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Broadcasting

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Dull spot picture gives broadcasters summer doldrums. p21

NAB board pushes fairness toward Supreme Court. p33

Best of all possible worlds ahead for CATV. p46

Daytimers get FCC nod for presunrise uniformity. p54


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**"It is a bell of gold
as high as three men.
Find it and bring it to me."**

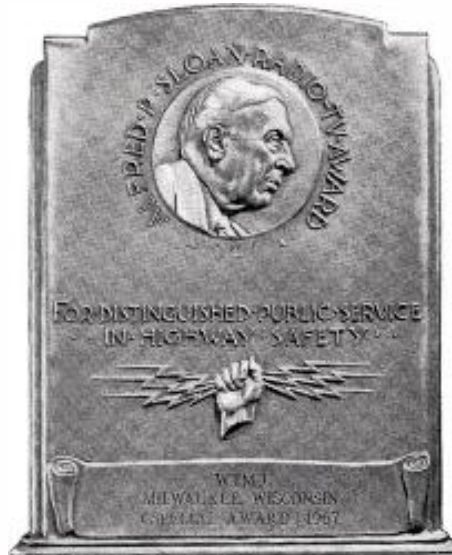


Sidney Poitier and Richard Widmark star in the stirring color adventure of Viking warriors in search of a legendary bell of gold.

"The Long Ships." One of Screen Gems' Post-1960 Feature Films for Television, Volume II.

 Screen Gems.

Of the 4,104 radio stations in the country,
4 received Sloan Awards this year



**ours was for a well-rounded highway
safety program**

One of the nation's highest honors in the field of public service — the Alfred P. Sloan Award — was recently received by WTMJ for our comprehensive campaign on highway safety during 1966. WTMJ was cited for enthusiastic editorial commentary on traffic safety issues. Informative "Safetycopter Reports" from Milwaukee's only news helicopter. And effective follow-through with distribution of highway safety material to new car owners. Also featured in the campaign was WTMJ's 10-point traffic safety code, established the previous year to promote public support for Wisconsin's highway safety legislation. Due to the campaign's initial success, the governor requested that it be expanded during the summer to keep the accident rate low throughout the entire year.

MILWAUKEE RESPONDS TO **WTMJ**
RADIO 62 • 5000 WATTS/NBC

Represented by HENRY CHRISTAL CO., INC., New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis

**THE GENERAL ELECTRIC
BROADCASTING COMPANY**

announces the
appointment of

**HARRINGTON, RIGHTER,
and PARSONS, Inc.**

as national
representatives for

WRGB

Albany/Schenectady/Troy

CHANNEL 6 — NBC TELEVISION

WSIX-TV

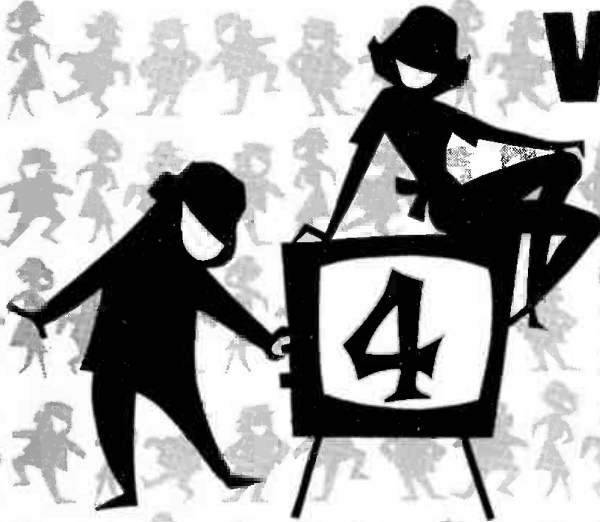
Nashville

CHANNEL 8 — ABC TELEVISION

(Effective July 1, 1967)

*Hedman 3/4/70
12061-201*

THE VIEWERS' CHOICE



KRLD-TV continues to be the number one choice in the nation's 12th ranked television market. Channel 4 delivers more viewers per average quarter-hour, 9:00 A.M. - Midnight Sunday through Saturday, than any other station — 22.9% more than the second station, 32.5% more than the third station and 74.9% more than the 4th station.*

Contact your H-R representative for choice availabilities on the experienced and qualified leader in the Dallas-Ft. Worth market.

*February/March, 1967, A.R.B. Television Audience Estimates

KRLD-TV



The Dallas Times Herald Station

CLYDE WAREMBERT, President

represented nationally by



New deal, old pay

Copies of NBC-TV's new standard affiliation contract went out to affiliates late last week. Basic compensation formula is retained but with specific updatings that NBC says formalize present practices—as in new provision that says sports and special events (elections, pageants, space shots, etc.) will be offered on specific terms rather than under standard compensation rates. There's new section on calculating payments on participation announcements that puts into writing, according to NBC, practices already in effect not only at NBC but at other networks as well. NBC does give up right to reduce one station's network rate without reducing all—but says that, too, accords with past practice.

Several revisions are incorporated as hedge against changes that might result from future developments. Description of live-program distribution method, for example, is simplified to "interconnection facilities" so satellite distribution would be covered if it develops. Copies of new contract—with each station's rates inserted—are due to go out in about 10 days. Net effect, according to NBC authorities, is that stations will receive neither more nor less compensation than under existing contract.

Rubbing it in

Broadcasters who are infuriated over fairness doctrine as result of FCC ruling applying it to cigarette advertising ain't, as saying goes, seen nothin' yet. FCC is set to consider this week adopting as commission rules fairness-doctrine provisions relating to personal attacks and to station editorials for or against political candidates. Commission thus is preparing to act less than month after U. S. Court of Appeals ruled doctrine—in present form—is constitutional (BROADCASTING, June 19). If rules are adopted, commission would be authorized to fine broadcasters up to \$10,000 for violations.

Adoption of rules could set stage for court showdown on constitutionality of Communication Act's equal-time provision, in which fairness doctrine is incorporated. Twelve broadcast licensees, owners of 49 stations, and Radio and Television News Directors Association, put commission on notice last year they would challenge constitutionality of law if fairness-doctrine rules were adopted (BROADCASTING, June 20, 1966).

CLOSED CIRCUIT®

Movie angel

TV networks' desperate search for feature films has led to new approach by ABC-TV which reportedly will completely finance feature-film projects out of some major studios and independents, and also guarantee to buy certain percentage of output. In case of independents, ABC may do all financing and own all rights to product including TV syndication after network first-run and theatrical distribution. Producer would work on fee basis.

Bell rates

FCC, which has been getting more publicity than it might like, is expected to find itself on front pages again this week, this time in connection with top-to-bottom probe of AT&T's rates and financial structure. Commission is due to issue order on rate of return to be permitted giant company and, according to some reports, it will be in neighborhood of 7.5%. Outcome of this Phase I of two-part probe will have no direct effect on broadcasters. However, their interest is likely to pick up with start of Phase II, which will begin in fall and involve question of whether some AT&T services are under priced. One result could be higher rates for radio and TV service.

Reps join

Merger of television division of Venard, Torbet & McConnell, station representatives, with TV department of Adam Young Inc., is expected to be completed shortly with President Lloyd Venard and several VT&MC TV executives joining combined operation. Radio division of VT&MC will be reconstituted as Alan Torbet Associated with Mr. Torbet as president.

Telling all

FCC, which normally tries to keep its deliberations private, will take new approach in its long-pending pay-television rulemaking. Report of three-member committee named to make recommendation will be made public, reportedly at same time it goes to commission—and that will be "soon," according to officials. Publication of what will be, in effect, initial decision—it calls for establishment of pay

television as regular service (CLOSED CIRCUIT, April 17)—would protect commission from congressional criticism for hasty action. Chairman Harley Staggers (D-W. Va.) of House Commerce Committee, when informed three months ago that commission was nearing final decision in matter, accused it of attempting to foist pay TV on country without warning (BROADCASTING, March 20).

Open-covenants, openly-arrived-at approach would also give industry spokesmen chance to comment on pay-TV recommendation and thus provide commission with broader basis on which to make final decision.

Legal specs


What kind of lawyer will National Association of Broadcasters retain to conduct fight against fairness doctrine, as authorized last week by NAB board (see page 33)? Probable specifications: prominent Washington lawyer of high standing in legal profession and specialist in constitutional law if not in communications practice. Vincent Wasilewski, NAB president (and himself a lawyer), and Douglas Anello, NAB general counsel, will start talent hunt this week, armed with special minimum budget of \$25,000.

Spark of life

If United Network is revived, as some of its principals are talking of trying (see page 42), Las Vegas-based variety show may be revived too, though with new master of ceremonies. Word Friday was that Bill Dana, host of show that was network's only offering in its first outing, had finally been paid, as had other talent, but that he would not be sought if UN tries again.

Itchy feet

Despite failures last season of *The Man Who Never Was* and *Them Monroes*, both filmed on location, networks, particularly CBS-TV, seem ready to broaden their program horizons. NBC-TV's *Maya* in upcoming season will join same network's *I Spy* shooting on road. And CBS-TV has at least five future projects that will film from various places around globe. One CBS series, *Free Booters*, has as its basic premise world-wide adventures filmed in actual locations.



Baltimore's Nighttime Viewing Habit

...LATE MOVIES ON WMAR-TV

ANOTHER BALTIMORE SUCCESS STORY

■ Channel 2 Theatre on WMAR-TV is a powerhouse with the Baltimore audience. More people watch movies on Channel 2 than any other Baltimore station! There's a good reason for this. In our film library are some of the best titles available to television viewers. Check the demographics Monday through Saturday. We think you will like what you see.

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

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.



Photograph by A. Aubrey Bodine

WEEK IN BRIEF

Last time television broadcasters were this gloomy about outlook for spot TV was in 1961. Business isn't down, but it's not up, either. Facing summer slump, stations see few signs of sudden upsurge. See . . .

DULLSVILLE . . . 21

Four-month delay ahead for any new code time standards as NAB TV board postpones its decision. Proposals were 'too big a lump to digest,' they say. Some feel delay may in fact strengthen those standards. See . . .

POSTPONES CODE . . . 29

NAB board directors meet in Williamsburg, Va., to pledge all-out fight against fairness doctrine. \$25,000 price tag put on its effort to bring issue before Supreme Court. Grover Cobb elected NAB board chairman. See . . .

FAIRNESS FIGHT . . . 33

Three 'profitable' Texas radio stations of McLendon Corp. will pass into LIN Broadcasting hands for \$15 million. Biggest transaction in radio history will force LIN to sell one AM to stay within seven-station limit. See . . .

BIGGEST RADIO-ONLY . . . 36

All-Channel Television Society is officially launched. Calls on FCC to license CATV's, adopt signal quality standards and limit CATV coverage. William Putnam elected president, Red Quinlan board vice chairman. See . . .

ACTS URGES ACTION . . . 38

Call it United or Detinu, that fourth network may be resurrected yet as new funds pour in from old investors. Seventy stations set as affiliates, will carry heavy news programming. Las Vegas Show not quite moribund. See . . .

COMEBACK TRAIL . . . 42

Whispers become open talk then boastful shouts as CATV operators gather at NCTA convention to herald revolution in program origination. Sale of ad time pushes CATV to close parallel with over-the-air service. See . . .

CATV'S FUTURE . . . 46

After six years of gestation, FCC finally adopts sunrise rule that gives daytime-only broadcasters something to cheer about. Regional fulltimers though are not sanguine over measure; may ask for reconsideration. See . . .

UNIFORM HOURS . . . 54

Substantial savings for TV networks in domestic satellite use may not be realized, says Presidential advisor James O'Connell at NCTA convention. Long-haul earth-bound transmissions costs cheaper he says. See . . .

QUESTIONS DOMESTIC . . . 56

Film-distributor International Artists runs lucrative side venture that has some broadcasters up in arms. Rents to CATV's video tapes of top-drawer, first-run movies before their release to television. See . . .

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Broadcasting

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Sunday through Saturday, 7:00 A.M.-1:00 A.M.



ARB MARCH 1967
Sunday through Saturday, 7:30 P.M.-11:00 P.M.



Sunday through Saturday, Sign-On to Sign-Off



For more facts, rates and availabilities, contact the Station or your Avery-Knodel man . . . a great guy for a great buy!

NSI or ARB, any way you look at it . . . in prime time or any time . . . WFBC is No. 1 in Total Homes delivered, and in Metro Area Share, in this LARGEST MARKET in the Carolinas and Virginia!



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Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

WBIR-TV Knoxville, Tenn. **WFBC-TV** Greenville, S. C. **WMAZ-TV** Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina



It's war on cigarette advertising

FTC urges health hazard warning on all broadcast commercials and foresees possibility of total ban

Broadcasting and tobacco industries were rocked Friday (June 30) by Federal Trade Commission report excoriating television commercials that promote cigarette smoking without indicating its danger to health, FTC said "ultimately" it may be necessary to "terminate" or drastically alter such commercials.

FTC did not recommend such extreme measures for present, in its report to Congress. But it did ask for legislation requiring that strengthened health-hazard warning and tar-and-nicotine content statement be included in all advertising as well as on cigarette packages.

FTC said health-hazard warning now printed on cigarette packages, in accordance with Cigarette Labeling and Advertising Act of 1965, has had no effect in overcoming desire to smoke created by cigarette advertising.

Report hit broadcasters and tobacco interests as they were still fighting back against FCC ruling that fairness doctrine applies to cigarette advertising and that stations carrying such commercials must provide time for discussion of health hazard involved in smoking (see page 26).

