-49, denied motion to enlarge issues filed March 27 by Amrex Construction Co., et al. and El Yunque Radio Users advisory committee.

■ Commission has waived requirements of rule Sec. 1.569 concerning filing of applications for frequencies adjacent to class I-A channels and accepted for filing applications filed by DeKalb Broadcasting Co. and The Kershaw County Broadcasting Co. for new daytime AM stations in Camden, S. C. Applicants propose to operate on 1130 kc, with 1 kw. Action May 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on May 7 in Henrietta, Geneseo, and Warsaw, all New York ("What The Bible Says Inc.", Oxbow Broadcasting Corp., and John B. Weeks) AM proceeding, ordered further hearing scheduled for May 9 cancelled; closed record and scheduled June 21 as time to file proposed findings of fact and conclusions and July 10 for reply findings (Docs. 17571-3).

■ Hearing Examiner David I. Kraushaar on May 9 in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co., Lum A. Humphries t/as Wagoner Radio Co., and Vinita Broadcasting Co.) AM and FM proceeding, upon request of Broadcast Bureau ordered prehearing conference for May 17 be rescheduled to June 3 (Docs. 18085-7).

■ Hearing Examiner Chester F. Naumovic Jr. on May 3 in Kettering, Ohio (Kittyhawk Broadcasting Corp. et al.) AM proceeding, granted petitions by Gem City Broadcasting Co. and Kittyhawk Broadcasting Corp. for leave to amend applications. Kittyhawk to show withdrawal of proposed general manager and Gem City to add engineering amendment relating to trans. site (Docs. 17243-47, 17249-50).

DESIGNATED FOR HEARING

■ Commission designated for consolidated hearing mutually exclusive applications of John P. Hilmes, Geoffrey B. Knutson and Tom E. Beal, d/b as H-B-K Enterprises and Broadcasting Inc. for new AM stations to operate on 1190 kc in Grandview and Kansas City, both Missouri, respectively. Action May 8.

Existing AM stations

FINAL ACTIONS

■ FCC rejected appeals by W. H. Hansen, onetime owner of KDAN Eureka, Calif., against commission action cancelling license of station. It denied petition for reconsideration and dismissed as moot petition for stay. Action May 8.

■ WGMA Hollywood, Fla.—Broadcast Bureau granted mod. of CP to make changes in DA pattern; conditions. Action May 8.

■ WNEB Worcester, Mass.—Broadcast Bureau granted CP to change trans. location of auxiliary trans. to Newton Avenue, Worcester; conditions and CP to change ant. trans. location to Newton Avenue, Worcester and decrease ant. height; conditions. Action May 8.

■ KJPW Waynesville, Mo.—Broadcast Bureau granted mod. of CP to reduce ant. height. Action May 10.

■ WETC Wendell-Zebulon, N. C.—Broadcast Bureau granted mod. of CP to add top loading and make changes in ground system. Action May 10.

■ WESR Tasley, Va.—Broadcast Bureau granted CP to increase ant. height; conditions. Action May 10.

■ WWB Youngstown, Ohio—Broadcast Bureau granted CP to install new 400 ft. type ant. near present tower, install limiting resistor; condition and granted CP to install auxiliary type trans. using new 400 ft. ant. Action May 9.

■ KBND Bend, Ore.—Broadcast Bureau granted CP to install trans. at main trans. location to be operated on 1110 kc, 1 kw. DA. Action May 8.

WLAC Nashville—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 1510 kc, 10 kw, DA-N, for auxiliary purposes only. Action May 8.

KJRB Spokane, Wash.—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 790 kc, 1 kw, DA-N, for auxiliary purposes only. Action May 8.

INITIAL DECISION

Hearing Examiner Basil P. Cooper in initial decision granted Norristown Broadcasting Co. CP to increase power of daytime WJAR from 500 w to 5 kw, 1 kw during CH, with directional mode of operation. Action May 13.

OTHER ACTIONS

Commission has amended order released April 15, scheduling oral argument on renewal of license of Continental Broadcasting Inc., for WJNR Newark, N. J., to change date to June 4 from May 13. Action May 8.

WBMJ San Juan, P. R.—FCC granted temporary authority for period ending July 1 to operate daytime with 3 kw, using two-element ant. system as shown in CP as modified and application. WBMJ holds CP to operate on 1190 kc, 10 kw, unlimited time with directional ant., different pattern day and night (DA-2), and has filed modification application which, among other things, requests decrease in nighttime power to 5 kw. WBMJ requested the partial program test authority (daytime only) to permit commercial operation pending Commission action on its pending application for technical modification. Action May 8.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on May 3 in Nashville (Second Thursday Corp. [WVGM] and Second Thursday Corp. [WSET-FM] for renewal of license, and extension of time to construct, respectively, ordered that further prehearing conference will be held June 10, to consider the following matters: (1) what steps, if any, have been taken looking toward involuntary transfer of control of Second Thursday Corp. to receiver or trustee in bankruptcy; (2) what steps, if any, receiver or trustee in bankruptcy intends to take in way of prosecuting aforementioned applications; (3) date for exchange of exhibits; (4) identity of witnesses to be called and (5) date for evidentiary hearing; also ordered that copy of order be sent to John Bates, referee in bankruptcy, middle district of the U. S. district court, Nashville, and John R. Cheadle, attorney, Stahlman building, Nashville, as receiver or trustee in bankruptcy; letters are to be sent registered mail, return receipt requested (Docs. 17914 and 18175).

Hearing Examiner H. Gifford Irion on May 2 in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR] AM proceeding, granted request by Fred Kaysbier and changed date for prehearing conference from May 7 to May 20 (Docs. 17624-5).

Hearing Examiner Jay A. Kyle on May 3 in Bowling Green, Ohio (WVMS Inc. [WVMS] Ohio Radio Inc.) AM proceeding, dismissed as moot petition by WVMS Inc. for discover of documents directed to Ohio Radio Inc. (Docs. 16290-1).

Hearing Examiner Jay A. Kyle on May 6 in Bowling Green, Ohio (WVMS Inc. [WVMS] and Ohio Radio Inc.) AM proceeding, scheduled certain procedural dates, and scheduled hearing for July 1 (Docs. 16290-1).

Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co. [WEBY]) renewal of license, ordered on conditions mentioned at conference on May 6, hearing be scheduled for Aug. 19 in Milton (Doc. 17613).

Hearing Examiner Elizabeth C. Smith on May 13 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding, granted petition by Azalea Corp. for leave to amend application to bring up to date financial qualifications (Docs. 17555-8).

FINES

Broadcast Bureau notified following stations of apparent forfeiture liability for late filing of renewal applications: KAOH Duluth, Minn.—\$200; KHDN Hardin, Mont.—\$200; KDTA Delta, Colo.—\$100; KGEK Sterling, Colo.—\$100; WJSW Maplewood, Minn.—\$100; KLMR Lamar, Colo.—\$25; KPUB Pueblo, Colo.—\$25; KBEW-AM-FM Blue Earth, Minn. (each station)—\$25;

KDRG Deer Lodge, Minn.—\$25; KTCR-AM-FM Minneapolis, Minn. (each station)—\$25, and KDIO Ortonville, Minn.—\$25. Action May 10.

CALL LETTER APPLICATIONS

KHOE Trans-Sierra Broadcasters, Truckee, Calif. Requests KTRT.

William B. Matthews, Blacksburg, Va. Requests WKEX.

WKYR, Frazier Reams Jr., Cumberland, Md. Requests WKGO.

CALL LETTER ACTION

WUNS, Wireline Radio Inc., Lewisburg, Pa. Granted WUDO.

PROCESSING LINE, NEW AND EXISTING AM STATIONS

Notice is given, by Chief, Broadcast Bureau, pursuant to Sec. 1.571(c) of rules, that on June 19 following standard broadcast applications will be considered as ready and available for processing: New AM, Greencastle, Pa. Greencastle Broadcasting Co. requests 1130 kc, 1 kw, DA-D; KDRG Deer Lodge, Mont. Powell County Broadcasting Co. has 1400 kc, 250 w, U, requests 1400 kc, 250 w, 1 kw-LS, U; WRIP Chattanooga, Tenn. Jay Sadow has 980 kc, 500 w, DA-D (Rossville, Ga.) and requests 1190 kc, 50 kw, DA-D (Chattanooga, Tenn); New AM, New Boston, Tex. New Boston Broadcasting Co. requests 1530 kc, 1 kw-D; WGBR Goldsboro, N. C. Eastern Carolina Broadcasting Co. has 1150 kc, 1 kw, 5 kw-LS, DA-2. U and requests 1150 kc, 5 kw, DA-2, U; WROA Gulfport, Miss. Charles W. Dowdy has 1390 kc, 1 kw-D and requests 1390 kc, 5 kw, DA-2, U; WIVY Jacksonville, Fla. Alumni Radio Inc. has 1050 kc, 1 kw-D and requests 1280 kc, 5 kw-D; WKCY Harrisonburg, Va. Radio Blue Ridge Inc. has 1300 kc, 500 w-D and requests 1300 kc, 5 kw-D; WVGT Mount Dora, Fla. David A. Rawley Jr. has 1580 kc, 1 kw-D and requests 1580 kc, 5 kw-D; New AM, Greenfield, Mass. Greenfield Broadcasting Corp. requests 1570 kc, 5 kw, DA-D; KTHO South Lake Tahoe, Calif. Emerald Broadcasting Co. has 590 kc, 1 kw-D and requests 590 kc, 500 w, 1 kw-LS, DA-N, U; New AM, Middletown, Ky. Tri-State Broadcasters requests 1560 kc, 1 kw, 500 w(CH), D; New AM, Royston, Ga. Better Broadcasting Inc. requests 810 kc, 250 w-D; New AM, Marinette, Wis. Near-North Broadcasting Co. requests 1300 kc, 1 kw-D; New AM, Camuy, P. R. Camuy Broadcasting Corp. requests 1360 kc, 1 kw, DA-D; KFUN Las Vegas, N. M. Roadrunner Broadcasting Co. has 1230 kc, 250 w, U and requests 1230 kc, 250 w, 1 kw-LS, U; KNET Palestine, Tex. KNET Inc. has 1450 kc, 250 w, U and requests 1450 kc, 250 w, 1 kw-LS, U; New AM, Monticello, Miss. Monticello Broadcasting requests 1270 kc, 500 w-D; New AM, Crozet, Va. George G. Cory requests 810 kc, 250 w-D; KHEY El Paso. KHEY Broadcasting Inc. has 690 kc, 10 kw, DA-2, U and requests change trans. location and ant. system; WKJR Muskegon Heights, Mich. Muskegon Heights Broadcasting Co. has 1520 kc, 1 kw, 250 w(CH), D and requests 1520 kc, 10 kw, DA-D; KBND Bend, Ore. KBND Inc. has 1110 kc, 1 kw, 5 kw-LS, DA-2, U and requests 1110 kc, 1 kw, 10 kw-LS, DA-N, U; New AM, Monticello, Miss. Clifton L. Byrd requests 1270 kc, 1 kw-D; New AM, Rockingham, N. C. Sandhills Broadcasting Co. requests 1500 kc, 500 w, 250 w(CH), D; KSCO Santa Cruz, Calif. Radio Santa Cruz has 1080 kc, 500 w, 10 kw-LS, DA-N, U and requests 1080 kc, 5 kw, 10 kw-LS, DA-N, U; WTHU Thurmont, Md. Leisner Broadcasting Corp. has 1450 kc, 100 w, U and requests 1450 kc, 250 w, 500 w-LS, U; KGNs Laredo, Tex. Southwestern Operating Co. has 1300 kc, 1 kw-D and requests 1300 kc, 500 w, 1 kw-LS, DA-N, U; New AM, Carrollton, Ga. Radio Carrollton requests 1330 kc, 500-D; New AM, Milton-Freewater, Ore. Country Radio Broadcasting Inc. requests 1370 kc, 500 w-D; KIHJ Hood River, Ore. Columbia Gorge Broadcasters Inc. has 1340 kc, 250 w, U and requests 1340 kc, 250 w, 1 kw-LS, U; New AM, Tupelo, Miss. Town 'n' Country Broadcasting Co. requests 1080 kc, 250 w-D; WCRM Clare, Mich. Bi-County Broadcasting Corp. has 990 kc, 250 w, DA-D and requests 1060 kc, 250 w-D; New AM, New Prague, Minn. TMF Communications Inc. requests 1350 kc, 500 w, DA-D; New AM, Chattanooga. Rock City Broadcasting Inc. requests 1190 kc, 10 kw, DA-D (DA-CH), D; New AM, Celina, Tenn. Dale Hollow Broadcasting Co. requests 1570 kc, 1 kw-D; New AM, Luverne, Minn. Sioux Land Communications requests 800 kc, 500 w, DA-D; New AM, Boynton Beach, Fla. Radio Boynton Beach Inc. requests 1510 kc, 1 kw-D; New AM, Boynton Beach, Fla. Boynton Beach Community Services Inc. requests 1510 kc, 1 kw-