Tobacco industry had joined fray Friday with petition urging commission to rescind ruling. Petition, signed by Tobacco Institute and 10 cigarette companies, says that ruling is discriminatory in applying doctrine to cigarettes alone and that, in any case, commission lacks authority to apply doctrine to product advertising.

Tobacco interests also noted that Congress, in passing Cigarette Labeling and Advertising Act, authorized FTC to act on false health claims. And FTC, tobacco industry added, "has not charged that any cigarette advertisement conflicts with caution statement printed on every cigarette package, that smoking may be hazardous to health."

Ads Conflict ■ But FTC appears to feel that all cigarette commercials conflict with that statement. "Advertising continues to depict smoking as an enjoyable activity while ignoring completely the health hazards," FTC said.

FTC said increased popularity of filter cigarettes indicates public's con-

cern with dangers of smoking. But until public is given full information on risks involved, "millions of smokers will continue to be deceived by false claims of 'mildness' and misleading portrayals of filters."

FTC called cigarette smoking "a very great but preventable public health menace."

Trade commission report—on effectiveness of cigarette labeling and current practices of cigarette advertising—was submitted to Congress in accordance with provision of labeling act.

FTC took note of policies of Tobacco Institute and of National Association of Broadcasters designed to protect young people against being lured into smoking habit, but concluded: "Self-regulation by the industry has proved to be ineffectual."

FTC, citing \$230 million cigarette companies spent last year on television and radio advertising, said that "vast educational campaign" is needed to "negate the image of cigarette smoking

as harmless and satisfying."

FTC in this connection lauded FCC's application of fairness doctrine to cigarette commercials as step in right direction.

Impact on Teens ■ "Today teenagers are constantly exposed to an endless barrage of subtle messages that cigarette smoking increases popularity, makes one more masculine or attractive to the opposite sex, enhance one's social poise, etc.," FTC said.

"To allow the American people, and especially teenagers, the opportunity to make an informed and deliberate choice of whether or not to start smoking, they must be freed from constant exposure to such one-sided blandishments and told the whole story."

Present cigarette warning reads, "Caution: Cigarette Smoking May Be Hazardous To Your Health." FTC suggested that this be replaced with, "Warning: Cigarette Smoking is Dangerous to Health and May Cause Death From Cancer and Other Diseases."

In recommending that this message be included in advertising as well as printed on cigarette package, FTC is proposing legislation that Congress declined to enact two years ago.

FTC also said that increased funds should be made available to Department of Health, Education and Welfare for educating public as to health hazards of smoking. Agency also recommended funds for research under direction of National Institutes of Health on development of "less hazardous cigarettes."

Two commissioners, Philip Elman and Mary Gardiner Jones, concurred, but would have recommended more sweeping measures. In separate statement each said commission should have recommended outright ban on cigarette advertising on television—on radio, too, in Commissioner Elman's view.

Commissioner Elman also would have urged Congress to ban from interstate commerce "the 'super-king size' 100-mm. cigarettes . . . as too dangerous for human consumption." Commission, in noting growing volume of cigarette sales, said trend was particularly disturbing in connection with heavily publicized 100 mm. cigarettes which "expose the smoker to greater amounts of tar and nicotine, making them potentially more hazardous than the shorter length cigarettes."

Commissioner A. Everette MacIntyre had some reservations about report. He said he endorses those portions dealing with matters of unfair

Slaps at gasoline ads

Federal Trade Commission hit large expenditures of major oil companies for advertising, clearly expressing disapproval of large firms' emphasis on brand differentiation—rather than passing economies on to consumers through lower prices.

In report on anticompetitive practices in gasoline marketing, issued Friday (June 30), agency said:

"Rather than put penny in customer's pocket" large producers "prefer to put 'tiger' in customer's tank or raffle ticket in his hand."

Report noted that industry's 20 largest firms account for 90% of industry's total advertising expenditures.

It avoided labeling heavy advertising as anticompetitive; bulk of study is focused on non-advertising aspects of oil marketing.

practices in advertising, on which Congress requested report. But he said report "gets into opinion-making in the areas of sociology, education and philosophy"—areas, he said, that are better left to other agencies of government.

FCC jurisdiction over CATV confirmed

Federal court in Washington has ruled FCC has authority to regulate CATV. In decision issued Friday (June 30) against Buckeye Cablevision Inc., Toledo, Ohio, court said commission's rules, reflecting decision to examine each situation on ad hoc basis, is "eminently reasonable course."

Decision upholds issuance of FCC cease and desist order against Toledo CATV, owned by *Toledo Blade* and Cox Broadcasting Corp., against carrying signals of WJIM-TV Lansing, Mich., whose Grade B contour falls short of Toledo. Commission's top-100 market rule prohibits CATV's in area covered by TV stations in major markets from carrying distant signals except after hearing.

Written by Chief Judge David L. Bazelon, opinion cites FCC's conclusion that continued unregulated growth of CATV represents substantial economic threat to licensed TV stations and to system of station allocation; that top-

100 rule was promulgated to protect emerging UHF stations from threat of CATV competition.

"The growth of CATV is so rapid," Judge Bazelon wrote, "that, if it is allowed to proceed unabated, harm to the regulatory scheme can occur before the FCC can act. Further, subsequent regulation might disrupt large numbers of CATV systems with heavy capital investment and substantial public reliance on their services. . . ."

Judge Bazelon also denied Buckeye contentions that its CATV system operates intra-state only and is therefore exempt from federal regulation and that top-100 market rule violates ban on retroactive regulation.

Joining Judge Bazelon in decision were Judges E. Barrett Prettyman and John A. Danaher.

Decision is second touching on FCC's authority to regulate CATV; first was issued earlier this year by Ninth Circuit in San Diego case (*BROADCASTING*, May 15). There, commission had issued stop order against further expansion of three CATV systems in that area. Cablemen appealed.

Ninth Circuit court held that provision on which FCC relied could not be used against non-licensees; it suggested use of cease and desist authority—very procedure used in Toledo case.

Columbia Pictures meeting is postponed to December

Columbia Pictures Corp. has postponed its special stockholders meeting, scheduled for July 27, at which its proposal for two-for-one stock split was to be voted upon by shareholders.

No reason was given for move by A. Schneider, president, who said board would reconsider matter at annual meeting to be held in December.

Another spokesman for company indicated meeting was deferred because some major stockholders wanted time to study plan. It was reported that Banque de Paris et des Pays-Bas of Paris, largest shareholder with 37% of stock, had not been expected to approve proposal.

American Tobacco agency

Tatham-Laird & Kudner Inc., New York, has been added to roster of agencies handling American Tobacco Co. products. Company spokesman Friday (June 30) declined to name product but said assignment will be announced at later date. TL&K is seventh in list of agencies now handling products for American Tobacco.

NAB board affirms stance on CPB funds

National Association of Broadcasters will continue efforts to have government-subsidized public broadcasting system operated through states with board of directors chosen by participating stations. Decision reaffirming position came Friday (June 30) at closing meeting of NAB board of directors in Williamsburg, Va.

NAB position was first disclosed last April by President Vincent Wasilewski at Chicago convention and was repeated before Senate Commerce Subcommittee hearings last April. It does not favor government directly subsidizing corporation whose directors would be appointed by President.

Board also heard Donald McGannon, Westinghouse Broadcasting Co., chairman of research committee, report door is not closed to Television Bureau of Advertising's request for \$175,000 to help in long range research project (see page 29). He said research committee's reaction to TVB proposal was not negative and that committee wants to meet again with TVB officials when they have more details on proposed projects.

At Friday session: board also: (1) supported cross-ownership of CATV systems by broadcasters and vice versa; (2) asked Future of Broadcasting in America Committee to make special study of satellite communications; (3) approved reference tape as subjective measure of "loudness"; (4) approved borrowing of \$1.5 million for new headquarters building from Union Trust Co. of Washington at 6% interest; (5) approved holding Harvard Management Seminar in 1968, and (6) scheduled January 1969 board meeting in San Juan, P. R.

Board's action on public broadcasting came in resolution that supports "aims, goals and objectives of the bills presently under consideration, with due regard for all necessary safeguards to insure that a public broadcast system be protected from government interference and control, and that broad-based public financing be utilized to establish a framework within which a truly educational and instructional broadcasting service may operate in the public interest."

Clair McCollough, Steinman Stations, Lancaster, Pa., chairman of building committee, said project is on schedule and construction of \$2 million edifice will start Oct. 1. If timetable holds, building will be completed and occupied by time of NAB's 1969 convention in Washington. Association's temporary office will be at 1812 K Street, N.W.

Can't please everyone

Old adage, "you can't please all the people all of the time," proved true for broadcasters during month of May.

According to figures released by FCC Friday (June 30), it had received total of 5,358 complaints from listening and viewing public, representing 100% increase over previous month.

One-third of total 3,000-plus were directed at program quality or content. Among those cited were Tom Lehrer's "Vatican Rag," aired over noncommercial WNDT(TV) Newark, N. J.-New York, and NBC's controversial special, *The Pursuit of Pleasure*. Alleged rule violations, operating practices and advertising excesses scored heavily in other totals posted.

Complaints and compliance division was kept busy writing and sending out letters in May—3,517 to be exact, report showed.



"F Troop already sold in 30 markets?"



"Yup... including nine of the top ten."



"Why hasn't Pittsburgh capitulated yet?"

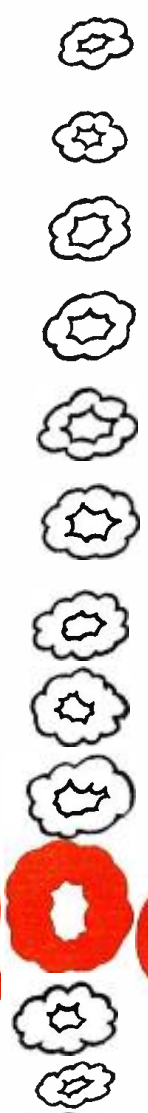


"Beats me. We got a 30 rating there."*



"Send smoke signal: Attack Pittsburgh!"

**NSI, Feb-Mar 1967*



F TROOP



Also available in St. Louis, Baltimore, Dallas, Sacramento and Missoula.



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BROADCASTING, July 3, 1967

Best Gulf Coast Combo --- Best Gulf Coast Buy

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K-Que

Number 1 FM in Houston with 280,000 watts of wonderful stereo . . . Soon 560,000 watts with twice the pleasure. 24 Hours.

KAY-3

Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

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STATION REPRESENTATIVES

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and Los Angeles.

In Houston call Dave Morris JA 3-2581

DATEBOOK

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

■ Indicates first or revised listing.

JULY

July 3—Deadline for comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 8—Sales seminar of the Kansas Association of Radio Broadcasters. Kansas Gas & Electric Co. auditorium, Wichita, Kan.

July 9-10—Annual summer meeting of South Carolina Broadcasters Association. Speakers include FCC Commissioner Kenneth A. Cox. Ocean Forest hotel, Myrtle Beach.

July 9-23—Third annual high school broadcast institute sponsored by the Indiana Broadcasters Association and the radio-TV department of Indiana University. Indiana University, Bloomington.

July 10—New deadline for comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 11—Annual meeting of stockholders of Taft Broadcasting Co. to elect directors and to transact other business. 1906 Highland Ave., Cincinnati.

■ July 11—Opening of hearing by full House Commerce Committee under Chairman Harley O. Staggers (D-W. Va.) on Senate-passed bill to establish a public corporation in support of educational television programming.

July 13—Deadline for reply comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

■ July 14—General meeting stockholders, Seven Arts Productions Ltd., to act on agreement to purchase assets of Warner Bros. Pictures Inc. and on other matters. Park Plaza hotel, Toronto.

■ July 14—Special meeting of stockholders, Warner Bros. Pictures Inc., to vote on plan of liquidation and dissolution after sale of all assets to Seven Arts Associated Corp. 100 W. 10th St., Wilmington, Del.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs. Shore Lodge, McCall.

July 18-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau. Harvard Business School, Boston.

■ July 17—Special meeting of stockholders, Desilu Productions Inc., to vote on reorganization providing for transfer of all assets and business to Gulf & Western Industries

Inc. 780 N. Gower St., Hollywood.

July 18—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Otesaga, Cooperstown.

■ July 18—Start of hearing by Senate Commerce Committee, Communications Subcommittee, under chairmanship of John O. Pastore (D-R. I.), on role of computer-assisted vote predictions in areas where the polls may still be open, on possible exemptions for certain campaigns from equal-time provisions (Section 315) and on legislation that would require broadcasters to grant free time to candidates as a condition of license.

July 18-20—Symposium on electromagnetic compatibility, sponsored by Institute of Electrical and Electronic Engineers. Ralph L. Clark, Office of Telecommunications, Office of Emergency Planning, chairman. Shoreham hotel, Washington.

July 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 24—Deadline for comments on FCC inquiry into developing patterns of ownership in CATV industry.

■ July 25—Annual meeting of stockholders of ABC Inc. to elect board of directors and to transact other business. 7 West 66th St., New York.

July 28—Deadline for reply comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 30-Aug. 11—Ninth 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.

July 31—Deadline for reply comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establishing procedures to evidence compliance.

AUGUST

Aug. 1-10—Annual meeting of American Bar Association. Consideration of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration and Section of Criminal Law. Iliikai and Hawaiian Village hotels, Honolulu.

■ Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the Radio-Television News Directors Association, the NAB, the journalism department of the University of Michigan, and graduate school of journalism at Columbia University. University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Ben Yablonyk, department of journalism, University of Michigan, Ann Arbor 48104.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Palms motel, Las Cruces.

Aug. 8—Deadline for reply comments on FCC inquiry into developing patterns of ownership in CATV industry.

Aug. 8-10—Workshop on advertising financial management and fiscal control

Happy

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Color Videofilm™ has the purest whites, the truest color

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by the industry. For 34 years our name has meant the finest quality available.

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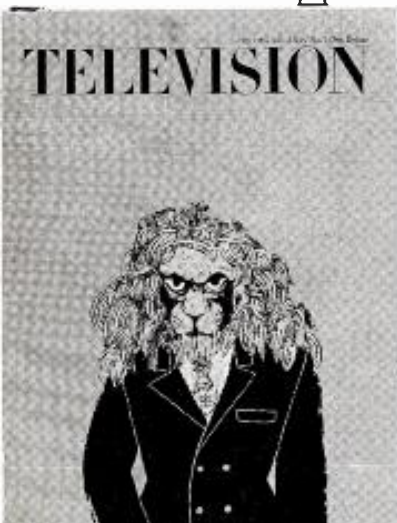
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A DIVISION OF REEVES BROADCASTING CORPORATION
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channels
you
can't get
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In July: The junior generation in command at Hollywood's TV factories. How the preteens influence their parent's buying decisions. The casting call for TV commercials: "Get real people." Commercial television networking comes of age. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

14 (DATEBOOK)

sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Aug. 22—Annual meeting of shareholders of Rollins Inc. Wilmington, Del.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

■Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

Aug. 25—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Greenbrier hotel, White Sulphur Springs.

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesallee, Berlin 15.

SEPTEMBER

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television. Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Downtowner hotel, New Orleans.

Sept. 15-17—Northwest area conference of the American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

■Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel,

Washington.

Sept. 22-24—Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Sept. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact ELIA-J at Electronic Section, Japan Light Machinery Information Center, 437 Fifth Ave., New York.

Sept. 29-Oct. 1—Midwest area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

OCTOBER

Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association. Cherry Hill Inn, Camden.

Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

Oct. 15-20—102d semiannual technical conference of the Society of Motion Picture and Television Engineers, Edgewater Beach hotel, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. Plaza hotel, New York.

Oct. 19-21—42d birthday celebration of WSM Grand Ole Opry, Nashville.

Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

Oct. 27-29—Southern area conference of

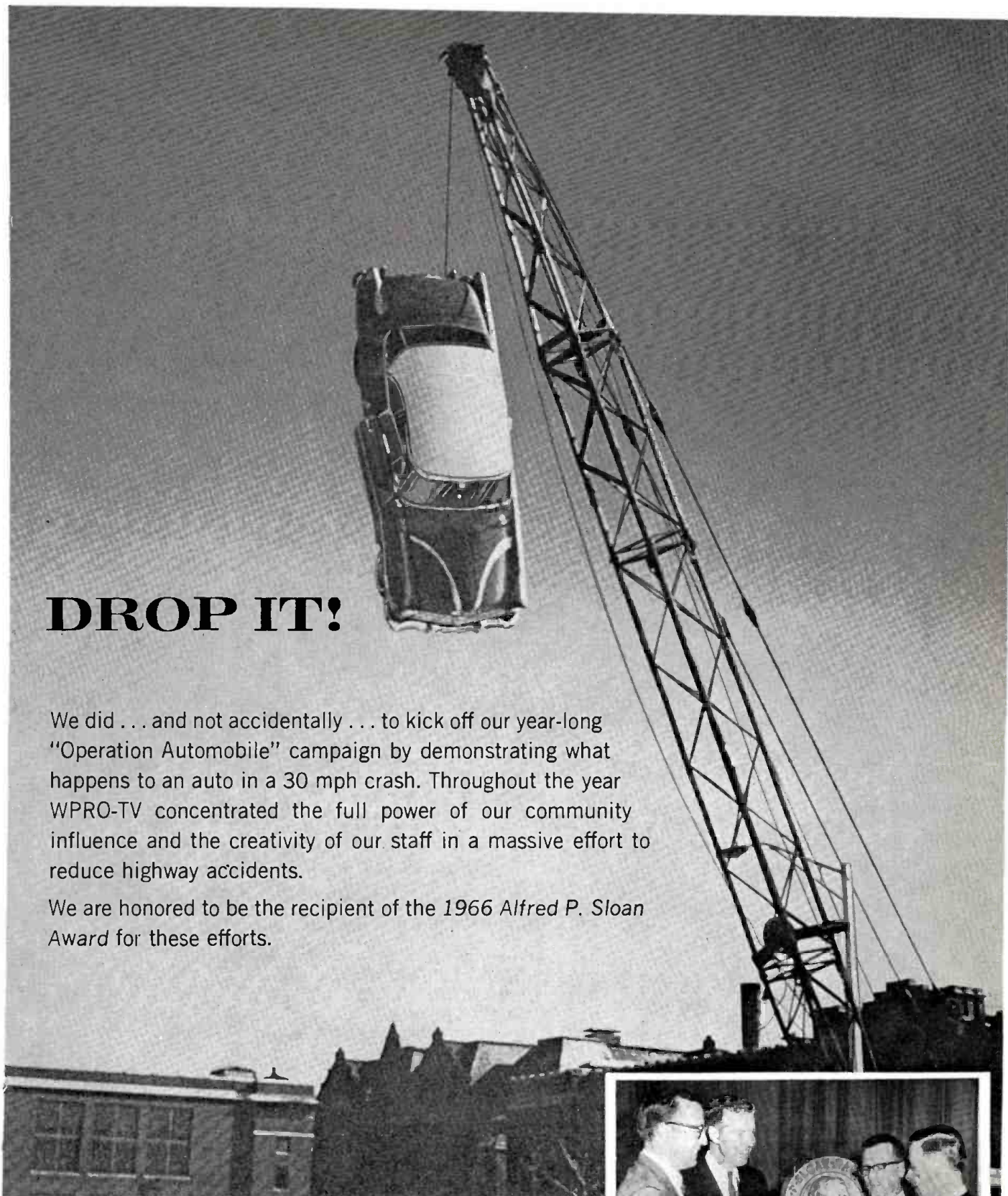
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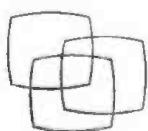
BROADCASTING, July 3, 1967

DROP IT!

We did . . . and not accidentally . . . to kick off our year-long "Operation Automobile" campaign by demonstrating what happens to an auto in a 30 mph crash. Throughout the year WPRO-TV concentrated the full power of our community influence and the creativity of our staff in a massive effort to reduce highway accidents.

We are honored to be the recipient of the 1966 *Alfred P. Sloan Award* for these efforts.



 **WPRO-TV**
Providence, Rhode Island

**A GROUP STATION SERVICE OF
CAPITAL CITIES BROADCASTING CORPORATION**



WPRO-TV Gen. Mgr. Peter Newell, newsman Ed Kane, Pub. Affairs Dir. Joe Fogarty, and photographer Ed English accept the Sloan Award.

W D U Z

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BEN A. LAIRD, President

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FM

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24 HOUR
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Green Bay, Wisc.
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32% MORE RADIO
HOMES...
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19% MORE WOMEN...
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STONE REPRESENTATIVES, INC.

IS THE FCC DEAD?

see the July
ATLANTIC
at your newsstand
NOW

the American Women in Radio and Television. Fort Sumter hotel, Charleston, S.C.

NOVEMBER

Nov. 5-8—43rd annual convention of the National Association of Educational Broadcasters. Denver Hilton hotel, Denver.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

JANUARY 1968

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

FEBRUARY

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

■Indicates first or revised listing.

OPEN MIKE ®

WINE has fairness problem

EDITOR: The response to the news that equal time should be made available to opponents of certain advertised products was excellently reported in your recent issues.

Your headline declaring that the Women's Christian Temperance Union may seek time to deplore beer and wine [BROADCASTING, June 12] naturally caused me great consternation. Any broadcaster enjoying pronounceable call letters makes the most of them. Our frequent references to "WINE Radio" caused me to wonder if our mildly alcoholic name is leading us to the point where we must broadcast a temperance plug following every station promo.—*Morton M. Siegel, general manager, WINE Brookfield, Conn.*

Thanks from a worthy cause

EDITOR: As our 1967 campaign concludes, I want to express the gratitude of the society for your help in making it the success we have every indication to believe it will be.

Your kindness in running our full-page ad [May 15] again this year, alerting radio and television stations of the need of their support, was a significant factor in telling the public our story.—*William C. Breed Jr., chairman, National Multiple Sclerosis Society, New York.*

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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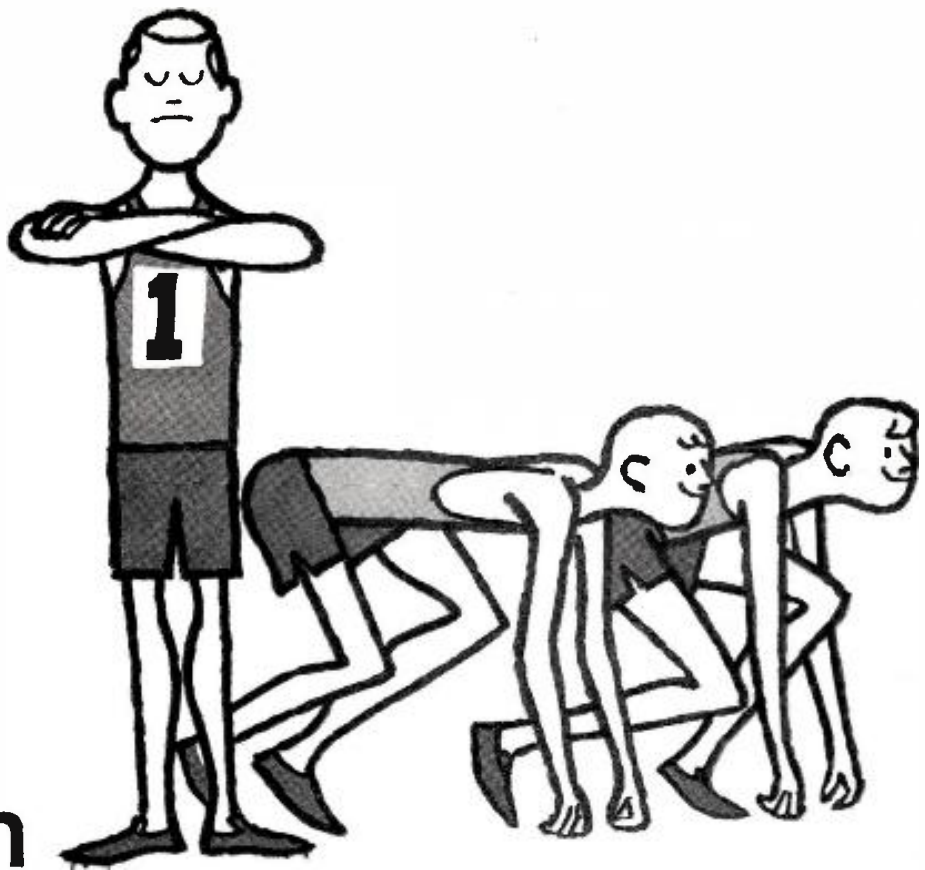
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TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1967, Broadcasting Publications Inc.

BROADCASTING, July 3, 1967



Who won't run in the "high prices" race?

It's a fact that while the price of just about everything else you can think of keeps rising, the unit price the average American family pays for electric service keeps going down. Today families use more electric service than ever before, but pay less per kilowatt-hour. That's because electric company people make electricity in larger quantities while business management finds ways to hold the price down. The more electric service you use, the bigger a bargain it gets to be, and the better a bargain it will be in the future.

**The electric company people...
the folks at your
Investor-Owned Electric Light and Power Companies***

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, New York 10020.

Teen-age spot radio: price, reach and efficiency

How did KMP, a British agency in the U. S., and teen-age radio forge a partnership?

The British influence has been most pervasive among the younger generation in America. It is therefore not unexpected that one of the first projects we undertook here was concerned with the teen-age market.

When approached by the Adler Co., part of Burlington Industries, to produce and plan a campaign targeted on the teen-age girl and tied in with local retail outlets, we turned to radio.

Because of the highly localized nature of the project it was impossible to consider teen-oriented magazines as the principal advertising medium. It should be emphasized that this was a special project over and above the continuing Adler teen-age effort.

Spot radio seemed to fulfill our needs. Top-40 programing attracts great loyalty among teen-agers. There is an extremely low cost per thousand for this group (generally around \$1.20). In most markets less than two stations are needed to reach the teen-ager. A *Seventeen* study—a source against which we would hesitate to argue—points out that 96% of young girls have their own personal radio sets.

Tune-in ■ Teen-age radio listening is high. Various researchers have indicated four- to five-hours per day as the median listening level. Spot radio has complete geographical flexibility. Only newspapers and spot television can match this, but the mass nature of their audience and attendant inefficiencies eliminated them from consideration.