D; New AM, Oberlin, Ohio. Joseph P. Riccardi requests 1570 kc, 500 w, DA-D; New AM, Buffalo, Minn. Wright County Broadcasting Co. requests 1360 kc, 500 w, DA-D; New AM, Whitley City, Ky. McCreary Broadcasting Corp. requests 1540 kc, 1 kw, 500 w(CH), D; KIVY Crockett, Tex. The Pioneer Broadcasting Co. has 1290 kc, 500 w-D and requests 1290 kc, 1 kw-D; New AM, Lewisburg, W. Va. Garland A. Hess, William H. Bowen and Fred Cox requests 1310 kc, 5 kw-D; New AM, Marshfield, Mo. Webster County Broadcasting Co. requests 1510 kc, 250 w-D; New AM, Santa Cruz, Calif. St. Cross Broadcasting Inc. requests 1540 kc, 5 kw, DA-D; New AM, Eupora, Miss. Webster County Broadcasting Co. requests 710 kc, 500 w-D; New AM, Honesdale, Pa. Wayne County Broadcasting Corp. requests 1590 kc, 500 w-D; KVON Napa, Calif. KVON Inc. has license 1440 kc, 500 w, 1 kw-LS, DA-2, U, has CP 1440 kc, 500 w, 5 kw-LS, DA-2, U and requests MP 1440 kc, 1 kw, 5 kw-LS, DA-2, U; New AM, Dickinson, N. D. Midwest Radio Co. requests 1340 kc, 250 w, 500 w-LS, U; KTFS Texarkana, Tex. KTFS Radio Inc. has 1400 kc, 250 w, U and requests 1400 kc, 250 w, 1 kw-LS, U, and WFAS Zephyrhills, Fla. Art Advertising Co. has 1400 kc, 250 w, U and requests 1400 kc, 250 w, 1 kw-LS, U, Ann. May 13.

New FM stations

APPLICATIONS

Harrodsburg, Ky.—Fort Harrod Broadcasting Corp. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 266 ft. P. O. address: 400 Beaumont, Harrodsburg 40330. Estimated construction cost \$14,600; first-year operating cost \$7,640; revenue \$9,600. Principal: Robert L. Martin, president (100%). Applicant owns WHBN Harrodsburg, Ky. Ann. May 15.

Las Vegas—John Richard and Jeannette B. Banoczi. Seeks 93.1 mc, ch. 226, 41.03 kw. Ant. height above average terrain 1,188 ft. P. O. address: 4955 Los Feliz Boulevard, Los Angeles 90027. Estimated construction cost \$17,500; first-year operating cost \$25,000; revenue \$25,000. Principals: John R. and Jeannette B. Banoczi (each 50%). Applicants also jointly own KNOB-FM Long Beach, Calif. Ann. May 8.

Oklahoma City—All American Broadcasting Corp. Seeks 98.9 mc, ch. 225, 58.49 kw. Ant. height above average terrain 284 ft. P. O. address: 1136 Northeast 7th Street, Oklahoma City 73117. Estimated construction cost \$44,000; first-year operating cost \$23,400; revenue \$43,200. Principals: James E. Miller, president (57%), Jesse Robinson, secretary and treasurer (24.1%) et al. Mr. Miller is inventory management specialist with Federal Aviation Administration and owns printing company. Ann. May 14.

Palestine, Tex.—Vista Broadcasting Co. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 415 Daniels (Route 7, Box 43) Palestine 75801. Estimated construction cost \$28,759.04; first-year operating cost \$48,000; revenue \$50,000. Principals: Dr. William R. Stevens, president, L. D. Harris, executive vice president, Charles Rayburn Moore, vice president (each 20%) et al. Dr. Stevens is veterinarian. Mr. Harris has no business interests indicated. Mr. Moore is 40% owner of consulting engineering firm. Ann. May 14.

FINAL ACTION

*Chattanooga—World Christian Radio Foundation Inc. Broadcast Bureau granted 88.9 mc, ch. 205, 2.75 kw. Ant. height above average terrain 1,292 ft. P. O. address 5700-100th Way, North, St. Petersburg, Fla. 33708. Estimated construction cost \$52,220; first-year operating cost \$15,000; revenue none. Principals: C. W. Caldwell, president and others. Applicant has CP for new FM at Pompano Beach, Fla. Mr. Caldwell is president of WGNB(FM) St. Petersburg and WGNP Indian Rocks Beach, both Florida. Action May 9.

OTHER ACTIONS

Commission waived mileage separation requirements of Sec. 73.207(a) of rules and accepted for filing application by KPRO Inc. for new FM station at San Bernardino, Calif. to operate on ch. 236 (95.1 mc) with ERP 20 kw and ant. height 324 ft. Action May 8.

Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 18020-21, denied petition to enlarge issues filed March 15 by Almdorson Inc. of Florida. Action May 8.

Review board in Portland, Ind., FM broadcast proceeding. Docs. 17915-17, granted

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joint request for dismissal of application and approval for reimbursement of expenses filed March 12 by The Graphic Printing Co. and Soundvision Broadcasting Inc.; agreement submitted therewith is approved; application of The Graphic Printing Co. is dismissed with prejudice and remaining applications are retained in hearing status. Action May 9.

Review board in Lebanon, Mo., FM broadcast proceeding, Docs. 17899, 18043-44, granted motion filed May 7 by Risner Broadcasting Inc. and extended to May 14 time within which to file reply to Lee Mace opposition to petition to enlarge issues. Action May 9.

Review board on May 13 in Wagoner, Okla., FM broadcast proceeding, Docs. 18086, 85 and 87, granted to extent indicated and denied in all other respects petition for enlargement of issues filed on April 9 by Wagoner Radio Co. and Vinita Broadcasting Company, Inc.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on May 7 in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMO Inc.) FM proceeding, Designated Hearing Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for June 18 and hearing for July 29 (Docs. 17410, 18174).

Hearing Examiner Thomas H. Donahue on May 7 in Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FM proceeding, granted motion by Vidalia Broadcasting Co. and continued prehearing conference from May 7 to June 14 and the hearing from May 15 to July 24 (Docs. 18014-5).

Hearing Examiner Charles J. Frederick on May 9 in Fort Smith, Ark. (American Television Company) FM proceeding, granted request of American Television Company and dismissed with prejudice its application (Doc. 17849).

Hearing Examiner Isadore A. Honig on May 9 in Portland, Ind. (The Graphic Printing Co., Glenn West and Sound-Vision Broadcasting, Inc.) FM proceeding, ordered hearing scheduled for May 19 postponed to June 25; official transcript of May 9 conference will reflect procedural dates scheduled in connection with preparation for presentation of evidence on recently added financial issue of Glenn West (Docs. 17915-7).

Hearing Examiner Jay A. Kyle on May 6 in Gate City, Va. and Kingsport, Tenn. (Tri-Cities Broadcasting, Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding, upon verbal request by Palmer-Dykes Broadcasting Co. ordered proposed findings of fact and conclusions of law shall be filed May 10 in lieu of May 7 and reply findings be filed on or before May 17 (Docs. 17575-6).

Hearing Examiner Elizabeth C. Smith on May 13 in Tampa, Fla. (WLCY Inc. and Rust Craft Broadcasting Co.) FM proceeding, granted petition by WLCY Inc. for leave to amend application to show resignation of one of its directors (Docs. 17942, 17944).

RULEMAKING ACTION

FCC amended rules to include Virgin Islands with Puerto Rico in exception to general power-height limitation for Zones I and IA Class B stations. Amendment becomes effective June 25. Action May 15.

DESIGNATED FOR HEARING

FCC designated for hearing applications filed by Vermont New York Broadcasters Inc. and Vermont Radio Inc. for new FM stations to operate on ch. 225 (92.9 mc) in Burlington, Vt. Applications are mutually exclusive in that operation would result in mutually destructive interference. Hearing issues are to determine which proposals would better serve the public interest and which of the applications for CP should be granted. Vermont New York application calls for operation with ERP of 36 kw and ant. height of 2,706 ft. and Vermont Radio with ERP of 35 kw and ant. height of 2,721 ft. Action May 8.

Existing FM stations

FINAL ACTIONS

KXJK-FM Forrest City, Ark.—Broadcast Bureau granted CP to install new type trans., dual polarized type ant., ERP 3 kw, ant. height 225 ft., remote control permitted; condition. Action May 9.

*KXLU(FM) Los Angeles—Broadcast Bureau granted mod. of CP to make change in ant. system Action May 9.

KBRG(FM) San Francisco — Broadcast Bureau granted CP to install new auxiliary trans. and ant. at main trans. location to be operated on 105.3 mc, ERP 20 kw, ant.

height 780 ft. Action May 9.

WSLM-FM Salem, Ind.—Broadcast Bureau granted CP to install new type ant., ERP 50 kw, ant. height 160 ft.; condition. Action May 9.

WNAV-FM Annapolis, Md.—Broadcast Bureau granted mod. of SCA to operate on subcarrier frequency of 42 kc. Action May 9.

WMZK(FM) Detroit—Broadcast Bureau granted CP to install new type ant., ant. height 410 ft.; condition. Action May 9.

KDUZ-FM Hutchinson, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 195 ft. Action May 9.

WCCA(FM) McComb, Miss.—Broadcast Bureau granted CP to change frequency from 94.1 mc. ch. 231, to 105.7 mc, ch. 289. Action May 6.

WHDL-FM Olean, N. Y.—Broadcast Bureau granted CP to install new type trans. circular polarized type ant., ERP 43 kw, ant. height 740 ft. Action May 9.

WHFM(FM) Rochester, N. Y.—Broadcast Bureau granted CP to install new type trans., change ERP to 50 kw, ant. height 340 ft., remote control permitted. Action May 8.

WZAK(FM) Cleveland—Broadcast Bureau granted CP to add vertical polarization, install new type ant., make change in ant. system, ERP 27.5 kw, ant. height 620 ft. Action May 9.

KXLS(FM) Oklahoma City—Broadcast Bureau granted CP to install new type ant., make change in ant. system, ERP 59 kw, ant. height 235 ft. Action May 9.

KEEE-FM Nacogdoches, Tex.—Broadcast Bureau granted CP to install new type trans.; condition. Action May 9.

Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KLOM-FM Lompoc, Calif., to Nov. 1; condition: KATN Boise, Idaho to Oct. 1; KWAL Wallace, Idaho to Nov. 19; WSAL-FM Logansport, Ind. to Oct. 14; KRNT-FM Des Moines, Iowa to Nov. 1; WCER Charlotte, Mich. to Sept. 1; WFXM (FM) Jackson, Miss. to Oct. 28; *KCLJ (FM) St. Charles, Mo. to June 15; WKAJ-FM Saratoga Springs, N. Y. to Oct. 19; KJIB(FM) Portland, Ore. to July 31; WNOO Chattanooga, Tenn. to Nov. 2; WPVA-FM, Petersburg, Va. to Oct. 21 and WOSH Oshkosh, Wis. to Nov. 15. Action May 14.