In addition to the efficiency advantages of spot radio, we see a distinct psychological advantage. Generally there is only a slight correlation between heavy listening, viewing and/or reading, and heavy usage. Media usage is skewed heavily, while sales patterns are usually more evenly spread. We do not feel, however, that this lack of correlation is particularly applicable to the teen-age fashion industry. The motivations which lead to top-40 listening can be related to those behind the purchase of our product. If this is true, and we have grounds to believe so, we have eliminated a major problem. There is now no need to attempt to even out frequency distribution as the heavy teen-age listener is likely to be the heavy teen-age purchaser.

The additional feature of merchandising cooperation that stations extend to the local salesman was an important

element in our selection of spot radio. The campaign had to be sold strongly to local retail outlets.

Traditionally, spot radio is an expensive medium—in absolute terms. Various sources have placed the cost of a week's teen-age advertising in the top-50 markets at around \$50,000. And these markets contain only 43% of the country's youth. This is based on generally accepted industry practices of placing around 100 announcements weekly in each market.

The widely accepted belief that a large number of spots are necessary for radio is based on the slow accumulation of unduplicated audience, together with the need for great frequency to compensate for the lack of visual presentation. Taking the latter first, we are ever-conscious of a CBS presentation some years ago in which 80% of the people interviewed claimed that they had seen a Culligan's water softener radio commercial on TV. But teen-age fashion is a completely different field. And KMP's commercials for this project were highly memorable and exploited the absence of a visual in an intriguing way.

Radio's slow accumulation of reach is based on high station loyalty and low rating levels, a result of the many radio stations in each market. High station loyalty works to our advantage because it means that virtually all teen-agers who have contemporary music and dress tastes will listen to two or three stations in the market. We can, now, compute a teen-age rating that will be substantially higher than the average

rating reprinted by the rating services. The table illustrates this:

Market	Av. rating* Mon-Fri, 3-6 p.m.	Total teen- agers (in thousands)	Teen- age rating
New York	3.5	102.8	6.9
Los Angeles	6.1	114.2	15.9
Chicago	5.8	84.8	13.1
Detroit	4.0	36.0	9.4
Washington	2.0	9.3	4.5

*Leading teen-age station. Source: Pulse.

For our audience we now have ratings that are comparable to daytime, and in some cases to fringe TV. Accordingly, reach will be accumulated at a substantially faster rate than normally expected in radio.

Lower Costs ■ In view of these factors, we felt considerably fewer announcements would be needed, perhaps as few as 25 per week, reducing the weekly expenditure to around \$20,000 for the top-50 markets.

Generally it is reasonable to assume that an advertiser will have regional strengths and weaknesses. A flat purchase of the top-50 or top-100 markets is therefore unlikely. Spot radio's flexibility enables weight to be placed exactly as required.

But having found your teen-ager through spot radio, the greatest challenge remains. We now have to overcome "mental tune-out." Finding the teen-age wave length has eluded many advertisers on this medium.

This is where KMP's creative team, being very much part of the new London scene, has a built-in advantage. We know how to engage the teen-ager's attention and use it to maximum effect for our clients.

Max Enock, executive vice president, Kingsley, Manton and Palmer, New York, joined in the 1964 formation of the London-based agency after an association of several years with Crawford Advertising, London, and with the Dowty engineering group as its advertising and public-relations director. Fraser Tindall, media director, spent four years in media at S. H. Bensons, London, and then five years with Benton & Bowles and J. Walter Thompson in New York. He was the KMP choice to head media when KMP opened its New York office a year ago.



Mr. Enock



Mr. Tindall

Effective July 1, 1967,
TVAR became the representative for
KATU
(Channel 2-ABC) Portland, Oregon.



Representing: WBZ-TV Boston WJZ-TV Baltimore WTOP-TV Washington WBTW Charlotte
WJXT Jacksonville KDKA-TV Pittsburgh KYW-TV Philadelphia KPIX San Francisco KATU Portland

TVAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.



Sorry, Girls. The results are in. And Betty Feezor is outpulling all but one local woman's program in the entire country.*

Both ARB and Nielsen show Betty delivering larger audiences than Paige Palmer in Cleveland, Jean Connelly in Pittsburgh, Betty Hayes in Kansas City, Ginny Pace in Houston or Charlotte Peters in St. Louis.*

In fact, only Lee Phillips in the giant Chicago market reaches more homes than Charlotte's Betty Feezor.*

When Betty cooks up a new dish or gives out with a household tip, women look, listen and buy.

And she's sold out solid . . . with a constant waiting list of sponsors. Put your name in the pot now.

*Feb-March 1967 NSI and ARB


The audience figures shown are a reflection of the original survey estimates. Their significance as a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

That's the way the cookie crumbles.



**WBTV
CHARLOTTE**

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

Represented Nationally by 

Spot television? It's Dullsville

Though total volume may be running slightly up, unprecedented numbers of stations report theirs down; all in all it's the most sluggish market in years

Television broadcasters are moving into summer gloomily hoping it will somehow bring new life into what they rate thus far as the duller spot-TV business year since at least 1961.

They're hoping, but as a whole they're not too optimistic.

This does not mean that national advertisers are putting less money into spot television this year than they did in the comparable period of last year, or of any previous year. There are in fact signs that their spot spending, in total, is up. But probably not by a lot, and certainly not by the 8%, 10% or 15% increments that stations have grown accustomed to.

Nor does it mean that spot sales at most stations are trailing last year's levels. They're still up more often than they're down. But this year more stations say they're down, and fewer say they're up, than at any time in the past six years. More stations are also more pessimistic than usual in appraising the outlook for the full year.

Local Speed-Up ■ There also are indications, however, that local business is moving at a faster pace than last year and that these gains in many cases are offsetting the slowdown in spot and pointing total revenues toward record levels. In other cases rate increases have pushed spot volume up even when unit sales were down.

These findings and conclusions were drawn last week from BROADCASTING's sixth annual spring business survey of TV stations and a supporting canvass of leading station representation firms.

The reps sometimes tended to be, if anything, more pessimistic than the stations. Several subscribed to the view that the days of the really big annual gains in spot business are over and, as one rep expressed it, "from here on out, the industry will be lucky if it gets increases ranging from 5% to 8%."

Reps and to some extent stations were more sharply critical than ever before in assailing network sales practices, particularly participation selling, as a major cause of spot's slowdown.

There appeared to be general agreement that agency and advertiser interest in the 30-second commercial length is widespread and growing rapidly, although reps tended to differ as to how extensively it is being used at this point.

In the station poll about five respondents out of every 10 (51%) reported spot sales in late May running higher than at the same period a year ago.

This was by far the lowest percentage reporting year-to-year increases in the six years the survey has been conducted.

A year ago the figure was 64%, at that time the lowest point in the series. The highest was 88% in 1962 following the last major slump in spot business, which was attributed to general economic doldrums that extended well into 1961, and again in 1965 following a slight slippage in the spring of 1964 (see table).

Dull Showing ■ Almost four out of

10 of this year's station respondents (39%) reported spot business lagging behind the rate a year ago. This, too, was a record for the series, compared with the previous high of 25% reported in the spring of 1966. The lowest number of stations reporting year-to-year declines was 4% in 1965.

An even 10% of this year's respondents reported spot sales holding about even with year-ago levels. This reflected little change from last year, when the figure was 11%.

Although the reports in total were gloomier this spring, they had been far from bullish a year ago (BROADCASTING, June 6, 1966). Then a resurgence produced a spot sales increase for the year that was estimated unofficially (pending issuance of FCC's as yet unreleased figures) at 7.4%, for a 1966 spot TV total of \$821,330,000.

Stations—and reps—obviously are hoping another such turn-around will

How spot sales compare with other years

Station respondents reporting that spring spot TV sales were ...	1967	1966	1965	1964	1963	1962
Up:	51%	64%	88%	75%	81%	88%
Down:	39	25	4	14	12	9
Same:	10	11	8	11	7	3

Here's a stations'-eye view of spring sales in spot television over the past six years. It suggests the extent to which stations have been affected by the slowdown that virtually everybody agrees has bogged spot TV business this year. The figures represent the percentages of respondents in each year who said their spring spot levels were running higher than, lower than or about the same as in the preceding spring. A year ago, when the results reached what was

then an all-time low point in the series, spot sales forged ahead to a full-year gain estimated unofficially at 7.4%. Stations and reps obviously hope for an even stronger turn-around this year. But they are not overwhelmingly confident it will happen, although signs indicate that spot sales in total are running and probably will continue to run at least a few percentage points ahead of last year's pace. See story this page.

Auto makers accelerate their use of TV

A record \$128,042,200 was spent in spot and network television advertising in 1966 by leading passenger car companies, according to a report issued last week by the Tele-

vision Bureau of Advertising.

Eldon (Hap) Hazard, vice president in charge of the Detroit office, pointed out that the \$128 million total included factory expenditures

of \$92,437,480 in network and spot TV, plus \$35,604,720 from dealers in spot TV only. Factory investment in 1966 rose by 25.6% over 1965 and dealer spending by 33.2%.

Measured-media investments of leading TV users

Company	Magazines	Newspapers	Radio	TV	Total media	Percent in TV
American Motors	\$ 2,920,106	\$ 5,821,519	\$ 3,487,000	\$ 8,755,750	\$ 20,984,375	41.7%
Chrysler Corp.	11,947,427	16,734,316	17,380,000	31,365,280	77,427,023	40.5
Ford Motor Co.	21,062,443	25,393,516	21,509,000	40,480,230	108,445,189	37.3
General Motors	34,017,930	52,485,349	17,256,000	42,128,810	145,888,089	28.9
Kaiser Industries	2,593,464	431,495	—	190,090	3,215,049	5.9
Nissan Motors USA	74,425	517,985	—	123,260	715,670	17.2
Volkswagenwerk AG	6,157,532	3,437,302	—	3,404,210	12,999,044	26.2
Volvo Import Inc.	665,519	366,447	627,000	630,240	2,289,206	27.5
Totals:	\$79,438,846	\$105,187,929	\$60,259,000	\$127,077,870	\$371,963,645	34.2%

Sources: P.I.B., Bureau of Advertising (ANPA), RAB, TVB/LNA—Rorabaugh

Note: The above includes corporate, dealer association and dealer expenditures, except for dealer spending below \$20,000.

SPOT TELEVISION? ITS DULLSVILLE continued

come this year. This was evident in the replies to questionnaires: Where 51% of the respondents said spring spot business was up from last year, 59% expected the full-year total to be up; where 39% said spring business was trailing, the number who thought they'd be behind for the year was down to 25%, and the number expecting to hold even rose from 10% on a current basis to 16% for the year.

Where stations indicated the extent of current spot sales gains or declines, the average increase was about 14% over last spring's figures and the average decline about 16% below last spring's.

More Opinions ■ The stations seemed more inclined to volunteer comments this year, and the tenor was downbeat more often than not. "Slow," "softer than last year," "not so good" and "looks very bad" were typical negative descriptions of the spot situation at individual stations. A number indicated that their total revenues were up or holding even only because of rate increases or, more often, substantial gains in local business.

One broadcaster, in a three-station market, offered this assessment: "Right now our market is (bearish) for national spot and I am operating accordingly. Local is up 35% and this makes us even with last year . . . a dismal summer . . . my May national spot was an all-time record by a hair, but June will be the lowest in six years."

From a one-station market came

this report: "National down 40% regional even, local up 20%." From one four-station market came word that spot billings were currently down about 9% and might drop 10% to 12% for the year, and from another broadcaster, also in a four-station market, came the observation that although his spot business was currently holding even, "networks are making serious inroads into spot potential."

The networks were frequent targets of stations as well as reps. A station in a three-station market said: "Expect our business to be down 10% for 1966; spot being hurt seriously by networks and their low rates."

Another, also in a three-station market, called spot prospects "grim," said that until networks are sold out "national spot will suffer" and called upon major-market stations to "rally round the national-spot flag and compete with the networks' sales methods and philosophy." From a one-station market came the view that "station lineups for national spot appear to be shrinking due to many network scatter plans."

Some Optimists ■ By no means all of the comments were downbeat, however. There were reports of current spot gains as high as 30% and 32%, and increases in the 18-20% range were not uncommon.

Comments on the brighter side ranged from "mildly optimistic" to "excellent" and a prediction that "if second half holds up we will exceed 1967 (projection) by a wide margin."

One broadcaster in a five-station market said his current spot business was "slightly" below last spring's levels but that "summer could be excellent, which would equal last year," and "prognosis for fall is good."

Another station, in a three-station market, reported a "healthy increase," and one in a two-station market said spot sales are the best ever and "we expect it to remain ahead of last year." A UHF operator in a two-station market reported a 23% gain in spot sales through May and described his prospects as "up—up—along with UHF growth."

Several stations anticipated gains in total revenues almost without regard to what happens to spot. One said national business is "spotty" but that "our local will stand up—overall we should do well." Another reported that "national spot is down almost 18%, network is up about 5% (and) overall we're looking for a 20% increase for the year."

The survey found a little increase in the frequency of agency inquiries about color facilities: 90% of the respondents, as against 87% a year ago, said agencies "regularly" (51%) or "frequently" (39%) indicate an interest in color. The rest, 10% this year as compared with 13% a year ago, said agencies "occasionally" show interest in color. None in either year said agencies never do.

The reps were more divided in their reports on interest in color and its influence on business.

What Reps Say ■ Here are typical comments by leading reps on the current status and prospects as well as

some of the specifics of spot TV business:

The market was described by the vice president and sales manager of one of the biggest firms as "on the soft side for the past five or six months." He indicated it was difficult to estimate volume but felt sales were about even or "just slightly above" the same period last year.

"And there seems to be no pattern," he commented. "Business is varying from week to week on stations. Markets become sluggish, show activity and become sluggish again. It seems to add up to a tough year for spot television."

He reported that announcements of all lengths and in all day parts generally are available and the 60-second length still seems to be in most demand by advertisers. He said the 30-second announcement is growing in favor, particularly among advertisers who have been using piggybacks.

He could not foresee "a silver lining" on the horizon for the second half of the year. He ventured that the unpredictability of the general economy and the continuation of network practices, such as cut-ins and regionalization of buys, have slowed spot sales this winter and spring. As to color, he commented: "Advertisers have come to expect it, though of course they don't want to pay a premium for it."

The first half of 1967 has been "static," according to the president of another large rep organization, with sales approximately the same as last

year. It was his view that some leading advertisers have reduced their budgets and are becoming more selective in selecting their markets and eliminating some.

There are advertising opportunities for all types of announcements in all parts of the day, he indicated, and 60-second spot is showing signs of perked-up interest among advertisers.

"I would say we are concerned about the prospects for the fall," he stated. "We're not too worried about summer when business normally slackens off. I would say that the unsettled state of our economy, influenced to a large extent by the Vietnam war, has contributed to the static condition of spot so far this year, and we cannot be too optimistic about the future. We'll probably do as well as last year in volume, maybe a little higher, but even though sales may be up slightly, earnings are likely to suffer."

Just Ahead ■ A spot sales executive for a network-owned group called business "slightly . . . barely . . . better than the same time last year," but said prospects are "much better" than last year. "There's much more interest in the fall product," he said. "Price lines are holding." He found 30's in shortest supply and greatest demand.

One of the top rep firms reported business "down noticeably," and did not expect it to improve until September.

A general softness was also detected by a rep with a short list of

major-market stations. Said he: "we've had a weak spring and the summer looks like it will be weaker than last year's, but we're hopeful sales will pick up when the new season gets underway."

He noted a shortage of availabilities during evening and late-night news blocks; advertiser pressure for 60-second and piggy-back commercials; mildly active demand for the 30-second form and little advertiser interest in color. "We seldom see requests for information regarding what shows are in color," he said.

While acknowledging a seasonal spot slowdown, the station rep appeared more concerned over a long-term slide in spot TV business. "Generally speaking," he said, "we foresee a leveling off of all spot business, regardless of season. The days of the 15% to 20% yearly increase in sales are gone." And, he added: "From now on out, the industry will be lucky if it gets increases ranging from 5% to 8%."

He attributed the leveling-off partly to increasing fragmentation of audiences. "In very few markets does one station hold a commanding lead. Most of the programs are so much alike that no one outlet can claim large shares as they could years ago. The advertisers now have a pretty wide choice of stations—they can pick and choose and be pretty sure they're hitting the numbers."

UHF was another reason cited for a general sluggishness, especially in bigger

Soft drink firms pour even more into TV

Television continued as the leading advertising medium for the soft-drink industry in 1966, according to a compilation released last week by

the Television Bureau of Advertising. The top-10 soft-drink companies and bottlers alloted \$73,053,010 to TV last year as compared to \$61,-

131,240 in 1965. Radio was second in billing with \$25,314,000, followed by magazines, \$16,643,107, and newspapers, \$5,696,597.

1966
SOFT DRINKS (Company/Bottlers)
(Ranked by Total TV Investment)

Advertiser	Magazines	Newspapers	Total Radio *	Total TV	Total Media	% TV
Coca Cola	\$ 6,688,939	\$1,453,911	\$ 8,843,000	\$32,940,440	\$ 49,926,290	66.0%
Pepsico	2,004,531	1,466,987	7,614,000	17,294,260	28,379,778	60.9
Seven Up	2,988,057	1,425,268	2,011,000	7,244,330	13,668,655	53.0
Royal Crown	1,562,723	501,682	3,911,000	7,063,050	13,038,455	54.2
Canada Dry	2,385,346	474,529	2,341,000	4,183,520	9,384,395	44.6
Dr. Pepper	392,537	156,973	594,000	2,242,050	3,385,560	66.2
Schweppes USA	354,320	112,610	—	887,290	1,354,220	65.5
Squirt	260,324	51,364	—	490,670	802,358	61.2
Beverages Intl.	106,330	53,273	—	409,540	569,143	72.0
Hammer Beverages	—	—	—	297,860	297,860	100.0
Totals	\$16,743,107	\$5,696,597	\$25,314,000	\$73,053,010	\$120,806,714	60.5% (58.5 in 1965)

Sources: P.I.B., Bureau of Advertising, R.A.B., TVB/LNA—Rorabaugh

* Radio figures based on top-100 spot and network advertisers as released by R.A.B.

SPOT TELEVISION? ITS DULLSVILLE continued

markets: "In some of our larger markets, an advertiser has been spending, say, \$5,000 per week. Along comes a UHF who asks for \$500 of that. The advertiser gambles that the you can produce, hands him the \$500, and the balance is split among the V's."

Blames UHF ■ A long-term slowdown in spot growth was also foreseen by another leading rep, this one with more than 40 stations, who attributed the leveling-off to UHF, audience fragmentation, and increased network competition. "I agree," he said, "the days of the 15% yearly jump are over and the toughest competition is coming from the networks, who are increasing the amount of their programming—late-night shows, sports—which they fill with spots. What's been sold to the networks can't be sold to the local stations," he added.

He also said his first quarter was off and his summer looked weaker than 1966, but he had hopes for a boost in the fall. "One-minute spots are most in demand," he said, "but 30's are picking up a little. Our feeling is that the shorter form could reach 30% to 35% of our sales in the fall." He also said there has been little interest in color.

"The networks have come up with greater flexibility in their selling," said one rep. "They're now offering regional deals that can take care of the demographics. It's just as easy for them to network 20 or 30 stations in a geographic area and sell on that basis as it is for them to network 200 outlets. Why should an advertiser hit 20 markets with local spots when he can participate in a network program that reaches those same markets and only

those markets he wants?"

Another expressed concern over the increasing percentage of network shows open to participation. "The number of big network shows open to spot is increasing each year and the proliferation of network availabilities is hurting, especially the guys in the smaller markets. They are now faced with regional sponsors supporting an increasing number of blockbuster shows."

First Half Slow ■ The sales director of a leading station group said the first half of the year "lacked the progress of past years" and that business is about the same or slightly above last year at this time. He noted that some of the key markets his organization represents are running ahead of last year and others are running behind.

He blamed the sluggish economy of the nation primarily and added: "When profits slide, the first thing companies cut down on is their advertising."

He said the piggyback announcement is most widespread and there has been "considerable interest in 30's." He added that his company had not actually sold many 30's this past spring but predicted they would play a more important role in sales this fall.

"I wish I could say that the fall will bring an upsurge in business," he stated. "But I don't really believe that. But I do think it should be a lot better than the first half of this year."

Better in Fall ■ A spokesman for a medium-sized firm said that business was "up slightly" and anticipated a "confused third quarter and a good fourth." He found no spot-length in special demand, and said that although "there are lots of inquiries" about 30's

"there have been relatively few purchases." Color is "a strong factor" in his customers' buying.

An executive for a group-owned firm was enthusiastic about current sales and prospects—"good, very good." He said that the market for 30's is "increasing," and that "although just getting into them, we anticipate a 25% increase in the general market by September."

The TV sales manager of a firm representing 40 stations labeled 1967 "a disappointment," but thought it would improve. So far, he indicated, it has been anything but "a bonanza year." He did reserve some optimism for the third and fourth quarters.

A representative handling more than a score of stations said spot remained soft in the first quarter but picked up slightly thereafter. He hoped it would continue upward. But the networks, he indicated, still have "an edge in terms of rates, etc." Although the longest spot availabilities are still in greatest demand, he said, 30's have increased "dramatically," offered as double 30's or piggyback commercials.

"It's been very, very draggy" this year for the key market stations in which another firm specializes. A spokesman blamed the slowdown on the general economy. "It's going to be tough to beat last summer's business," he indicated. But the fourth quarter—usually a busy time—should improve the spot business, he said. As to 30-second announcements, he found "more talk than action" from advertisers. However, he indicated, 30's will come up this fall.

It's all participation buying now, even "the networks today are all spot," asserted the national sales director for a major group. His business this year is up 10% over 1966, he indicated, with strongest spot buying in the 30-second lengths. In fact, he said, where 100 products were using 30-30 piggybacks last year, today's ratio is closer to 300 products using double 30's now. He thought the upsurge might be traced to belief that the 30-second commercial is "60% as efficient as a minute spot" so that two 30's would have "120% efficiency."

Ad tax stalling

As the Illinois state legislature went into its final hours late last week, it appeared that a proposed sales tax on advertising and other services in that state would die without action. Alternate revenue-raising methods were more favored in the closing hours. Illinois agencies, stations and others in the communications business mounted a major protest to Senate bill 1331 when it appeared earlier that a 3.5% sales tax on all advertising and advertising services might be adopted.

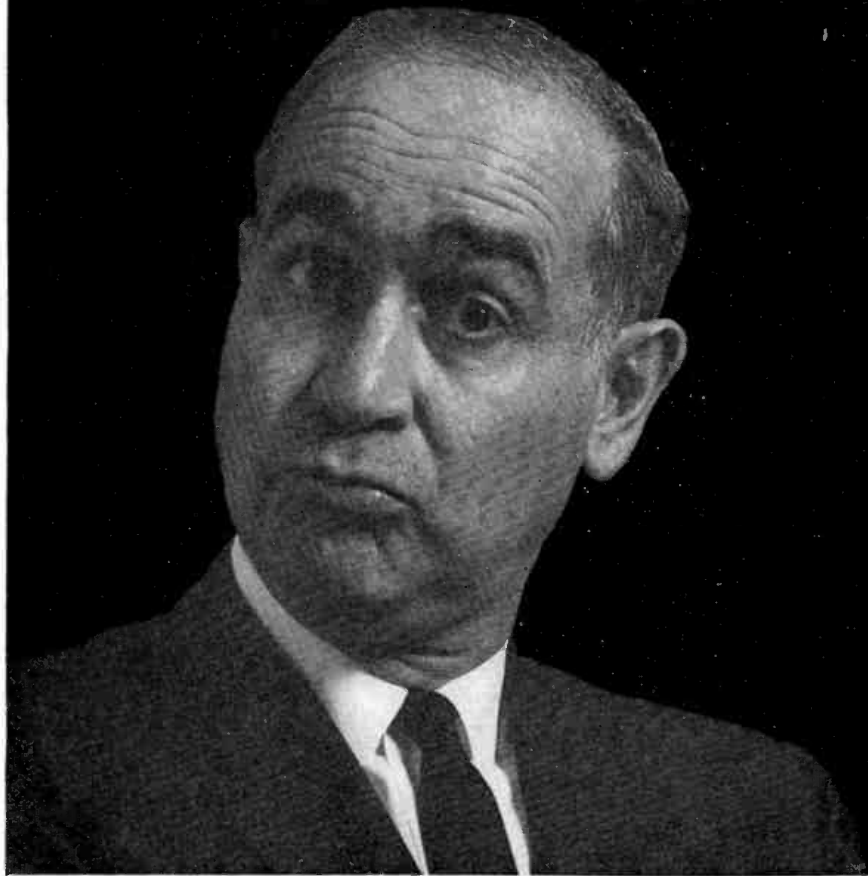
Network's upsurge continues through May

Network Television Net Time and Program Billings
by Day Parts and by Network
(add 000)

	MAY			JANUARY-MAY		
	1966	1967	% Chg.	1966	1967	% Chg.
Daytime	\$ 34,578.4	\$ 36,946.8	+6.8	\$178,209.6	\$208,093.7	+16.8
Mon-Fri	27,670.7	29,353.6	+6.1	131,354.5	154,409.9	+17.6
Sat-Sun	6,907.7	7,593.2	+9.9	46,855.1	53,683.8	+14.6
Nighttime	67,983.1	71,439.7	+5.1	392,172.1	422,576.4	+7.8
Total	\$102,561.5	\$108,386.5	+5.7	\$570,381.7	\$630,670.1	+10.6
1967	ABC	CBS	NBC	Total		
January	\$37,932.9	\$55,896.2	\$46,819.6	\$140,648.7		
February	35,639.1	47,593.2	40,696.7	123,929.0		
March	40,263.7	53,209.2	45,214.9	138,687.8		
April	34,421.9	44,485.0	40,111.2	119,018.1		
May	30,178.6	41,832.3	36,375.6	108,386.5		

NOTE: 1967—LNA; 1966—LNA/BAR

An FM station with an AM size audience?



WSB-FM comes on strong in Atlanta. Imagine: an FM station fifth in a 28 station market.*

Usually, when you think of an FM buy, you're thinking in terms of the traditional small, select, adult audience. But at WSB-FM it's a *large*, select, adult audience that presents itself. Presents itself because of fine fidelity stereo and music that's programmed to please! News and features and events, handled with the same professional know-how that makes and keeps WSB-AM number one in this 28 station market of ours.

People have been predicting that FM would get in there someday.

Well, someday has already arrived at 98.5 in Atlanta, Georgia.