Broadcast Bureau granted licenses covering following new stations: WARI-FM Abbeville, Ala.; WLTH Gary, Ind.; KUZNF West Monroe, La.; KKND(FM) Jamestown, N. D.; WHFD Archbold, Ohio and WOLD-FM Marion, Va. Action May 14.

CALL LETTER APPLICATIONS

WTHB-FM, North Augusta Broadcasting Co., Augusta, Ga. Requests WZZW(FM). WFKO(FM), BGS Broadcasting Inc., Kokomo, Ind. Requests WWKI(FM).

La Terr Broadcasting Corp., Houma, La. Requests KHOM(FM).

KWEB-FM, North Central Video, Inc., Rochester, Minn. Requests KNCV(FM).

WVMI-FM, New South Communications Inc., Blox, Miss. Requests WBIL(FM).

*Stout State University, Menomonie, Wis. Requests *WVSS(FM).

CALL LETTER ACTIONS

*WNIC(FM), Northern Illinois University, DeKalb, Ill. Granted *WNIU(FM).

WDAD-FM, WDAD Inc., Indiana, Pa. Granted WQMU.

*WCBD(FM), Christian Brothers College, Memphis. Granted *WCBC(FM).

WDIA-FM, WDIA Inc., Memphis. Granted WTCV(FM).

RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KFLN, Baker, Mont. and WIIN Atlanta. Action May 10.

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KRIB Mason City, Iowa; KXRA Alexandria and WJSW Maplewood, both Minnesota. Action May 7.

Translators

ACTIONS

K81AZ San Luis Obispo county Superintendent of Schools, San Luis, Obispo, both California—Broadcast Bureau granted CP for UHF TV translator station to change trans. location to seven miles north northwest of San Luis Obispo, make changes in ant. system, specify primary station as KQED (TV), ch. 9, San Francisco. Action May 2.

K82BG, San Luis Obispo county Superin-

tendent of Schools, Shandon, Syncline Hill and Poso, all California—Broadcast Bureau granted mod. of CP for UHF TV translator station to change frequency from ch. 82, 878-884 mc, to ch. 71, 812-818 mc, also change call letters to K71CC. Action May 2.

K78CK Monterey and Salinas, both California—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 7. Action May 7.

K13DE, Wolcott, Eagle, Gypsum and Riland, all Colorado—Broadcast Bureau granted mod. of license for VHF TV translator station to change primary station to KLZ-TV, ch. 7. Action May 7.

K02BL Minturn and Gilman, both Colorado—Broadcast Bureau granted mod. of license for VHF TV translator station to change primary station to KLZ-TV, ch. 7, Denver. Action May 7.

K10AU North Fork Lodgepole Creek and Steve's Fork Creek Community, both Montana—Broadcast Bureau granted CP to replace expired CP for VHF TV translator station. Action May 7.

K05CN Red River, N. M.—Broadcast Bureau granted license covering VHF TV translator station. Action May 10.

K08ES Red River, N. M.—Broadcast Bureau granted license covering VHF TV translator station. Action May 10.

W12AU Burnsville, N. C.—Broadcast Bureau granted mod. of CP for VHF TV translator station to extend completion date to Nov. 6. Action May 6.

City of Boise City, Okla., Boise City, Okla.—Broadcast Bureau granted CP for new VHF TV translator station to serve Boise City, operating on ch. 13, by rebroadcasting KVII(TV), ch. 7, Amarillo, Tex. Action May 8.

W71AH South Boston and Halifax, both Virginia—Broadcast Bureau granted CP to make changes in ant. system for UHF TV translator station. Action May 7.

W73AJ South Boston and Halifax, both Virginia—Broadcast Bureau granted CP for UHF TV translator station to make changes in ant. system. Action May 7.

Broadcast Bureau granted mod. of CP to change type trans. and make changes in ant. systems for following UHF TV translator stations: W77AE and W79AT, Central Virginia Educational Television Corp., Chase City, South Hill and rural Macklenburg County, all Virginia. Action May 7.

K13HS Guernsey, Wyo.—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action May 7.

Broadcast Bureau granted renewal of licenses for following VHF and UHF TV translator stations: K07HA Camp Nelson, rural area east of Springville, California, Springville and Balch Park, both California, K11FU Springville, K08FO Oroville, K12DU Saratoga-Los Gatos, K70DW Arroyo Grande, K81AZ San Luis Obispo, and K73BQ and K77BS Lakeport, all California. Action May 10.

Broadcast Bureau granted licenses covering following new VHF TV translator stations: K08FX Lake Isabella Area, Calif.; K10FZ Hopland, Calif.; K11IC Sterling, Colo.; K13IE Sterling, Colo.; K11IH Malta, Strater, Wagner rural area and rural area northwest of Malta, all Montana; K13IK Terriv, Mont.; K04EG Trenton, Nebraska; K08GB New England, N. D. and K10FV Grand Coulee and Electric City, both Washington. Action May 14.

CATV

APPLICATIONS

Pittsfield-Dalton TV Cable—Requests distant signals from WNBC-TV, WCBS-TV, WNEW-TV, WOR-TV and WPIX, all New York to Dalton, Mass. (Albany-Schenectady-Troy, N. Y.—ARB 42). Ann. May 14.

High Fidelity Cable Television—Requests distant signals from WNHC-TV, New Haven, Conn.; WEDH(TV) Hartford, Conn.; WNEW-TV, WOR-TV and WPIX(TV), all New York to Lenox, Mass. (Albany-Schenectady-Troy, N. Y.—ARB 42). Ann. May 14.

Dubuque TV-FM Cable Co.—Requests distant signals from WTTW(TV) and WFLD-TV, both Chicago to Dubuque, Iowa (Cedar Rapids-Waterloo, Iowa-ARB 74). Ann. May 14.

Paper City TV Cable Corp.—Requests distant signals from CBMT(TV) CFTM-TV and CFCF-TV all Montreal, to Berlin and Gorham, both New Hampshire (Portland-Poland Spring, Me.—ARB 63). Ann. May 14.

Halifax Cable TV Inc.—Requests distant signals from WJCT-TV Jacksonville and WEDU(TV) Tampa, both Florida to Daytona Beach, South Daytona, and unincor-

(Continued on page 83)

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Excellent opportunity for local time salesman in Cedartown, Georgia. Only those who want a permanent, secure position and whose personal and credit references are excellent need apply. Contact Bob Bond, WGAA.

Very successful local AM/FM wants another good salesman, send brief resume and photograph: WLNG, Sag Harbor, Long Island, New York.

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Two intelligent, mature personalities needed to bolster rising ratings at Pennsylvania medium market station. Tough competition with rockers demands experience, imagination, and ability. Salary will depend on qualifications. Send tape and resume to Box E-120, BROADCASTING.

Announcers—(Cont'd)

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Midwest M.O.R. in need of a good personality. Good salary, unlimited future with a growing chain. If you are a screamer, or if you have a problem in your background you need not apply. Send tape and resume to Box E-207, BROADCASTING. All replies confidential.

Immediate opening for top announcer with several years of experience. Air shift plus ability to write copy and do production work. This could lead to Program directorship. Good pay, advancements, and fringe benefits. Eastern North Carolina. Send complete resume and non returnable tape. Box E-208, BROADCASTING.

Top pay for major market contemporary powerhouse. Send tape, and full information about yourself, including salary desired. Only radio professionals need apply. Box E-212, BROADCASTING.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-232, BROADCASTING.

Live-wire midwest MOR expanding small market station needs first phone morning personality. Tape and resume to Box E-236, BROADCASTING.

Need bright, promotional-minded morning man. Top C&W format in southwest. State salary needed, send tape and resume to Box E-243, BROADCASTING.

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Alaska's largest market, \$800 to start. City over 100,000. Good music AM-FM-TV. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska 99501.

Wanted by KOLT, Scottsbluff, Nebraska. Sports-caster-salesman experience necessary. Apply by Mail with picture.

"KRSI—request radio." Minneapolis, a member of a growing chain with a bright new successful format has opening for experienced 1st phone jock: Also future openings among other station and group. Send tape and resume plus salary requirements to: Tom Wynn, KRSI, 4500 Excelsior Blvd., Minneapolis, Minnesota 55416.

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Help Wanted

Announcers—(Cont'd)

Wanted: Good-voiced experienced announcer with no bad habits, capable of running adult top 40 afternoon shift, minus top 40 music. Air shift and production duties only responsibilities. Must be able to follow instructions. Our station is modern, serving a beautiful southern resort city, pulse-rated number one, and we pay well above average. Must be able to stand past employment investigation. If you think you qualify, send resume and air check to KXOW Radio, P.O. Box 579, Hot Springs, Arkansas 71901.

Top soul station in Houston needs soul jocks. Send tapes and resume to Dave Jordan, KYOK, 613 Preston, Houston, Texas

Immediately, first phone all-night jock for top rated format station. Tape and resume. Gary Gunter, KYSN, Colorado Springs, Colo.

Tired?? of trying to do first-class production on second-class equipment; of being tied down by an air shift so long there's no time for production? This may be the opportunity with a future you're seeking! A new ultra-modern 5 kw AM & FM stereo station covering a growing market of over 150,000 will soon serve Auburn & Opelika in east central Alabama . . . home of famed Auburn University. Be a part of a substantial and growing chain of successful radio operations in the southeast. First-class first-phone production oriented announcers for a MOR format needed in June. Send photo, resume and tape to: Manager, Radio Station WAOA, P.O. Box 2329, Opelika, Alabama 36801.

The man that I'm looking for is about 25, has a couple of years of college, a small family, is personable, mature, stable, and has at least 2 yrs board experience. We offer a livable starting wage, group ownership and fringe benefits, and the opportunity to work with a young friendly group of professionals. Can you come close to filling the bill? Send tape and resume to: Gary Wright, WCSI, 501 Washington Street, Columbus, Ind. 47201.

MOR announcer with opportunity for advancement. Play-by-play helpful. WCSJ, Morris, Illinois.

Small market station needs announcer with first phone. Station member of young, growing group; unlimited opportunity. Sales experience desired but not necessary. Salary based on ability and experience. Rush resume and tape to General Manager, WCSL, Cherryville, North Carolina 28021.

Announcing pro for WEXI-FM in Chicago suburb of Arlington Heights. Salary in line with ability. Reply 312-259-1030. R. Smithers, Prog. Dir.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit, WHMI, Howell, Michigan.

We're adding to our staff. Needed an experienced MOR announcer for board and production. Tape, picture, resume and salary requirements to G.M., WINA, Charlottesville, Virginia.

We need a good voiced, bright sounding addition for our air staff. Someone probably doing M.O.R. or adult top 40 who wants to move up. If you've got the basic equipment (voice & intelligence) we'd like an aircheck and resume as soon as possible. WIRE, Indianapolis, Ind. 46206.

Immediate opening—bright, professional announcer for MOR format. Send resume, photo, and tape to WJIC, Salem, New Jersey.

One of Washington D.C.'s leading quality music stations has an opening for a weekend announcer. Must be experienced with deep voice and mature delivery. Modern studios with latest equipment. No calls. Send tape and resume to WQMR/WGAY, 8121 Georgia Avenue, Silver Spring, Md. 20910.

Summer vacation relief announcers for contemporary pulse rated number one operation. Send tape, resume to PD, WRIG, 529 Third Street, Wausau, Wisconsin 54401.

Announcer—salesman. Be our morning man; inherit & expand active, growing account list. Permanent. Guarantee \$165 a week to start. Creative respected MOR stations in beautiful south Florida coastal community. WSTU/WMCF-FM, Stuart, Florida.