*Source: The Mediastat Atlanta Radio Report, February, 1967 Overall Cumulative Audience Estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



WSB RADIO
A T L A N T A

wsb-am 750 . . wsb-fm stereo 98.5
NBC affiliate. Represented by Edward Petry & Co., Inc.



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

Second barrage hits fairness doctrine

Two new pleadings filed at FCC attack fairness on basic grounds of free speech, due process

Broadcasters are continuing to fire salvos at the FCC's ruling that the fairness doctrine applies to cigarette commercials—and the doctrine itself has become a target.

Three licensees in a joint pleading due to be filed today (Monday) say that, regardless of the recent U. S. Court of Appeals court ruling on the subject, the fairness doctrine violates the constitutional guarantee of free speech.

The licensees — WGN Continental Broadcasting Co., Jefferson Standard Broadcasting Co. and Earle C. Anthony Inc.—also say that, when applied to product advertising, it constitutes a violation of the Fifth Amendment protection against denial of due process.

The broadcasters urge the commission to rescind its June 2 ruling, which was contained in a letter to WCBS-TV New York and which held that stations carrying cigarette commercials must provide "a significant amount of time" for promotion of the view that smoking may be a health hazard. They also asked the commission to suspend the ruling pending its action on their petition.

In a letter to the commission last week, a group of 17 broadcasters, including nine multiple owners, asked the commission to withdraw the ruling, which they called "erroneous and imprudent."

Changed Features ■ Both groups of broadcasters like the broadcasters who have already commented on the controversial issue, say that to apply the fairness doctrine to product advertising would stretch it out of recognizable shape; they note that the doctrine's history makes clear it is to apply to news, comment and editorial opinion—not product advertising.

They also say the ruling runs counter to the intent of Congress in approving the Cigarette Labeling and Advertising Act, which specifies that health-hazard warnings are not to be included in cigarette advertising.

And they warn that, regardless of the commission statement that the ruling is to be restricted to cigarette advertising, it will inevitably become a

precedent for application of the fairness doctrine to numerous other products which could be considered controversial—cars and toothpaste with fluoride, for instance.

"The inescapable fact is that the commission's ruling constitutes an almost limitless extension of the fairness doctrine that will lead to the attempt to regulate by a significant time-fairness formula the exposure of the pros and cons of using numerous products," say WGN, Jefferson Standard and Earle C. Anthony.

They also say that the commission should take the occasion to reexamine the legality of the doctrine. They say that the free-speech guarantee of the Constitution "is based on the rationale that each medium of information must be free to espouse and expose the viewpoints it decides should be aired . . . In this way, the greatest possible dissemination of conflicting ideas is assured. But the fairness doctrine is based on a diametrically opposed rationale and should be abandoned."

Court Wrong ■ They also say that the court's decision in the WGB Red Lion case finding the fairness doctrine constitutional (BROADCASTING, June 19) is "erroneous." In any case, they say

Save-facers lose face

The National Committee to Save Face got a slap in it instead. Politely, of course.

The committee had asked the TV networks for time equal to that accorded razor-blade advertising (BROADCASTING, June 26). ABC said last week it had turned down the request, NBC said it will reject it and CBS—one of whose stations was involved in FCC's extension of the fairness doctrine to include antismoking messages, which apparently triggered the save-face request—said it was "formulating a reply."

it is not applicable to the ruling on cigarette advertising, since it dealt with a personal attack.

They say the ruling constitutes a "double restraint on the freedom of broadcasting," since it "is a restriction on the nature" of the material which may be broadcast and "acts to curtail the revenues which might be derived from legal advertising."

The ruling is a violation of the Fifth Amendment, they add, since the imposition of the restraints on what broadcasters may air "is taking property without due process of law." They say that the commission had no authority to impose the restraints and, therefore, "no lawful grounds for depriving licensees of advertising revenues."

The group of 17 broadcasters said that the ruling alters a basic concept of the fairness doctrine—that the right of rebuttal be limited to the specific controversial point raised.

They noted that the commission's ruling did not suggest that the advertising involved contains health claims but, rather that it promoted smoking as a pleasurable experience. "Yet, the rebuttal matter the commission directs be broadcast goes beyond the thrust of the advertising to that very point, the alleged harmful effects that may come from cigarette smoking.

New Complaint ■ "We have been advised," the letter added that, as a result of the June 2 ruling, a Dayton, Ohio radio station's public service announcements on behalf of Army recruiting has led to a demand for equal time from opponents of the administration's Vietnam policy.

BROADCASTING learned that the station is WKTR-TV (ch. 16), which went on the air March 20 and which carries a heavy schedule of spot announcements and longer films for the various branches of the Armed Forces. A station spokesman said that the request, for time to promote the desirability of young men following peaceful pursuits, was made by the Dayton Peace Committee before the ruling was issued. The matter is in the hands of the station's Washington counsel.

The pleadings last week buttressed similar arguments which were filed two weeks ago by a Washington law firm representing 59 stations and by CBS, which owns WCBS-TV (BROADCASTING, June 26).

The 17 broadcast companies signing the pleading last week are: Basic Communications Inc., Cox Broadcasting Corp., Fetzer Broadcasting Co., Golden West Broadcasters, Guy Gannett Broadcasting Services, James Broadcasting Inc., KSLA-TV Inc., Midwestern Broadcasting Co., Newhouse Broadcasting

NAB's Comstock hits fairness doctrine

A National Association of Broadcasters executive last week forecast trouble for all advertising and all media if the FCC's extension of its fairness doctrine to cigarette advertising is allowed to stand.

Addressing the radio and TV boards, Paul Comstock, vice president for government affairs, called the commissions' action in a June 2 letter to WCBS-TV New York, "one of the most revolutionary regulations of the market place in our time.

"Without notice or opportunity for hearing," he said, the FCC has "promulgated a major legislative en-

actment. That the concept could be restricted to tobacco is absurd. If allowed to stand it will inevitably apply to every product and every service offered for sale. Once accepted in broadcasting it will be only a matter of time until it is impressed upon all media."

Then he offered approaches on how to fight the rule, since "we must not permit these shackles to be forged upon us." He held hope that the FCC would reconsider the resolution since the commissioners "as men of reason, know that an action so hastily considered is worthy of re-

consideration. Surely they will not hold their letter to be as immutable as the law of the Medes and Persians."

Whatever the FCC does, he added, broadcasters and all involved in advertising must take the case to the Congress. Cigarettes are not the issue, he charged. "The issue is whether the advertising and marketing of all products is to be impressed with this burden."

Whatever the validity of the doctrine in other areas, he continued, it must "not extend to advertising of goods and services."

Corp., Plough Broadcasting Inc., Radio Inc., Truth Radio Corp., Truth Publishing Co., WBNS TV Inc., WHEC Inc., WJAC Inc., WKJG Inc.

Fairness confusion burns on House floor

House critics of the FCC's application of the fairness doctrine to cigarette commercials got a chance to vent their disapproval on the House floor last week when Representative Horace R. Kornegay (D-N. C.) was granted 60 minutes for debate and discussion on the issue.

Mr. Kornegay gave the congressmen in attendance a review of the events that led to the action and the results of his investigation on the present status of stations and disputants under the FCC ruling. He reported much confusion. To begin with, he said, the ruling did not even seem to be an order, although he noted that stations were intended to be guided and bound by the decision, though guidelines would not be made available until the next edition of the commission's "Fairness Primer" is issued. "When that will be, we do not know," he added.

And although the ruling that "a significant amount of time" should be aired in rebuttal was specifically limited to cigarette commercials, there was no hint, he said, as to how the FCC could keep from being compelled by its own precedent if presented with demands for free time on other controversial issues.

Even the phrase "significant amount of time" caused confusion in the floor

discussion that followed Mr. Kornegay's remarks. "Whether it is equal time, half time, a third time, a quarter of the time, I do not know," explained Mr. Kornegay. "They go on to impose upon the station the responsibility of determining what is a significant amount of time."

"In other words, it could be more, then?" asked Representative G. Elliot Hagan (D-Ga.).

"I reckon it could be more than equal time if it took that much time to make it 'significant,'" Mr. Kornegay replied.

Paid Disagreement ■ Several congressmen, including Mr. Hagan, seemed expressly concerned that the ruling required stations to provide free time for rebuttals to paid messages. William L. Scott (R-Va.) identified himself as a nonsmoker and "not particularly concerned with this as it relates to tobacco," but agreed that he felt that anyone opposed to an advertisement should pay to air his disagreements.

Along these lines, Representative John R. Rarick (D-La.), who did not take part in the floor discussion but who was already on record against the FCC's action, introduced a bill (H.R. 11227) intended "to establish a statutory policy governing the broadcasting of views on issues of public importance." The measure would legally prevent licensees from being forced to provide free time for rebuttals to commercials.

Much of the discussion focused on extensions of the ruling to other possible areas of controversy, including many that had already been noted, such as vegetarians opposing meat commercials, followers of Ralph Nader asking for time to combat the paid announcements of the auto industry and prohibitionists countering "wet, cold and delicious"

messages as Basil L. Whitener (D-N. C.) put it.

But Mr. Whitener also invoked a possible difficulty even dearer to the hearts of politicians. Could not the doctrine be extended, he asked, to political candidates? Besides opponents, he asked, could any citizen that objected to a candidacy also get time to rebut a candidate's messages?

Congressman Kornegay replied that he could see no other logical interpretation.

AAAA presents views on commercials code

As suggested by National Association of Broadcasters President Vincent Wasilewski, the American Association of Advertising Agencies has submitted in writing its recommendations on changes in the NAB code on commercials.

■ Instead of two categories of broadcast matter as proposed by the NAB, AAAA would have three: "program material, commercial material and information material."

■ Retention of billboards. The AAAA says it considers billboards "an important asset in selling television" to clients. Alternatively, AAAA would urge complete elimination. It holds the proposal to eliminate billboards for all but half-hour sponsors to be discriminatory.

■ Elimination of the middle station break on hour-long programs. This would constitute "the stations' contribution to the reduction of clutter," AAAA said in its letter. As an alternate recommendation, AAAA suggests five interruptions in hour-long prime-time pro-

BAR network billing report for week ending June 25

BAR network TV dollar revenue estimates—week ended June 25, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended June 25	Cume June 1-25	Cume Jan. 1- June 25	Day parts	Networks	Week ended June 25	Cume June 1-25	Cume Jan. 1- June 25
Monday-Friday Sign on-10 a.m.	ABC-TV CBS-TV NBC-TV Total	— \$110.2 322.6 432.8	— \$373.3 1,056.1 1,429.4	— \$2,976.0 7,474.5 10,450.5	Sunday 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	\$ 45.6 75.8 109.7 231.1	\$ 389.0 537.1 388.1 1,314.2	\$ 3,222.3 6,057.1 4,188.9 13,468.3
Monday-Friday 10 a.m.-6 p.m.	ABC-TV CBS-TV NBC-TV Total	972.1 2,574.5 1,274.0 4,820.6	3,471.2 8,579.1 4,337.6 16,387.9	34,564.1 80,841.1 42,105.0 157,510.2	Monday-Sunday 7:30-11 p.m.	ABC-TV CBS-TV NBC-TV Total	3,479.6 4,559.7 3,838.0 11,877.3	12,010.8 15,926.6 13,749.3 41,686.7	125,844.0 143,576.7 142,699.1 412,119.8
Saturday-Sunday Sign on-6 p.m.	ABC-TV CBS-TV NBC-TV Total	759.0 439.8 499.3 1,698.1	2,467.0 1,829.6 2,084.5 6,381.1	21,118.7 22,003.5 12,353.9 55,476.1	Monday-Sunday 11 p.m.-sign off	ABC-TV CBS-TV NBC-TV Total	217.1 34.6 458.1 709.8	1,007.1 138.0 1,349.3 2,494.4	5,099.5 1,398.8 9,660.5 16,158.8
Monday-Saturday 6-7:30 p.m.	ABC-TV CBS-TV NBC-TV Total	211.0 498.7 548.8 1,258.5	818.2 1,704.5 1,994.3 4,517.0	7,322.2 14,922.6 14,747.3 36,992.1	Network totals Grand totals all networks	ABC-TV CBS-TV NBC-TV	5,684.4 8,293.3 7,050.5	20,163.3 29,088.2 24,959.2	197,170.8 271,775.8 233,229.2
							\$21,028.2	\$74,210.7	\$702,175.8

graming.

■ More study before deciding to treat teasers as program material and epilogues as nonprogram matter. Creative use of these elements, AAAA holds, can reduce the feeling of interruption stemming from an adjacent commercial.

■ "Meaningful research" before permitting quadruple or quintuple spots.

■ An extension of the effective date of the proposed changes in the code from January 1968 to Sept. 15, 1968. The earlier date "will unduly complicate program production problems," the AAAA holds.

After several attempts to appear during NAB consideration of proposed changes in commercials policy, AAAA responded to a wire from the NAB president asking that a written presentation be made to the NAB code review board (BROADCASTING, June 26).

In a letter to Clair McCollough, NAB review board chairman, Gene Accas, Leo Burnett Co., New York, and chairman of the AAAA subcommittee on time standards; Richard A. R. Pinkham, chairman of AAAA's broadcast policy committee, and William Hylan, vice chairman of the policy committee, gave the time-standards subcommittee's recommendations and expressed regret that "the NAB board was unable to hear the subcommittee . . . in person."

Agency appointments . . .