Announcers—(Cont'd)

MOR boring? Unique Minimax approach offers creative challenge. Mature, enthusiastic morning man needed now. Good salary, benefits, 5 day week, advancement opportunities with TV-radio-newspaper chain. Tape, resume to WSWM, P.O. Box 289, East Lansing, Mich. 48824. Do something worthwhile.

Chance to move up with new station in Delmarva. Need first ticket. Experience preferred. No collect calls. Jim Carrier—Prog. Dir., WTHD, Milford, Del. 302-422-7575.

Immediate opening for first phone all night announcer-dj at leading central New York contemporary operation. Send tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

C & W jock—1st phone—need immediately. Call collect 319-365-9431.

Technical

Ohio major market AM-FM needs experienced engineer good on transmitters, general maintenance and administration. \$10,000 + transportation and other benefits. Send all information. Box E-36, BROADCASTING.

Chief engineer for daytime directional in Northern Ohio. You're in on the ground floor. Station not on air but needs basic engineering work done in next several months. If you're qualified, you'll live and work in a fine community. Salary open. Box E-60, BROADCASTING.

Chief engineer beautiful, peaceful small-market Ohio quality AM-FM. Good pay with extra benefits. Send resume and salary requirements to Box E-188, BROADCASTING.

Ohio station needs chief engineer. Must be experienced in installation, construction and maintenance of both AM & FM. Box E-233, BROADCASTING.

FM engineer for major southeastern university. First class license, experience and appreciation of sound necessary. Box E-237, BROADCASTING.

Chief engineer. East of the Mississippi. Directional. \$200 to start with scheduled increases. Box E-249, BROADCASTING.

Chief engineer for northern California 5 kw. One of California's oldest broadcast stations, still under original ownership. Must have first phone, and ability to assume all engineering responsibilities for well equipped stations. Wire or write: Frank McLaurin, KSRO, P.O. Box 1598, Santa Rosa, California.

Experienced chief engineer directional AM-FM stereo. Air shift 2 days per week. Ideal living, good working conditions, good future. Contact Gen. Mgr., Lyle Richardson, KUDE, Oceanside, Calif.—714-757-1320.

Midwest 125 miles north of St. Louis. Engineer—first phone—AM/FM/TV. Good opportunity for engineer for summer relief for college students or for full-time employment. Contact Jim Martens, Chief Engineer, WGEM Radio & TV, Quincy, Illinois, 62301 or phone area code 217-222-6840.

Broadcast engineer—long established WILM-Radio urgently needs experienced first class chief. Maintenance only, modern equipment remote controlled RCA installation. Heavy on remotes. Ewing B. Hawkins, General Manager, 654-7771 for interview, call collect.

Technical opening for experienced chief or well trained qualified engineer for chief. WJAZ, Albany, Georgia.

Chief engineer for 5 kw full-time station. Must "take over" complete engineering responsibility including FCC proofs, studio & transmitter maintenance, remote control and night directional operation. Day off air shift required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

Engineer, 1st class ticket. Must maintain transmitter. Announcing useful, not necessary. Upper midwest. Excellent hunting, fishing, boating. Call 608-269-3307.

CATV chief technician—non-lease-back system just starting turnkey construction. Potential 9,000. Salary commensurate with background. Send resume. Box 1188, St. Cloud, Minnesota or call Paul Franklin, 612-251-4422.

NEWS

Aggressive news station in college town seeking dedicated reporter. \$115-125 to start. Send resume, tape. Box E-191, BROADCASTING.

Excellent opportunity for newsman with play by play ability. Send resume and audition first letter. Dale S. Low, KSMN, Mason City, Iowa.

Reporter-airman to 5 broadcast journalists who cover a 350,000+ metro market. Immediate opening for the right man with college and/or experience to earn top salary and fringe benefits and join top rated ABC affiliated news department. Rush tape and resume to Morry Alter, News Dir. KSTT, 1111 East River Dr., Davenport, Iowa.

Newsman to gather, write, deliver local news—community minded station. No floaters—immediate opening. Contact Brad Harris, WADS, Ansonia, Conn. 06401, tel. 735-4606.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write and broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

Programming—Production, Others

OK, prove it! Needed a pro, rock P.D. who can grab onto a rocker with R'n'B Style and keep it swinging. If you are on the air now and ready to move up. If you're as good as you think you are, send: tape, photo, salary requirements, resume, air special to: WAMM, 740 S. Saginaw St., Flint, Michigan 48502. Tapes returned: Prima donas and children need not apply.

Tired?? of trying to do first-class production on second-class equipment; of being tied down by an air shift so long there's no time for production? This may be the opportunity with a future you're seeking! A new ultra-modern 5 kw AM & FM stereo station covering a growing market of over 150,000 will soon serve Auburn & Opelika in east central Alabama . . . home of famed Auburn University. Be a part of a substantial and growing chain of successful radio operations in the southeast. First-class first-phone production oriented announcers for a MOR format needed in June. Send photo, resume and tape to: Manager, Radio Station WAOA, P.O. Box 2329, Opelika, Alabama 36801.

Copywriter—creative, straight and production copy ability desired by top adult station in market. Contact Carl Hallberg, Mgr., WDBO, Orlando, Fla.

Production—annr. Creative production ability and good air sound are necessary to fill opening at leading adult station in important Florida market. CBS affiliate. Contact or send experience, background and complete information to Carl Hallberg, WDBO, Orlando, Fla.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAU, Evanston, Ill.; nois 60202.

Production chief-writer: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WFDF; Flint, Michigan.

Department of Communications, Graham Junior College (founded Cambridge School) now accepting applications for September, 1968, to teach Radio Production. Minimum requirements: Bachelor's Degree (Master's preferred). Three years commercial experience. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Graham Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

First phone copywriter and girl Friday needed in June. Send resume to WAOA, Opelika, Ala. 36801.

Situations Wanted—Management

Program manager . . . production, promotion, news, public-service, air personality background. Ready to settle with the right organization. 12 years experience. Box E-71, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Owners—this GM put a floundering station back on its feet. Best billing, ratings and profits in years. Desire an organization whose owners appreciate a job well done. Box E-196, BROADCASTING.

General manager fully experienced all phases small market radio. Good sales, programming, first phone. Former successful owner-operator who will run station in best interests of owner. Mature, stable, sober, 42, Box E-203, BROADCASTING.

Owners-stockholders: If your station needs help to become a money maker, nationally respected programmer and administrator seeks challenge as manager in medium to major market. If you're ready to increase your audience, billing, share profits, and your property is south, southwest, or west, make your best investment by contacting me today. Box E-206, BROADCASTING.

20 years broadcast experience at same station as announcer, commercial and news writer, traffic manager, program director, sales manager and general manager, present position for nine years. Wants to move larger than 30,000 market or buy into profitable operation. Nothing less than \$15,000 considered. Box E-221, BROADCASTING.

Sales

Seeking first position. Mature, recent broadcast school graduate, 3rd endorsed, prefer sales and production. hard worker, vet. Box E-239, BROADCASTING.

Radio-TV, ex-dj wants to try sales; no experience. College grad. married, draft exempt, 25 yrs. old. Daniel McKavanagh, 1111 New St., Pinckneyville, Illinois 62274.

Announcers

Currently program director with air shift. Want medium market job. Rock or album rock. Excellent production. First ticket, some maintenance. Want chance to move into management in your organization. Married. Available mid-June. Box E-11, BROADCASTING.

Announcer-3rd-broadcast school. MOR-grad-22-draft exempt-prefer New York state or southern New England. Call 914-472-1979, or Box E-104, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box E-107, BROADCASTING.

Female broadcaster — experienced, tight board, news, third phone. single, personable, responsible. Weekends New York area. Box E-109, BROADCASTING.

Excedrin headache #1—No. 1 jock (54% evening audience) on no. 1 boss station in 50th area needs the best pain reliever: Top 40 station in top 20 market areas only. Box E-137, BROADCASTING.

Program director, top rated east coast rock station. Unhappy and want to relocate. Personality, good news and production. Sales. Nine years. College. Rock or MOR, consider C&W. Box E-147, BROADCASTING.

DJ, authoritative newscasting, mature attitude, close board, versatile, competent. No floater/prima. Wanting sales. Box E-155, BROADCASTING.

Sports and/or sales. 18 years experience. Currently play-by-play major conference football multi-state network. Veteran major college basketball play-by-play. Outstanding sales record. 15 years present position. Married, 35. Seeks profitable move to progressive organization in vigorous market. Prefer southwest midwest, or Rocky Mountain area. Minimum five figure salary. Box E-190, BROADCASTING.

Modern country dj—1st phone, 5 years same station. Can handle news, production, jingles. Award-winning song writer. Prefer south-east. Married, draft exempt, slight handicap. Salary: approaching \$150 a/wk. Box E-192, BROADCASTING.

DJ—announcer—broadcast grad—draft exempt—work hard for experience. Box E-193, BROADCASTING.

Telephone talk-show, very knowledgeable, communicator with right answers available. Permanent, substitute, Los Angeles. San Francisco. Box E-197, BROADCASTING.

Announcers—(Cont'd)

Wake up smiling! My listeners do . . . want yours to? First phone. top-40, four years. Box E-200, BROADCASTING.

Announcer, engineer. Desires permanent position with Pacific Northwest operation. Four years experience in announcing, news, audio engineering and automation systems. Box E-205, BROADCASTING.

About two years experience, some college, third phone. Box E-211, BROADCASTING.

Most all-night shows drag. They shouldn't. I don't. Contemporary, first, four years medium markets. Box E-215, BROADCASTING.

Authorative newscaster, dj, announcer. Good voice. Family man. Box E-217, BROADCASTING.

Attention California—13 years solid experience. Announcing, programming. Midwest AM, FM, TV. MOR, classics, jazz, talk. Stable family man, 36. Professional voice, instincts, attitude. Box E-230, BROADCASTING.

Disc jockey, newscaster, salesman. Experienced, dependable, authoritative, aggressive, creative, versatile, tight board, third endorsed, family man. Box E-238, BROADCASTING.

Negro soul jock, first class ticket. Working now. Box E-241, BROADCASTING.

There is more to this Irishman than just plain green!! What happens to him remains to be seen. Are you looking or just shopping? Box E-242, BROADCASTING.

Looking for a professional top forty jock who can adapt his style to anybody's tight format? Looking for a production man who can create and record convincing spots? Looking for a dependable, enthusiastic employe with a family and a first phone? Look no further than Box E-244, BROADCASTING.

Announcer with resonant voice and 3 years experience wants to join group of professionals at MOR station. Can sell, authoritative news, age 29, married, military completed, available in June. Box E-245, BROADCASTING.

Sportscaster. Experienced play-by-play, knowledgeable analysis from the professional viewpoint as a winning coach. Veteran, Masters degree and much more. Radio and/or Television. Box E-251, BROADCASTING.

Expr. dj, news, tight board, third endorsed. Dependable, relocate, versatile. Box E-254, BROADCASTING.

First phone rocker seeks summer position. Digs Florida but will work anywhere. Up-beat country and MOR also. Hardworker—references to prove it. Box E-255, BROADCASTING.

Radio-TV, announcer, limited experience, married, draft exempt, Broad school grad. 3 yrs. college. 3rd endorsed, will relocate. Dependable, hard worker. Paul Siragusa, 50 Chatsworth, Ave., Kenmore, N.Y.

Attention California! Native son needs help. Will move tomorrow to fill your announcing, writing needs. 3rd with experience. Write immediately to 7716 Amber Way—Stockton, California, 95207.

Mature, intelligent announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western states. Four years part-time experience, degree, broadcast grad currently USAF officer available July. Captain Roger Schneider, Box 499, Kirtland AFB, N. M. 87117.