■ Holiday Airlines, Oakland, Calif., has appointed Resor-Anderson-Etcetera Inc., that city, to handle its advertising promotion. The airline, operating flights from Oakland to San Jose and Lake Tahoe, all California, plans to extend its service to Los Angeles. Both radio

and newspaper will be used in the areas served by Holiday.

■ Bel-Air Food Products Co., producers of nationally distributed Bel-Air garlic spreads and other snack lines, Los Angeles, has appointed Cooke & Levitt Inc., that city, to handle its advertising.

■ Concord Electronics Corp., Los Angeles, has appointed the Beverly Hills firm of Siteman/Brodhead to assist in marketing its line of audio and video tape recorders, closed circuit TV and other communications products. Plans include radio and television.

Rep appointments . . .

■ KHSL-TV Chico-Redding, Calif.: Avery-Knodel, New York.

■ WTVR(TV) Richmond, Va.: McGavren-Guild, New York.

Business briefly . . .

Aetna Life Insurance Co., through Chirurg & Cairns, both New York, has purchased 13-week sponsorship in NBC Radio *Monitor News on the Hour*.

British Motor Corp./Hambro Inc., through Reach, McClinton & Co., New York, will use one minute TV spots for its MGB/GT sports car in Washington, New York, Los Angeles, San Francisco, Philadelphia, Boston, Miami, Baltimore, Atlanta, St. Louis and Dallas-Fort Worth. Dealers in these areas have used spot previously, but this is first time BMC itself has bought time.

Insurance Co. of North America, through N. W. Ayer & Son, both Philadelphia, and McDonald's Systems Inc., through D'Arcy Advertising, both Chicago, will sponsor an NBC News

special program, *The Aviation Revolution* on NBC-TV July 19 (9-10 p.m.).

Borden's Milk and Ice Cream Co., through Young & Rubicam, both New York, will launch a TV campaign for a new ice cream flavor, Jubilee Vanilla, this month. One-minute commercials on NBC-TV and ABC-TV will be backed with point-of-purchase material.

Wynn Oil Co., Azusa, Calif., through Needham, Harper & Steers, Los Angeles, has bought 13-week sponsorship in NBC Radio *Monitor*, marking seventh straight year Wynn has been represented on that network. General Foods Corp. (Instant Maxwell House coffee), White Plains, N. Y., through Benton & Bowles, New York, has purchased participations on NBC Radio's *Emphasis* series. Zenith Hearing Aid Sales Corp., division of Zenith Radio Corp., Chicago, through Earle Ludgin & Co., Chicago, has bought into both *Emphasis* and *Monitor*.

Girdle firm to use spot TV in fall drive

Flexnit Co., New York, plans to increase its use of spot TV to sell women's girdles. Flexnit's agency, W. J. Spencer Co., New York, said last week that the foundation garment manufacturer first began using spots this spring to reach 27 markets in nine southeastern states, and fall will add 11 more states and 67 markets. Time costs for the fall campaign will come to something like \$300,000, the agency said.

Flexnit's TV campaign is doing

double duty for its foundation garments, the company splitting the budget about evenly for two girldie products, Compensate and Backaid.

W. J. Spencer Co. said that by 1969 Flexnit expects to move into the large metropolitan markets of Chicago, New York and Los Angeles in individual campaigns because of the cities' size and budget demands. The 11 states to be added in the fall: Texas, Oklahoma, Kentucky, Indiana, Missouri, Illinois, Michigan, Ohio, Virginia, Pennsylvania and West Virginia.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Production Credit Association, St. Paul (intermediate farm credit); one 60 for radio, jingle. Charles Barclay, production manager. Agency: Colle & McVoy Inc., Minneapolis. Bette Munro, agency producer.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

Ortlieb Brewing Co., Philadelphia (Ortlieb beer); two 60's, four 20's, two 10's for TV, live on film, color. Chris Ishii, director. Agency: Weightman Inc., Philadelphia. Steve Barcus, agency producer.

Hardman Associates Inc., 213 Smithfield Street, Pittsburgh 15222.

U. S. Steel Corp. (steel sales and warehousing); 150 60's for radio, interviews. Jack Givens, production manager. Agency: BBDO, Pittsburgh. Steve Toth, agency producer.

Heller Corp., 1606 North Highland Avenue, Hollywood 90027.

Jos. Schlitz Brewing Co., San Francisco (Burgermeister beer); three 60's and three 30's for radio, musical. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, San Francisco. Les Mullins, account executive. Bernie Lee, agency producer. (Primo beer); six 60's for radio, musical. Jim Deasy, agency producer.

Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.

20th Century-Fox, Beverly Hills ("Valley of the Dolls"); nine various lengths for TV, on film, color. Dan Bresler, production manager. Approximate cost: \$22,000.

Logos Ltd., 3620 South 27th Street, Arlington, Va. 22206.

Conwood Corp., Memphis (tobacco); three for TV, on tape. Leonard Levin, director. Agency: Tucker Wayne & Co., Atlanta. Frank Ennis, account executive.

West Coast commercials

top \$30 million

Film producers of commercials on the West Coast generated more than \$30-million worth of business last year. According to a report issued by the Commercial Film Producers Association of Los Angeles, some 85% of the total business done by commercial film producers in this country came out of two cities. New York represented 54.4% of total national business, while Los Angeles garnered 28.8%.

The West Coast industry organization also reported a total of 2,550 shooting days for commercial production in the Los Angeles area during 1966. It estimated that this would be the equivalent of 80 full-length feature films.

The three-year-old commercial-makers association has been thoroughly revitalized in the last six months (BROADCASTING, April 17). Current members include EUE/Screen Gems, Filmfair, Filmex/West, Filmways, Hanna-Barbera, MPO, Pacific Commercials, Pelican Films, The Petersen Co., Quartet Films, Rose Magwood, Schnitzer Productions and VPI.

THE MEDIA

NAB postpones code changes

Sets up another committee to study proposed revisions and to report its findings to television board for final action

The National Association of Broadcasters television board has postponed, for up to four months, any action on working over the NAB TV code time standards. A decision on the proposed major changes in the standards—setting up an interruption policy and lumping together all nonprogram material—had been expected to come out of the meeting last Wednesday (June 28) in Williamsburg, Va.

What did come out after some three hours of deliberation was a resolution that calls for a special committee of three to five TV-code-board members and three to five TV-board members to get together within 90 days to discuss the proposed changes and to distill its findings for the TV board. Then the TV board and TV code board will meet in a joint session "as soon as pos-

sible" to hammer out the new time-standards language and reach a "final resolution."

It was hard to find a TV board member who felt that the delay would result in a weakening of the proposed new standards as recommended by the TV code board at its mid-May meeting (BROADCASTING, May 22). The members—from stations, groups and networks—seemed to feel that the eventual language would be just as strong as that proposed by the code board, if not stronger.

The code action took up the most time on the day's agenda, but there were other actions:

- On a voice vote it turned down a proposal to create a CATV division within NAB.

- It referred to the research commit-

tee a request of the Television Bureau of Advertising for \$175,000 over five years as partial support for research.

- It re-elected Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and John T. Murphy, Avco Broadcasting Corp., Cincinnati, chairman and vice chairman, respectively, of the TV board.

- It approved reappointment of the Television Information Committee.

- It held off any action on determining NAB's future policy toward the White House-proposed Corp. for Public Broadcasting and referred it to the joint board meeting on Friday (see AT DEADLINE).

- It ratified appointment of William Carlisle as TV vice president.

Heading up the 10-man ad hoc code amendment committee will be Mr. Ferguson. Other members from the TV



RCA color TV training center

Another service for RCA customers

To help customers get the very best television pictures, RCA maintains this permanent training center for station engineers. Here users of RCA color studio equipment receive a program of instruction in operation and maintenance. This service is available to all customers, at no charge, to assist in getting the *full capability* of live color cameras, color film equipment, and TV tape recorders.

Instruction is given in seminars devoted to the various equipments. Each course runs from two to five days, depending on

the complexity of the system. Regular classes are devoted to the TK-42 and TK-43 color cameras, the TK-27 color film camera, the TR-70 and TR-3-4 television tape recorders. Groups are small so that each engineer receives as much individual attention as possible. They learn how to obtain peak performance from this sophisticated equipment and how to save money in its operation.

Courses begin with a description of the equipment, circuitry, and nomenclature. This is followed by a detailed study of operation, with practical exercises in line-up, maintenance and trouble-shooting. Courses are conducted by RCA engi-



for station engineers

neers with experience in both practical and theoretical aspects. These seminars give visiting engineers the reasoning behind the complex new designs, their capabilities, and show how broadcasters can best achieve operating efficiency and finest pictures.

The technical and artistic demands of color television have resulted in broadcast equipment far more complicated than a few years ago. This new training center expresses in part RCA's responsibility to help broadcasters produce TV pictures that reflect optimum performance of their equipment. The Center occupies approximately 7000 square feet in RCA's

main office building in Camden, and includes a color TV studio for "live" camera demonstrations, a color TV film area, a color TV tape area, and a master control center.

For further information about this RCA TV Training Center call your RCA Broadcast Representative. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N



The Most Trusted Name In Electroni

board will be Mr. Murphy; Charles Tower, Corinthian Broadcasting Corp., New York, author of the resolution; Hamilton Shea, WSVN-TV Harrisonburg, Va., and Roger Clipp, Triangle Stations, Philadelphia. Representing the TV code board will be its chairman, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; William Tankersly, CBS-TV, New York; Alfred R. Schneider, ABC, New York; Ernest Lee Jancke Jr., NBC, New York, and Mike Shapiro, WFAA-TV Dallas-Fort Worth.

"It wasn't that anyone was against the proposed amendments," one TV board member said after the meeting. "It was that we want to be sure just what we're voting on and there is still some confusion in our minds over just what the new standards will do and how they will operate."

Another felt that the TV board last week was in the same quandry that the TV code board had been in earlier in the year. The time-standards question

posed standards by the American Association of Advertising Agencies' broadcast policy committee and the Association of National Advertisers.

On June 16, Richard A. R. Pinkham, Ted Bates & Co., chairman of the AAAA's committee, wired NAB President Vincent Wasilewski and asked for time at the board meeting to present the committee's views. The request was turned down with a suggestion that the code board was the proper forum for such a presentation.

Last week as the TV board met, Mr. Pinkham's committee released a letter stating its recommendations for changes in the code (see page 27). This was the first public suggestion the AAAA committee had made on the subject in the more than six months that the NAB code office had been seeking definitive comments and suggestions.

The ANA position, set forth by President Peter Allport, has been that nonprogram material should be limited

Mr. Ferguson said last week that he would call a meeting of the ad hoc committee in Washington, probably the week of July 17.

Eight-Month Delay ■ The delay in approving the new standards virtually spells out an eight-month delay in their implementation. The code board had proposed making them effective Jan. 1 1968. Since the special meeting will not take place until this fall, the effective date seems sure to be moved back to September 1968.

The board did approve some new code language. It amended the section on narcotic addiction and illegal drugs to cover hallucinogenic drugs, saying such drugs shall not be "shown or encouraged as desirable or socially acceptable."

For the second time in a year the board voted down a recommendation for creation of a CATV division. Roger Clipp, who offered the resolution at the June 1966 meeting, brought it up again last week and said it would serve broadcasters now in CATV or those who plan to enter the field.

The board's action in referring the request of TVB for funds to the research committee appears to complete a circle that had been a semi-circle a week earlier.

Research Aid ■ On June 22, TVB officials went before the research committee to plead their case for NAB's financial help in a long-range research project. Of the \$750,000 it is seeking to raise, TVB wants NAB to put up \$175,000 at \$35,000 a year. Donald McGannon, Westinghouse Broadcasting Co., NAB research-committee chairman, was to give the committee's report to the joint board on Friday (June 30) and it was expected to be that NAB could not commit itself for five years but would consider looking at the TVB projects on a case-by-case basis (BROADCASTING, June 26).

Last week's pitch to the TV board was made by Eugene Katz, The Katz Agency, chairman of the TVB research committee; Joseph Dougherty, Capital Cities Broadcasting Corp., and Norman E. (Pete) Cash, TVB president.

The reluctance of the TV board to be committed for a five-year project was summed up by one board member who said the TVB presentation had "few specifics and a lot of blue sky."

In the research area, the board approved an extra \$500 appropriation for the 1967 TV-set penetration survey. The Advertising Research Foundation, representing the television industry, administers the survey which is conducted by the U. S. Bureau of the Census. The additional \$500, raising NAB's contribution this year to \$2,500 (the same as ABC, CBS and NBC) was necessary because TVB is not taking part.

Traditionally, each of the five partic-

NAB's income exceeds its outgo

The National Association of Broadcasters' financial state is strong, board members learned last week. For the fiscal year ended March 31, NAB showed income of \$2,543,382.38 and expenses of \$2,318,650.28 for an excess income over expenses of \$224,732.10.

The association has net assets of \$3.43 million. The largest portion of this is \$638,000 in reserve for the new \$2 million headquarters building.

The bulk of the income came from radio stations (\$940,000) and television stations (\$901,000). TV station code fees amounted to \$336,000 and radio station code fees were \$159,000. Associates' dues were \$118,000.

The TV code showed a loss of \$19,615 on income of \$387,000 and expenses of \$406,000. The radio fund showed a \$9,100 loss on income of \$396,000 and expenses of \$405,000.

had come up at the code board's regular winter meeting, but no action was taken until a special meeting on May 17-18, which was devoted exclusively to time standards.