Will work, and work, if I get the first, 3rd endorsed. Jersey, Al Beresky, 26 Huron Avenue, Clifton, New Jersey.

Announcer dj newscaster. Non-floater, family man. Earnest Adams, 99-08—197th St., Hollis, N.Y. 11423.

Over fifteen years broadcasting experience plus solid background allied newspaper-printing fields. Announcing: Strong ad-lib and mature news. Engineering: maintenance including some FM, automation, also directionals. Presently self-employed 45 acre farm. Personal interview preferred but not essential. Small or large station, however, emphasize stable staff. Rod Arkell, High Springs, Florida. Phone: 454-1373.

1st phone announcer, draft exempt, interested in learning all facets of radio prefer east coast location. MOR or Rock. Lester A. Daffin, 301-822-5567.

Announcers—(Cont'd)

Do you need a very good play-by-play announcer? High recommendation. Wisconsin or adjacent state preferred. Write to Terry Hardtke, 736 East 12th Ave., Emporia, Kansas.

Attention Minnesota area AM, FM, and TV. I have what you need! Fresh out of military, dj and announcing experience, and first phone. Would prefer Minnesota but will consider all midwest area. Available July first. Duane R. Miller, R. R. #1, Box #23, Marshall, Minn. 56258.

Brown Institute Graduate, first phone operator. Call 906-226-6414.

Female dj . . . tight board . . . well qualified news gathering . . . sales . . . traffic . . . weather . . . 3rd . . . children at home . . . please write: Pupil, Box 144, Kokomo, Indiana 46901.

Have first phone, can write copy, do maintenance. Seeks MOR combo position, preferably in or near southern N. E. George Blacker, 48 Foote St., Cheshire, Conn. 06410.

First phone, tired of top 40. Want MOR. Six years experience. Medium, metro market. Married, V.F.W. Bill, 612-724-9067.

Technical

Self reliant chief engineer. Construction, maintenance, proots. AM and FM stereo. Family man. Maintenance engineering considered. Box E-165, BROADCASTING.

Chief engineer, highly experienced, seeks position at quality station. Box E-175, BROADCASTING.

TV-AM engineer 10 years experience desires immediate employment in or near Raleigh or Charlotte, North Carolina. Authoritative announcer also. Logan . . . 305-732-2758. Or Box E-247, BROADCASTING.

Chief engineer—21 years experience all phases broadcasting; management to announcing. AM-FM directionals, stereo, multiplex. Box E-256, BROADCASTING.

1st phone electronics technician, DeVry certificate, graduates college June 2, speech drama radio major seeks opportunity gain experience all phases commercial broadcasting. Will send resume and tape upon request. Midwest area preferred, Keith Reizer, 1641 S. Main, Ottawa, Kansas 68067.

Over fifteen years all phases broadcasting with strong engineering background. See my ad under "Announcers." Rod Arkell, High Springs, Florida. Phone: 454-1373.

NEWS

Experienced sportscaster-newsman wants medium-large market. Box E-248, BROADCASTING.

Programing,—Production, Others

Nebraska, or neighboring area—native desires return. Twelve years radio-television experience: Continuity, traffic, operations, semi-satellite management. First phone, 34, family man, 4 children. Box E-140, BROADCASTING.

Program director—eastern medium or large market. Exp. as asst. program director in 2 of top 10. 28, married, B.A. degree. Top references. No rock Box E-204, BROADCASTING.

Top dj-major market-three years. Wants PD large or management small market. Fourteen years experience all phases (1st ticket). Available now: Bob White, 5894 Juvene Way, Cincinnati, Ohio 45238 or call 513-922-5831.

TELEVISION—Help Wanted

Sales

Business manager-accountant in east. Send resume. Box E-150, BROADCASTING.

Television account executive for Wisconsin network affiliate. We'll provide the incentive and income opportunity. You supply ambition, initiative, creativeness and will to succeed. Box E-209, BROADCASTING.

Creative salesman as representative in Detroit and eastern Michigan for rapidly expanding film and audio visual production company. Knowledge of Michigan advertising market essential. Writing and production experience helpful. Excellent starting salary, plus commission and expenses. Box E-218, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Staff announcer for mid-Atlantic VHF experienced in doing on camera commercials, news, sports and weather. Many fringe benefits—good future. Send full particulars in 1st reply, including salary and 16mm audition film. Box E-123, BROADCASTING.

Like a good job in a city near good fishing and boating? Southeastern VHF needs a booth and studio announcer with mature delivery immediately. Great opportunity for a hard worker. Send audio or video tape and a complete resume to Box E-136, BROADCASTING.

Technical

Immediate opening in the heart of the Big Sky Country, fishing and hunting paradise. Need one transmitter and one studio engineer. Will train qualified first class man. Box E-65, BROADCASTING.

Opening for man to take over technical operations of small market TV station. Must have experience in studio, video and transmitter operation. Mid-Michigan location. Box E-119, BROADCASTING.

Director of engineering. Working administrator in east. Total responsibility and authority. Good gross and income. Box E-149, BROADCASTING.

Florida—beaches, fishing and money for 2 experienced studio engineers. One position is permanent, one is vacation relief. Color experience necessary. Call Chief Engineer: 305-965-5500. Box E-154, BROADCASTING.

Midwest 125 miles north of St. Louis. Opportunity for first-class licensed engineer, outstanding company benefits—NBC & ABC TV affiliation. Contact Jim Martens, Chief Engineer, WGEM Radio & TV, Quincy, Illinois 62301 or phone area code 217-222-6840.

Opportunity for technicians with first-class licenses at expanding station now all-color and soon to construct complete new plant. Will consider at any level of experienced from beginner to expert; starting pay based on experience. Good wages, many benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. Phone 606-254-2727.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHG-AM-FM-TV, New Haven, Conn. 06510.

Staff engineer needed for full-color studio operations and maintenance. Salary open. Send resume to Roger Hale, Chief Engineer, WTVM, Columbus, Ga.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

Department of Communications, Graham Junior College (Founded Cambridge School) now accepting applications for September, 1968, for Television Engineer. Minimum requirements: First Class License. Five years professional experience, including color. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Graham Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

NEWS

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we're looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send resume to: News Director, Box D-381, BROADCASTING.

Competitive station in major eastern market needs self-starting young female news-caster with excellent camera presence and minimum 2 years on the air experience. Must be able to develop film story from scratch. Immediate opening. Send resume to Box E-2, BROADCASTING.

Experienced news director for TV-radio 5 man operation in the midwest. Need resume, tape and photo or reply by wire to Box E-231, BROADCASTING.

News—(cont'd)

California CBS affiliate has immediate opening for aggressive newswoman, capable of filming, writing, editing, on-air work. Rush audition material and resume to KBAK-TV Bakersfield, 93301.

Need July 1: Experienced news and public affairs producer, strong on writing, directing, on-air delivery. Faculty/staff status. Minimum Bachelor's degree. Full power, complete color ETV in new building. Excellent state benefits, working conditions. Contact immediately, General Manager, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

Programming—Production, Others

Administrative assistant/executive secretary to general manager of TV station in nation's capital. Top quality gal with good skills. Interesting, diversified duties. Box E-194, BROADCASTING.

Department of Communications, Graham Junior College (Founded Cambridge School) now accepting applications for September, 1968, to teach Television Production. Minimum requirements: Bachelor's Degree (Master's Preferred). Three years commercial experience. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Graham Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

TELEVISION—Situations Wanted

Management

Experienced radio station manager and top 50 market TV sales manager seeks change to challenging TV station management or sales management. Any area; will travel, no moving expenses. Box E-234, BROADCASTING.

Announcers

Radio sportscaster wants start in television plus radio play-by-play. Experienced high school—Big Ten. Knowledgeable, educated, personable. Box E-133, BROADCASTING.

Experienced weatherman seeking position in medium size market. Excellent commercial and booth work. 10 years broadcasting experience. Box E-216, BROADCASTING.

Sportscaster. Experienced play-by-play, knowledgeable analysis from the professional viewpoint as a winning coach. Veteran, Masters degree and much more. Radio and/or Television. Box E-252, BROADCASTING.

Technical

Chief engineer position desired—several years experience, will consider assistant chief. Box E-202, BROADCASTING.

Young man, electronic school, first phone, some college, with experience in studio operations and light maintenance, distress position with possibility for advancement. Will relocate anywhere, southwest preferred. Box E-246, BROADCASTING.

Director of engineering seeking large market station or group position. 19 years top experience—14 supervisory. Able to handle any job required, through experience and ability. Box E-257, BROADCASTING.

6 years experience, first phone, GE-RCA UHF transmitter, microwave, studio, area looking for position—California. Box E-258, BROADCASTING.

NEWS

TV news producer-editor, top five market, seeks station needing experienced, young, imaginative newswoman to create top news package. Box E-167, BROADCASTING.

Newscaster: Award winning writer, reporter, photographer; college graduate; youthful. Available now; top references. Box E-223, BROADCASTING.

Professional meteorologist. Ten years experience, including two years at present position where duties include radio and television weather-casting. Prefer east. Box E-240, BROADCASTING.

Experienced newswoman, all phases, TV reporter, major market. Box E-253, BROADCASTING.

TELEVISION—Situations Wanted

Programming, Production, Others

Art director—need a total graphic image? Eight years experience in top markets. Production sets, promotional art, etc., resume samples on request. Box E-173, BROADCASTING.

Producer-director—responsible, young, creative. Desires Florida or California. Ten years experience: 6 radio, 4 television. BA in mass communications. Presently employed in major market. Married. Box E-198, BROADCASTING.

Motion picture producer with sixteen years top experience will produce red hot new film properties for your station or network. Live action and animation, free lance or staff. Ready to roll! Box E-219, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78048.

Raytheon RA 5000 modulation transformer in good working condition. Urgently needed. Call or write, Manager, WTJH, P.O. Box 967, East Point, Georgia 30044, 344-2233.

We need good used 1 kw FM transmitter, also 4 bay antenna tunable to 100.1 MC. Box E-96, BROADCASTING.

Used solid state VTR in good operating condition. Will consider TR4, TR22 or VR 1200A, either monochrome or color. Box E-111, BROADCASTING.

Will trade equipment for equipment—no cash—need transmitter remote control system. No junk. Call collect 319-365-9431.

Need FM—10 watt transmitter or exciter, console, applicable equipment for college station. No phasitron. Gratuity or reasonable price. Box E-213, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroflex, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. All in good condition. 919-758-1453, Greenville, N. C.

New Moseley SCG-4-T transistor sub-carrier generator, never used, Cost \$695. Make offer. Box E-16, BROADCASTING.

Six million candlepower spotlight mounted on Ford tractor trailer. Partnership dissolved forces sale. Terrific for any radio or television station advertising. Reasonable priced. Box 2589, Colorado Springs, Colorado.

Gen'l radio 916A RF Bridge. Good condition, \$350.00. Box E-210, BROADCASTING.

Transcription player, portable recorder, tapes, typewriter, "Atlas" mike stand. Excellent. used. Sacrifice. Box E-220, BROADCASTING.

Five bay Collins 37M FM antenna for 106.9 MC. 360 feet jacketed 1-3/8 Hellax. Hewlett-Packard 335 B combined frequency and modulation monitor. Used short time, Contact: Frank Pingree, WCCC, Hartford, Conn.

Broadcast equipment, we have, or we'll get. Best deals. Financing available, trades accepted. Audiovox, Box 7067-55, Miami-Florida, 33155.

Scotch audio, recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

Turntable, RCA 70-C (complete) \$50. Immediate shipment. Don Jantzen, Box 3663, Washington, 20007.

FOR SALE—Equipment

Continued

RCA WR40A UHF transmitter seep and marker generator. EG & G 2236 A T-W oscilloscope 3 KMC band width. Nems Clark 108 D phase monitor GR 916 A antenna bridge. Ferris portable field strength and noise meter 100 KC to 30 MC. Collins 51 J 3 receiver .5 to 30.5 MC. Tektronix 514 AD oscilloscope 2-4CX 1000's brand new. Collins ANFRD-6 phase locked exciter. Writer William S. Ward, 6110 Otis St., Landover, Md. Or call after 6 P.M. 301-772-0443.

2 Magnecord M-90AC tape recorders, full track, 7½-15 ips, 50 cycles, portable cases. Excellent condition. 2 for \$750.00, \$400.00 each. Box E-235. BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Original-freshly-written one liners for radio. Sample . . . Box 31244 . . . Diamond Heights P.O. San Francisco, California 94131.

"Rock" aircheck recordings . . . top dj's . . . major market "rock" stations . . . inexpensive . . . free brochure. Command Productions, Dept. D, Box 1591, Portland, Oregon.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1138 Spring Street, Atlanta, Georgia 30308.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1155.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 28-Sept. 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

INSTRUCTIONS—(Cont'd)

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin June 24, July 29, Sept. 3. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin June 24, July 29, Sept. 3.—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin June 24, July 29, Sept. 3. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

See our display ad under Instruction on page 83. Don Martin School of Radio & TV 1853 No. Cherokee, Hollywood, California 90028. HO-2-3281.

RADIO

**Help Wanted
Management**

D.C.—Md.—Va.

Dynamic firm seeks participating corporate director with fiscal or technical background. Growth potential should net substantial return and long term capital gain. Principals only.

Box E-183, Broadcasting.

Sales

KNOCK! !

'opportunity' is WTOP Radio
We are looking for a \$15,000 salesman willing to make 10,000 right now and work his way up. SEVEN STATION CHAIN. If you can sell against stiff competition, we're interested.
WTOD Radio: 3225 Arlington Ave., Toledo, Ohio 43614. Or call—419-385-2507.

CAREER OPPORTUNITY IN SALES

If you are now in management, sales or promotion and ready for a new challenge, you want to see us. If you want to expand your horizons and make good money, let's talk. We're in New York—providing services to leading Radio and TV broadcasters all over the country. If you are a real go-getter, you want to travel a bit—you'll be the judge of that. A real chance to grow and advance rapidly with a well-established, well-respected company that's eager to help you reach your full potential.

Box E-225, Broadcasting.

**Short of
time
to Recruit
People?**

Our staff of experienced broadcasters can help you. Use the only nationwide TV and radio recruiting firm able to effectively search for broadcast personnel in all job categories.

Call 312-337-5318
For Search Charges.



*Nationwide
Broadcast Personnel
Consultants*

NEWS

WAVZ, New Haven, Connecticut

News Director position available. Seeking hard hitting news director with ability to continue the tradition of one of the most awarded news departments in the Nation! The position has been held for 8 years by one of the state's top men. If you're pro enough, send a tape, and background to:

WAVZ, 152 Temple Street, New Haven, Connecticut 06510. A Division of KOPSMONAHAN Communications, Inc.

**WANTED:—A GOOD
ILLINOIS NEWSMAN**

This progressive Illinois fulltime AM/FM-sterco/Muzak operation is looking for an experienced "take-over" newsman to devote fulltime to our local news department. No quibbling over money to right man who is not afraid of work. Experience a must. Write with resume or call—
George Walker, general manager, WKEI, Kewanee, Illinois.

Help Wanted

Programing,—Production, Others

Modern Country & Western
station top 50 market, mid-west has excellent opportunity for knowledgeable programmer strong on air and production. Good salary—equal to experience and capabilities. Need details, picture and tape.
Box E-35, Broadcasting.

PRODUCTION MANAGER

Creative genius with razor blade for major market "MOR" 50KW with excellent fringe benefits including pension program. We're #1 and we want to stay that way. Send tape and resume to:

Box E-201, Broadcasting.

RADIO

Situations Wanted

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.

Columbia School of Broadcasting

4444 Geary Boulevard/San Francisco 94118
(Not affiliated with CBS, Inc)

Situations Wanted

Management

TO OWNER

Seeking strong station manager who will be top salesman, sales manager, offering excellent programming concepts, varied staff background, 20 years experience—announcer, sales, station management.

Box E-197, Broadcasting.

TELEVISION

Help Wanted

Sales

WE'LL INVEST IN A TV SALES EXECUTIVE

This ad isn't directed to the run-of-the-mill salesman. The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive. He has had TV Sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies, local and regional account.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important job with the country's fastest growing CBS affiliate.

If you fit the picture, you'll live in a pleasant, medium sized, midwestern community. You'll start at up to \$7,500 depending upon your background, and you'll move ahead rapidly at a UHF station with the market's finest facilities. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

Box E-226, Broadcasting.

Technical

WANTED
CHIEF ENGINEER FOR SMALL MARKET TV-AM-FM OPERATION!

Station has CP for 1500 ft. television tower and new AM transmitter site. Greatest hunting, fishing and boating area in the south. Wonderful opportunity for right man. Send resume, photo and approximate income requirements and availability date.

Calcasieu TV and Radio, Inc. P.O. Box 1488, Lake Charles, La.

For Best Results You Can't Top A CLASSIFIED AD

Broadcasting
THE BUSINESSNESS OF TELEVISION AND RADIO

TELEVISION—Help Wanted—News

MAJOR MARKET

Television station needs street-reporter/airman. Send recent VTR audition or aircheck plus resume to:

An Equal Opportunity Employer

Box E-31, Broadcasting.

Programing,—Production, Others

ART DIRECTOR

New independent TV station with Fall start has an excellent salary and working conditions to offer an imaginative and creative art director. Must have good background in graphics, layout and set design. New plant with all color facilities. Send letter and resume only to:

*Ted Base, Program Director
WUAB-TV, United Artists Broadcasting
2100 Payne Avenue
Cleveland, Ohio 44114*

An Equal Opportunity Employer

MISCELLANEOUS

Volume I Was Great!

Now—Volume II is HERE!! "IDEAS UNLIMITED" 250 Prime Ideas for features, depth, business, editorials.

\$3 *Newsfeatures Associates
P.O. Box 14183, St. Louis, Mo.*

BUSINESS OPPORTUNITY

If You Live

in the midwest or southwest and would like to go on the air with a class A FM station and with minimum initial cash expenditure I have the deal you are looking for. I have all the necessary equipment will file your application, if you have a channel allocation, and will help you get on the air including proof of performance, and filing for final station license, etc. \$2,000 down will handle everything. You name the terms on balance

Box E-229, Broadcasting.

INSTRUCTIONS

Obtain
**YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS**
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DON MARTIN SCHOOL OF RADIO & TV

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FOR SALE—Stations

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Beautiful area near Orlando. One
Kilowatt. Absentee owned. Realistic-
ally priced.

Write Box D-393, Broadcasting.

NEW JERSEY AM-FM

\$300,000 range—cash. For details write:

Box E-227, Broadcasting.

CLASS B METROPOLITAN FM

Southern New England in Black—Great
Potential. \$140,000—Terms.

Box E-228, Broadcasting.

FOR SALE—

California Coast—1000W full time AM
radio station. Includes real estate. Excel-
lent equipment. Write or call:

L. C. Larson, 9000 Sunset Blvd., Los
Angeles, California 90069. PH 276-3166.

COLORADO

1. Solid suburban daytimer on great frequency covers Rocky Mtn. Metro area. \$120,000 cash.
2. Healthy fulltimer in fine vacation area. \$150,000 terms.
3. Daytimer AM—Fulltime FM in beautiful single station market. \$175,000.
4. Class IV AM—Class C FM. Only station available in very desirable market. \$200,000.

MOUNTAIN STATES BROADCAST PROPERTIES

1615 California St.
Denver, Colo.
(303) 292-3735

(Continued from page 76)

porated areas of Volusia county, all Florida (Orlando-Daytona Beach, Fla.—ARB 65). Ann. May 14.

Halifax Cable TV Inc.—Requests distant signals from WMFE-TV Orlando; WUFT (TV) Gainesville; WEDU(TV) Tampa; WJCT-TV, WFGA-TV, WJXT(TV) WJKS-TV and WDUV-TV, Jacksonville and WOTG-TV, Ocala, all Florida to Port Orange, Florida (Orlando-Daytona Beach, Fla.—ARB 65). Ann. May 14.

FINAL ACTION

Kalispell, Mont. Western Microwave, Inc.—CATV Task Force dismissed request to withdraw petition for reconsideration filed by KMSO-TV Inc. licensee of KGVO(TV) Missoula, Mont. Action May 9.

OTHER ACTION

■ **FCC** stayed order requiring Community TV Corp., CATV operator at Laconia, N. H., to comply with Sec. 21.712 of rules and provide program exclusivity for WCSH-TV and WGAN-TV, both Portland, WMTW-TV Poland Spring, all Maine, and WMUR-TV Manchester, N. H., to permit CATV operator to file for court stay of order. Stay was granted provided Community files with court within 14 days. Action May 8.

ACTIONS ON MOTIONS

■ **Chief Hearing Examiner James D. Cunningham** on May 3 in Lower Belle, Malden, Dupont City, Rand and George's Creek, all West Virginia (Asbury and James TV Cable Service) cease and desist order directed against CATV operator, ordered pursuant to commission's mandate appearing in order to show cause that record of hearing closed May 3 is certified to commission (Doc. 17968).

■ **Chief Hearing Examiner James D. Cunningham** on May 7 in Lower Belle, Malden,

Dupont City, Rand and George's Creek, all West Virginia (Asbury and James TV Cable Service) cease and desist order directed against CATV operator, ordered corrections to transcript of hearing (Doc. 17968).

■ **Hearing Examiner Jay A. Kyle** on May 13 in Kalamazoo, Mich. (Fezter Cable Vision) CATV proceeding, scheduled July 29 for filing proposed findings of fact and conclusions of law and August 30 to file reply findings (Docs. 17200, 17201-3, 17207-8).

■ **Hearing Examiner Forest L. McClenning** on May 3 in Manatee county, Fla. (Manatee Cablevision Inc.) CATV proceeding, and Holly Hill, Volusia county, Daytona Beach, and South Daytona, all Florida. (Clear Channel TV Inc. and Halifax Cable TV Inc.) CATV proceeding, granted petition by WSUN Inc. to intervene and made WSUN Inc. party to proceeding (Docs. 18093, 18094, and 18095).

■ **Hearing Examiner Forest L. McClenning** on May 9 in Manatee county, Fla. (Manatee Cablevision Inc.) et al. CATV proceeding, by separate actions, scheduled certain procedural dates, scheduled further prehearing conference for June 10 and continued without date hearing scheduled for June 4 and also denied motion by The Tribune Co. to dismiss Manatee Cablevision Inc. as party to proceeding (Docs. 18093-5).

■ **Hearing Examiner Forest L. McClenning** on May 14 in Akron Telerama Inc. Lorain Cable TV Inc., and Telerama Inc. CATV proceeding in Cleveland Television market, on examiner's own motion, hearing conference scheduled for May 17 is continued to May 24 (Docs. 17357-9).

■ **Hearing Examiner Elizabeth C. Smith** on May 13 in Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., and Jefferson Cablevision Corp., CATV proceeding in Birmingham, Ala. television market, granted petition by Broadcast Bureau and extended time from May 10 to May 17 in which to file replies to Clear Vision's "motion to clarify" (Docs. 18064-66).

FOR SALE—Stations

Continued

UPPER MIDWEST

1 KW smalltown daytimer dupoly forcing divestiture, absentee owned. Good staff, excellent future doing 51,000 plus. Good cash flow for owner-mgr. Will consider any reasonable offer, even real estate trade.

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Single small market AM. Profitable. Real estate included. Full price \$75,000 on terms.

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Build your own!

1000 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. You show FCC \$20,000. We do the work for reasonable fee.

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South	medium	VHF-TV	300M	nego	Miss.	medium	daytime	95M	SOLD
Fla.	coastal	fulltime	550M	SOLD	Kan.	metro	FM	65M	cash
N.E.	metro	AM&TV	.27MM	nego	South	major	power	210M	60M



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ment of license from KOKY Inc. to Midwest Broadcasting Corp. for \$180,000. Principals of KOKY Inc.: Seymour Schneidman, Harvey J. Martin, vice president and Arnold Schneidman, secretary-treasurer (33.3%). Principals of Midwest Broadcasting Corp.: Assignee is 100% owned by Guaranty Financial Corp., headed by Joe K. McCarty, president (17.7%). Parent company has over 20 stockholders. Ann. May 8.

KKIS Pittsburg, Calif.—Seeks assignment of license from Coastal Communications Corp. to Norcal Broadcasting Corp. for \$350,000. Principals of Coastal Communications Corp.: H. Duane Wadsworth, president. Wadsworth Manufacturing Assoc., New York owns 99.92% of stock and stock is voted by Howard W. Wadsworth, father of H. Duane Wadsworth. Applicant is owner of KPTL Carson City, Nev. Principals of Norcal Broadcasting Corp.: Donald C. Johnston, president (60%) and others. Mr. Johnston is sole owner of used car lot, 50% owner of factoring company, and 40% owner of electronics distributing firm. Ann. May 15.

WHCT Hartford, Conn.—Seeks assignment of license from RKO Phonevision Co. to RKO General Inc. for purpose of merger between the two companies, in which latter will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Ann. May 8.

WLCO Eustis, Fla.—Seeks assignment of license from Carroll M. Barringer, deceased to Artimesa H. and Davis H. Barringer, co-executors of estate of Carroll M. Barringer. (none before, 100% after). Ann. May 8.

WINI Murphysboro, Ill.—Seeks assignment of license from Robert D. and Martha M. Rapp to Ralph A., James E. and Marion A. Dunn and Dale W. Adkins d/b as Radio Station WINI for \$123,000 and assumption of \$14,000 note. Principals: Robert D. and Martha M. Rapp (each 50%). Principals of Radio Station WINI: Ralph A., Marion A., James E. Dunn and Dale W. Adkins (each 25%). Ralph A. Dunn is 33.3% owner of auto dealership and concrete company and 33.3% owner of real estate and investment firm. Marion A. and James E. Dunn are also 33.3% owners with Ralph A. Dunn in above businesses. Mr. Adkins is salesman for WINI. Ann. May 15.

KBAB Indianola, Iowa—Seeks transfer of control from Robert E. Ingstad Jr. (100% before, 51.2% after) to Town and Country Broadcasting Co. (none before, 48.4% after). Transfer is for purpose of incorporation and addition of personnel to station. Principals: Robert E. Ingstad Jr., president (51.2%) and Glenn R. Olson, vice president (48.4%). Consideration: 20,000. Ann. May 14.

WKKY-FM Erlanger, Ky.—Seeks assignment of license from Ken Thomas, Inc. to Christian Broadcasting Association Inc. for \$36,000. Principals of Ken Thomas Inc.: Kenneth R. Thomas, president. Principals of Christian Broadcasting Association Inc.: Edwin M. Mortenson, president (75%) and Jack M. Mortenson, executive vice president, secretary and treasurer (25%). Messrs. Mortenson are pastors of church and owners of WTOF Canton, Ohio. Ann. May 8.

WSBS Great Barrington, Mass.—Seeks assignment of license from WSBS—The Berkshires Inc. to Northern Berkshire Broadcasting Co. for \$180,000. Principals of WSBS—The Berkshires Inc.: J. Leo Dowd, president. Principals of Northern Berkshire Broadcasting Co.: Donald A. Thurston, president, treasurer (51.2%) and William H. Vanderbilt (48.8%). Northern Berkshire is licensee of WMBB-AM-FM North Adams, Mass. Ann. May 15.

WWAY(TV) Wilmington, N. C.—Seeks assignment of license from Cape Fear Telecasting Inc. to Clay Broadcasting Corp. for \$1,335,572.52. Principals of Cape Fear Telecasting Inc.: William G. Broadfoot Jr., president, Charles B. Britt, secretary-treasurer (each 30%) et al. Mr. Britt is 75% owner. WIRY-Plattsburg, N. Y. Principals of Clay Broadcasting Corp.: Clay Broadcasting Corp. is 100% owned by The Charleston (W. Va.) Daily Mail, 50% owner newspaper distributing firm. Offices: Lyle B. Clay, president and treasurer and Buckner Clay, vice president and secretary. Mr. Lyle Clay is sole owner of realty company. Mr. Buckner Clay is 90.36% owner of retail hardware sales company. Ann. May 10.

WPKO Waverly, Ohio—Seeks assignment of license from Ohio Quests Inc. to Alfred Dienert and Walter F. Bennett for \$21,000. Principals: Alfred Dienert and Walter F. Bennett (each 50%). Messrs. Dienert and Bennett are 50% partners in Walter F. Bennett and Co. radio and television advertising agency. Mr. Dienert is director of WFGW and WMIT(FM), both Black Mountain, N. C. and KAIM-AM-FM, Honolulu. Ann. May 10.

WFMJ Youngstown, Ohio—Seeks transfer

of control from William F. Maag Jr. (deceased) to William J. Brown, executor (none before, 50.2% after). Principals: William J. Brown (50.2%). Mr. Brown is president, treasurer and has interest in WFMJ-TV Youngstown, Ohio. Ann. May 8.

KCCR Pierre, S. D.—Seeks assignment of license from Capitol Broadcasting Inc. to Arguss Broadcasting Inc. for \$105,000. Principals of Capitol Broadcasting Inc.: Neal P. Edwards (49.9%), Comet W. Haradsson, vice president (40%) et al. Principals of Arguss Broadcasting Inc.: Nathan Arguss and Jordan Ginsburg (each 50%). Applicant is licensee of KXAK-AM-FM Cedar Rapids, Iowa. Ann. May 15.

WVGW and WSET-FM Nashville, Tenn.—Seeks assignment of license from Second Thursday Corp. to John Cheadle, receiver in bankruptcy. Assignment requested to fulfill bankruptcy proceedings. Ann. May 15.

KCLE Cleburn, Tex.—Seeks assignment of license from Jim Gordon Inc. to KCLE Inc. for \$152,235. Principals of Jim Gordon Inc.: Jim Gordon, president (100%). Mr. Gordon is owner of KCLE-FM Cleburn, Tex. Principal of KCLE Inc.: Earle Fletcher, president (100%). Mr. Fletcher is owner of KBAN Bowie, Tex., vice president and 25% owner of background music firm and vice president and 20% owner of car leasing firm. Ann. May 10.

KWFA Merkel, Tex.—Seeks assignment of license from John Curtis to Harold D. Nichols for assumption of \$36,935 in debts. Principal: Harold D. Nichols, owner. Mr. Nichols is owner and operator of farming and ranching interests and also is operator of some oil interests. Ann. May 15.

WCHV and WCCV-FM, Charlottesville, Va.—Seeks assignment of license from Eastern Broadcasting Corp. to Evans Communications System Inc. for \$390,000. Principals of Eastern Broadcasting Corp.: Roger A. Neuhoﬀ, president (89.3%) and Louise H. Neuhoﬀ, Mr. and Mrs. Neuhoﬀ are licensee of WHAP Hopewell Va. and WCVS Springfield, Ill. Principals of Evans Communications Systems Inc.: Edward S. Evans Jr., chairman of board (100%). Mr. Evans is chairman of board and has interest in Evarie Corp. and Lockhart Manufacturing Corp., Detroit and is director and stockholder in Evans Products Co., manufacturing concern, Portland, Ore. Ann. May 8.

WEET Richmond, Va.—Seeks assignment of license from Raymond B. Bentley to WEET Radio Broadcasters Inc. for purpose of incorporation. No monetary consideration involved. Principal: Mr. Bentley is sole owner. Ann. May 15.

ACTIONS

WGAA Cedartown, Ga.—Broadcast Bureau granted assignment of license from J. Franklin Proctor to James H. Faulkner and associates for \$200,000. Mr. Faulkner owns WBCA and WSSM(FM), both Bay Minette, Ala.; WLBB and WATR-FM both Carrollton, Ga. and WAOA Opelika and WFRI-FM Auburn, both Alabama. Mr. Faulkner is also owner of weekly *Baldwin*

Times, Bay Minette, Ala. Action May 9.

WTOW-AM-FM Towson, Md.—Broadcast Bureau granted transfer of control from Harry J. and Maryhelen Daly d/b as (jointly 51% before, none after) WTOW Inc. to Towson Radio Inc. (49% before, 100% after). Principals of Towson Radio Inc.: T. E. Paisley Jr., president, treasurer (3%), John M. Horan (38.8%), Barry Munro (15.7%) et al. Mr. Paisley Jr. is general manager of WTOW-AM-FM. Mr. Horan is vice president of bank. Mr. Munro is regional manager of Xerox Corp., Fort Washington, Pa. Consideration: \$385,735. Action May 14.

WXPO Manchester, N. H.—Broadcast Bureau granted assignment of license from Merrimack Valley Communications Inc., a New Hampshire corporation, to Merrimack Valley Communication Inc., a Massachusetts corporation. Assignment was requested for change in location. Principals remain same and no monetary consideration involved. Action May 13.

KSWS-TV Roswell, N. M.—Broadcast Bureau granted assignment of license from Frances Maye Barnett, Paul B. McEvoy and John A. Barnett Jr., executors of estate of John A. Barnett, deceased, to Bryant Radio and Television Inc. for \$250,000 and \$234,375 in obligations. Principals: Bryant Radio and Television Inc. is 65% owned by Caprock Broadcasting Co., licensee of KCBD-AM-TV Lubbock Tex. Joe H. Bryant, president. Caprock is also owner of Lubbock Television Cable Co., CATV system in Lubbock, Tex. Action May 13.

WOLF Syracuse, N. Y.—Broadcast Bureau granted transfer of control from John S. Riggs (100% before, none after) to Edwin A. Berstein (none before, 100% after) as custodian for Robin B. Martin. Consideration: \$50,000. Mr. Berstein is major stockholder in WKNY Kingston, N. Y.; WMBW-AM-FM Meadville, Penn.; WPIC-AM-FM Sharon, Pa.; WGRD Grand Rapids, Mich. and WIRU Muskegon, Mich. Mr. Bernstein also publishes weekly newspaper, *The Woodstock (N. Y.) Week*. Action May 14.

WSLV Ardmore, Tenn.—Broadcast Bureau granted transfer of control from Jerry E. Puckett (30.16% before, none after) to E. D. Hildreth (34.8% before, 64.97% after). Principals: E. D. Hildreth, president (34.8%), Ike G. Hobson, secretary (33.9%), Jerry E. Puckett, vice president (30.16%) et al. Mr. Hildreth has no other business interests indicated. Mr. Puckett is physician. Consideration: \$6,000. Action May 10.

KXYZ-AM-FM Houston—Broadcast Bureau granted transfer of control from Public Radio Corp. (100% before, none after) to American Broadcasting Companies Inc. (none before, 100% after). Principals of Public Radio Corp.: Lester Kamin, president (55%), Max Kamin, secretary-treasurer (30%) and Billy Goldberg, vice president (15%). Consideration: 20,000 shares of ABC stock, valued at approximately \$1 million, plus assumption of obligation not to exceed \$1.5 million.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

■ **High Springs, Fla.**—Micanopy Cable TV, Inc. (multiple CATV owner) has been granted a franchise. System will provide six TV and two FM channels using underground transmission lines. Installation and monthly fees will be \$10 and \$5, respectively. City will receive 3% of annual gross revenues.

■ **St. Lucie county, Fla.**—Martin County Cablevision Co. (multiple CATV owner) has been granted a franchise to extend its operations into the county except for Ft. Pierce.

■ **Long Island, N. Y.**—Cornelia Corp., New York (multiple CATV owner), has purchased 100% outstanding stock of Suffolk Cable of Shelter Island Inc. for 50,000 shares of Cornelia common stock, and 80% outstanding stock of Suffolk Cable of Smithtown Inc. for 60,000 shares of Cornelia common stock. New owner had previously acquired all out-

standing stock of Suffolk Cable Corp., Medford, N. Y., which included CATV franchises in Brookhaven and Southampton, both Long Island.

■ **Kings Mountain, N. C.**—Kings Mountain Cable TV Inc. has applied for an exclusive franchise. System would offer 12 channels for installation and monthly fees of \$10 and \$4.95, respectively. City would receive 5% of annual gross revenues or \$2400, whichever is greater. Company is headed by Jonas Bridges, gen. mgr. of WKMT Kings Mountain.

■ **Stigler, Okla.**—Dr. Philip Head of Carnegie, Okla., has been granted a franchise. Partner will be Garland E. MacPhertridge, that city.

■ **Delmont, Pa.**—WHJB Cablevision, Greensburg, Pa. (multiple CATV owner), has been awarded a 25-year franchise. Other applicant was Telephone Utilities of Pennsylvania, Newlonsburg, Pa.

■ **Latrobe, Pa.**—An Altoona, Pa., group headed by Dr. H. E. DiGiacobbe has purchased Highland Cable Corp. (multiple CATV owner) and Conemaugh Cable TV Corp., both Latrobe, for an undisclosed sum. The two companies will be combined to form Highland Video Corp.

■ **Brigham City, Utah**—Wasatch TV Co. has applied for a nonexclusive franchise. Installation and monthly fees would be \$25 and \$5, respectively. City would receive 2% of annual gross revenues.

SOME writers for television think Paul Monash is a fink. They said as much when he appeared before about 500 of their fraternity at a Beverly Hills hotel one night last January in what was billed as a television craft forum. The happening, arranged by the Writers Guild of America, West, brought together a panel of veterans from television's gold-plated age of dramatic anthologies to report on what those early years were really like and to examine the present state of the much-maligned art of television writing and its dubious future. In other words it was to be one-part remembrance of sweet things past and two-parts a curse on all your establishment houses.

But Mr. Monash, whose golden era credentials include frequent contributions to *Studio One*, was to show no patience for nostalgia, little use for recriminations that evening. Unlike Tad Mosel, Stirling Silliphant and Nat Hiken, the other members of the panel, he has become a pillar of the television establishment as a hyphenate executive producer-writer, with the emphasis decidedly on the executive. And unlike hundreds in the room, his attitude is no longer puckered by the bitterness of rejection. Instead he delivered a hard, realistic appraisal of television past and present and of the writer's responsibility for much of what has happened.

TV Improvement ■ There was a certain number of peaks in television's old days, Mr. Monash acknowledged, but there also were many profound valleys. Television is better than ever today. It offers the audience a much greater choice than 10 years ago.

A great deal of the responsibility of quality in television was up to them, Mr. Monash told the writers. Many writers forfeit this responsibility, he claimed. They don't extend themselves, don't stick with a show during the functioning part of a production. Instead they over-commit, take on multiple assignments, promise to turn out scripts for several different shows on an assembly-line basis. Don't whine about the conditions of the job, Mr. Monash said in effect, learn how to contribute meaningfully within the bounds of the medium.

Denying an accusation from the audience that he was cynical, contending instead that he's "dedicated, but practical and realistic," Mr. Monash went on to tell the writers: "I love to be loved. I think I will leave here hated by most. I'm trying to say things you should hear, instead of nice things. Television is a tough medium for freedom of expression and a lot of you will be squeezed out by it."

But practical and realistic Paul Monash has not been squeezed out. Since starting as a television writer some 16 years ago—after a wild-oats period of "bumming around"—he has learned

How not to be squeezed out of television

how to fit, work effectively, grow within the framework of the tight little picture that is television, the mover of merchandise, not the great art form. Like all thoughtful producers who have adapted to television and not argued for the medium to conform to their impossible dreams, Mr. Monash has

WEEK'S PROFILE



Paul Monash—executive producer, 20th Century-Fox Television, Los Angeles; b. June 14, 1917, New York City; BA, University of Wisconsin, 1936; MA, Columbia University, 1938; Merchant Marine, 1936-37 and 1939-41; specialized intelligence work, Signal Corps., U. S. Army, 1941-45; studied art in Europe, worked at U. S. Embassy in Paris, 1949-51; wrote novel, "How Brave We Live," 1948; wrote for "Foreign Intrigue" TV series in Stockholm, 1951-52; writer for leading TV dramas of time: "Playhouse 90," "Danger," "Suspense," "Climax," "Studio One," "Theater Guild of the Air," "Philco Playhouse," "Desilu Playhouse," 1952-58; wrote novel, "The Ambassadors," 1954; wrote two-part pilot for "The Untouchables," 1959; created and was executive producer of "Cain's Hundred," 1961; executive producer for MGM TV, 1958-61; executive producer, 20th Century-Fox TV, 1962-present; executive producer, "Peyton Place," 1964-present; executive producer, "Judd For The Defense," 1967-present; m. Caren Lenay of Germany; children—Stephanie, 11; Jessica, 7; awards—Emmy for television play, "The Lonely Wizard," biography of Steinmetz, 1958; Edgar from Mystery Writers of America for "Judd," 1968; hobbies—tennis.

tried to improve the quality of programming, say meaningful things in a modest way through his own productions.

He realizes that an audience that still roars with delight when a comic's pants falls down does not become sophisticated overnight. He knows the message better be sugar-coated with melodrama and entertainment values or it won't be swallowed.

The job he has done with *Peyton Place* reflects, perhaps better than anything else, his philosophy about television. The ABC-TV night-time serial was his first major project as an executive producer for 20th Century-Fox TV after spending three years in a similar capacity for MGM TV. With the possible exception of *The Beverly Hillbillies*, probably no other program has been more often used as a sort of generic way of denigrating television than *Peyton Place*. The very title is usually accompanied by a snort.

Yet it's odds on that most of the show's severest critics have not watched it often if at all. For *Peyton Place* gives consistent evidence of being well-acted, sensitively directed, intelligently written. Indeed, it achieves what it sets out to do—provides a reflection of American morality and values in a melodramatic setting. It's slick, saleable and it communicates.

Going into its fifth season and 450th episode, *Peyton Place*—now thoroughly accepted—will wade into stories of deeper significance. The first Negro family will move into *Peyton Place*—mother, father, two children—and their problems will be related to those of the white characters in the series. In another story, a teen-age girl will question why she doesn't have the same sexual freedom as that of her divorced mother.

Other Project ■ Mr. Monash also is executive producer of ABC-TV's *Judd for the Defense* (he was the series creator), another show that inches forward against the limits of what mass audiences used to accept. Next season, its second on the network ("I tremble for its time period up against movies," says producer Monash), *Judd* will examine such untypical questions as the moral and legal dilemma of heart transplants.

But Paul Monash's sights are set beyond television at this time. He has produced his first movie, "Deadfall," starring Michael Caine, for 20th Century-Fox and will be executive producer of another, "The Sundance Kid and Butch Cassidy," with Paul Newman, that will have a \$10 million budget.

He doesn't think of his movie work as an extension of television. "It's a departure," he says, indicating that it's the direction he'd like to go in the future. "One is greedy in this business," the ever-practical producer points out, "you can't let opportunities pass by."

Life imprisonment

WILL a newspaper ever again acquire a television station (or even an AM or FM) in its market?

The answer is no if the Antitrust Division of the Department of Justice, as presently minded, prevails. There's nothing fuzzy about the division's attitude as set forth in a memorandum to the FCC in opposition to the proposed \$5.5-million sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., which publishes the only daily newspapers in the market.

Assistant Attorney General Donald F. Turner, the man who nailed the ITT-ABC merger, told the FCC it should not approve the Beaumont sale without a hearing and that the department would become a party in opposition on antitrust grounds, alleging it would lessen competition.

It's hard to conceive of a merger of media in any market that wouldn't lessen competition. The inevitable conclusion must be that the Antitrust Division will seek to block any future mergers of media in any market, whatever the economic or public-service consequences.

Assistant attorney generals come and go, as indeed Mr. Turner is doing June 1 to return to Harvard. His successor, Edwin H. Zimmerman, who has been the first assistant, is expected to follow the Turner philosophy. Whether he will be around when a new administration takes over next January is doubtful. New Presidents usually bring in their own people and their own policies.

Under the Turner aegis the division is adroitly if improperly using the FCC as its cat's paw. ITT-ABC was Exhibit A. The Beaumont case is Exhibit B, and there are several others on the backburner. The FCC, under this unique distortion of antitrust law, is instructed to hold hearings on public-interest grounds in which the division becomes a party. In the unlikely event that the FCC would defy the division and grant a transfer, the presumption is the department then would sue on antitrust grounds, which is what it should have done to begin with.

With the department pre-empting the FCC on station ownerships and a publicity-bent House Investigations Subcommittee maintaining a continuous watch on all FCC broadcast activities, that agency becomes the captive of both the executive and the legislative branches of government. The FCC by law is an independent agency. As it stands in today's confused climate, it has lost its independence.

Written on the wind?

AS reported in the May 13 issue of this publication, the FCC has decided to put off until June 5 its consideration of radical proposals for network-affiliation restrictions. Perhaps the delay will give the commissioners time to clear their heads.

To assist in restoring this whole matter to perspective we herewith present a passage from the majority decision of December 1966 approving the later-to-be-frustrated merger of ABC and ITT. The majority made these comments in rejecting proposals that a better way to strengthen ABC than by permitting its merger with ITT was to create regulation that would even out the affiliation strengths of major networks. Here is what the majority said:

"As for taking more direct and drastic action to equalize competitive positions, such as by forcing a change in the affiliation of individual stations, we consider this unwise, unwarranted and incompatible with our basic mandate of maintaining a competitive system of free enterprise in the

field of broadcasting. Such action would come close to public-utility type of regulation. It would involve a far more drastic intrusion into the economic operation of broadcasting than any we have yet undertaken or than we have so far thought authorized or justified."

The majority in that case comprised Rosel Hyde, Lee Loevinger, James Wadsworth and Robert E. Lee. Robert E. Lee? Isn't he the one who has joined with Kenneth Cox to propose the new affiliation regulations?

If the type of regulation now proposed by Commissioners Lee and Cox were neither "authorized" nor "justified" in December 1966, it is neither authorized nor justified now. Neither the law nor the basic structure of television has changed in the interval.

Who's smoking what?

IF the Congress is serious about looking for ways to cut the federal budget, an easy place to make a start would be on its own premises. The expenses run up by the House Investigations Subcommittee in pursuit of undiscovered scandals in broadcasting are an extravagance that taxpayers ought not to be asked to bear.

Its latest venture typifies the subcommittee's obsessed search. It is bent on proving that the CBS-owned WBBM-TV Chicago staged a marijuana party to be filmed for presentation on news programs. Nothing has been proved yet, but what if it is eventually shown that the station's newsmen had a hand in assembling a group of marijuana smokers in a given place at a given time? So what?

To judge by their sanctimonious statements, some subcommittee members were shocked to learn that WBBM-TV filmed the criminal act of marijuana smoking without calling in the police. It is left for us to wonder whether those congressmen can possibly be unaware that investigative reporting in any journalistic medium frequently requires newsmen to protect unsavory sources.

Or is it possible that these same congressmen—and perhaps others in government—have in mind the suppression of aggressive journalism on radio and television? Federal harassment such as WBBM-TV is now enduring can lead only to the neutralization of broadcasting as a journalistic force.



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