One of the problems last week, the board member said, was "this is just too big a lump to digest all at once."

Howard Bell, director of the code authority, did not interpret the board's reluctance to act last week as a sign that the proposed standards would be weakened. The board, he said, is looking for clarification as to just what the new standards will mean.

Few Changes ■ One board member, asked if he felt the eventual vote will be "pretty close" to the original proposal, replied "absolutely." He added that there was a good possibility it would even be a little stronger in some areas.

Lurking in the background of last week's meeting and the resultant resolution have been attacks on the pro-

to nine minutes per hour in prime time with no restrictions on how the time should be split up.

The resolution, unanimously passed by the board last week, calls for the special committee to "meet during the next 90 days to consider the proposed changes in the light of comments and suggestions received from code members and others." There was some question last week on whether that phrasing would open a whole new cycle of suggestions. The general feeling was that it would not.

As one board member put it: "We agreed to hold the joint meeting no later than Oct. 31, to show that we really mean to implement changes as soon as possible."

The resolution states that the code board-TV board meeting "will be held as soon as possible, and in no event later than Oct. 31, 1967, with the intent that a final resolution will be reached at that time."

ipants has put up \$6,000-\$7,000 for biennial surveys in odd-numbered years. Last year FCC Commissioner Robert E. Lee asked the five sponsors to back a special survey and said if the FCC budget could come up with the money, the sponsors would have the funds available to go back to the regular biennial schedule. The FCC's budget request to Congress did indicate an extra \$20,000 that was earmarked for the survey. Thus the only cost to the five

sponsors this year would be a total \$10,000 for the printing and distribution of the results.

TVB officials indicated it's not just the money but the principle that's keeping it out of this year's survey. They maintain that the five participants had an understanding that the survey would be made on alternate years since yearly updating had become meaningless and wasteful.

Following a status report by Roy

Danish, director of the Television Information Office, the board approved reappointment of the nine-man TIO committee: Willard Walbridge, KTRK-TV Houston, chairman; Eldon Campbell, WFBM-TV Indianapolis; Henry B. Clay, KHTV(TV) Little Rock, Ark.; John Cowden, CBS; Sydney Eiges, NBC; Robert Ferguson; Donald Foley, ABC; Wrede Petersmeyer, Corinthian Broadcasting, and Joseph Sinclair, Outlet Co. Stations, Providence, R. I.

NAB backs court fairness fight

Funds up to \$25,000 approved to carry

Red Lion and cigarette issues into courts;

Cobb picked as NAB board chairman

Tuesday (June 26) was a day of unanimity for the National Association of Broadcasters board of directors in Williamsburg, Va., as it elected a chairman, Grover Cobb, KVGB Great Bend, Kan., and appropriated up to \$25,000 to continue fighting the FCC's fairness doctrine in the courts.

Mr. Cobb, 45, outgoing radio board chairman, was recommended by the nominating committee and he was unopposed from the floor. He succeeds John F. Dille Jr., Communicana Group of Indiana, who has been chairman for two years.

The new chairman, a 28-year veteran of broadcasting, is vice president and general manager of KVGB, and secretary-treasurer of KLSI Salina, Kan. He helped found the Kansas Association of Radio Broadcasters in 1951 and has served as its secretary, vice president and president.

In recommending Mr. Cobb, the selection committee said he would "bring conspicuous competence to the job of NAB chairman."

The report accompanying Mr. Cobb's recommendation also contained a vote of confidence in NAB President Vincent Wasilewski, saying the president is the "chief executive officer" and the chairman should offer advice and be a "conduit" between the president and the board. The report, which included a minor change in the language spelling out the chairman's duties, was also adopted unanimously.

Red Lion Support ■ In approving the funds to fight the fairness doctrine, the board was coming up with its second appropriation in a year. At the June 1966 meeting it came up with "up to \$10,000" to help WGBB-AM-FM Red Lion, Pa., challenge the constitutionality of the fairness doctrine in a personal

attack case. The newly appropriated funds will also be used in the attack NAB is readying on the commission's extension of the doctrine to advertising, particularly cigarettes.

It was just last month that the Red Lion case was decided by a three-judge panel of the U. S. Court of Appeals in Washington. That ruling declared that the fairness doctrine is constitutional. (BROADCASTING, June 19).

During that appeal NAB offered monetary support. Now the association hopes to bring the case before the U. S. Supreme Court and will do more than just supply the capital. Douglas Anello, NAB general counsel, is seeking a top constitutional lawyer to handle the case and NAB will enter it as a friend of the court.

In the companion fairness case, NAB will petition the FCC to reconsider its June 2 ruling that cigarette advertising constitutes one side of a controversial subject and thus makes stations liable for offering opposing views under the doctrine. If the commission denies the petition, then NAB will go to the courts to get the ruling overturned.

As NAB sees it, the Red Lion case is an example of the doctrine inhibiting broadcasters' right of free speech, and the cigarette issue is an extension of the doctrine to all advertising, although the commission maintained in its letter to WCBS-TV on the subject that the extension is restricted to cigarette advertising.

Cobb Recommendation ■ The report recommending Mr. Cobb's name as chairman, presented by Joseph Baudino, Westinghouse Broadcasting Co., Washington, chairman of the nominating committee, proposed that a committee—composed of outgoing board members—be retained and that the language

governing the amount of time the chairman should spend in Washington be changed to "as much time as required."

Continuation of the committee, Mr. Baudino said, is necessary since any NAB member—not just a board member—can be chairman. It is the committee's responsibility, he said, "to look not merely to the board for candidates but at the industry as a whole. Further we feel that a useful screening function can be accomplished by sounding out candidates in advance to see whether or not they will commit themselves to serve."

The language change, he said, would be a more "practical solution" to the question of how much time the chairman should spend on his job. The former "requirement" was that he spend "one week per month in NAB activities" or "such other minimum as the nominating committee deemed a requirement." That phraseology was approved by the board at its January 1966 meeting, based on a recommendation by Mr. Dille after he had served part of his first term as a fulltime chairman. The fulltime concept had been approved by the board in January 1965.

However, the part-time approach—in the opinion of the board and the NAB staff—has worked out well and the nominating committee at its first meeting, Mr. Baudino said, "reaffirmed its conviction that the president of NAB should be the chief executive officer, that the chairman should be in a position to offer advice and counsel to the president and to serve as a conduit between the president and the board and vice versa."

The chairman, he added, "should have time to devote to just plain thinking, to examination and analysis of some of the major long-range problems

facing the industry."

Three Qualified ■ Mr. Baudino noted that at one point the committee had screened a "number of names" and found three men it would recommend on an equal basis: Dwight Martin, wdsu-tv New Orleans, chairman of the NAB's Future of Broadcasting in America committee; Rex Howell, XYZ Television, Grand Junction, Colo., and Mr. Cobb.

He recalled that Messrs. Martin and Howell said they would be willing to serve, but withdrew their names when advised by counsel for Broadcast Music Inc. that there might be a conflict of interest if either of them, both BMI board members, were elected to the NAB chairmanship (BROADCASTING, May 15).

No one charged "there would be a conflict of interest," Mr. Baudino pointed out, "but that it *might* occur, that it might be embarrassing to both organizations." He felt Messrs. Martin and Howell withdrew their names partly "because they knew that the remaining candidate, Mr. Cobb, met all the qualifications set forth by the committee and would make an excellent choice for chairman."

The board adopted a resolution praising Mr. Dille as a "man of extraordinary qualities whose leadership has contributed to the advancement of the entire broadcasting industry." It noted he had served with "uncommon diligence and devotion . . . conducted himself with distinction, striving for progress, but never at the cost of individuality. . . ." Mr. Dille was given a wristwatch as a remembrance of his term as chairman.

CATV Report ■ Mr. Martin, attending the meeting as FBA chairman, gave a status report, primarily on community antenna television. He noted that inaction in the Senate was holding up a new copyright bill and said there is a danger of a "hastily conceived" bill that would deal with CATV.

He commented that to date the FCC has granted 16 waivers of carriage to CATV's operating within the top-100 markets. Most of the waivers have been in fringe areas permitting importation of a small number of educational and commercial stations into these areas. Recently, he added, the grants are to systems closer to the center of the market.

However, he feels the FCC "seems to be getting tougher" in its waiver approvals. This, he thought, could mean the commission "is disenchanted with staff recommendations."

He noted that NAB had opposed the request of American Television Relay for 22 hops to bring four Los Angeles independents into Texas, and said the association would oppose a similar request by New York-Pennsylvania Microwave Corp. to import New York in-

dependents into West Virginia.

NAB, he said, would file with the FCC in support of cross-ownership of CATV's by broadcasters.

In other actions, the board approved the fall conference schedule for 1968: New York Hilton, New York, Oct. 17-18; Ambassador hotel, Los Angeles, Oct. 21-22; Denver Hilton, Denver, Oct. 24-25; Sheraton-Jefferson, St. Louis, Oct. 28-29; Sheraton-Gibson, Cincinnati, Nov. 11-12; Dallas Hilton, Dallas, Nov. 14-15; Marriott motor hotel, Atlanta, Nov. 18-19, and Statler Hilton, Washington, Nov. 21-22.

The board also heard that NAB made about \$200,000 at the 1967 Chicago convention. This was an increase of about \$55,000 over the 1966.

Radio board also drops CATV idea

Sees no need now

to set up division in NAB;

Dudley picked radio chairman

A proposal that the National Association of Broadcasters radio board support creation of a community antenna division within NAB was debated for 48 minutes Thursday (June 29) at the board meeting in Williamsburg, Va. Then it was withdrawn.

A day earlier at the TV board meeting a similar resolution came to a vote and was defeated (see page 29).

The Thursday resolution was offered by Simon Goldman, WJTN Jamestown, N. Y., and seconded by N. L. Bentson, WLOL Minneapolis. But after the debate, in which the majority of the board members felt there was no need at this time for such a division, Mr. Goldman withdrew the motion.

Among other actions taken by the board were:

- Election of Richard Dudley, WSAU Wausau, Wis., and Daniel Kops, WAVZ New Haven, Conn., as chairman and vice chairman, respectively.

- Approval of a radio-code amendment saying "misuse" of hallucinogenic drugs should not be presented as "socially acceptable."

- Approval of a resolution asking the Electronic Industries Association to see what can be done about dial calibration.

- Approval of a resolution asking the NAB staff to see if time devoted to public-service time can be tax deductible.

CATV Stand ■ The question of CATV and the NAB's stand, described by some members as "too hard," was a major topic of the morning meeting.

There was some feeling that NAB's position—opposing importation of distant signals and CATV originations—would either have to be softened or adopted by the FCC before the association would go for creation of a CATV division. Softening the NAB's line seems to the board members to be the more remote of the possibilities.

During the CATV discussion, NAB President Vincent Wasilewski told the board he was considering dissolving the Future of Broadcasting in America committee and setting up two committees: future of television, which the FBA used to be called, and future of radio.

Since 1965 the FBA committee has had two radio-only members. But the feeling among many of NAB's radio members is that the problems of radio and television are vastly different and that the FBA has largely been concerned with television problems only.

Mr. Wasilewski said he had not reached a final decision on the subject but would submit recommendations to the executive committee.

Radio Code Jobs ■ Mr. Dudley and Mr. Kops were elected by voice vote and both were unopposed. Donald Thurston, WMBN North Adams, Mass., had been seeking the vice-chairman's seat, but he released his supporters when he left the board meetings Tuesday due to an illness in the family. In discussions on the radio code, Howard Bell, code director, announced that Charles M. Stone radio code manager, had been appointed NAB vice president for station services (see page 59).

In response to questions from the board, Mr. Bell said the code has been active in the field of alleged "dirty lyrics" for sometime and has been working on it—primarily through its monitoring division—for several years.

The dial-calibration resolution is similar to one adopted by the board in January. It seeks to gain more accuracy between the station's dial position and where it shows up on the radio dial.

The request to look into the possibility of having public-service time made tax deductible is the result of a letter sent to many stations by Henry Perozzo of the Gospel Radio Network, Puyallup, Wash., in which he claimed that public service programming could be considered for income tax purposes as charitable contributions. Both the Internal Revenue Service and the FCC have said the deductions are not allowable (BROADCASTING, June 19). The organization maintained that its time could be tax deductible, so the board members asked NAB to check it out.

The board also heard reports from Raymond Plank, WKLA Ludington, Mich., chairman of the small-market radio committee; Frank Gaither, wsb Atlanta, chairman of the public rela-

tions committee, and John F. Dille Jr., Communicans Group of Indiana, outgoing board chairman on the encyclopedia of sound project.

The board supported the executive committee's recommendation that a foundation be sought take over the encyclopedia project.

NAB radio code list picks up 5 members

A gain of five stations was recorded by the National Association of Broadcasters radio code from April 15 to May 15 as 45 stations were added and 40 were withdrawn. In the same period, KBAK-TV Bakersfield, Calif., withdrew from the TV code.

Radio additions: KARK Little Rock and KASC-FM Conway, both Arkansas; WHUS(FM) Storrs and WSHU(FM) Bridgeport, both Connecticut; KNAB Burlington, Colo.; WFTW-AM-FM Fort Walton Beach and WOOF-FM DeLand, both Florida; WLYB Albany and WMAC Metter, both Georgia; WSIU(FM) Carbondale, WWKS(FM) Macomb and WZBN Zion, all Illinois; KRIT(FM) Clarion, Iowa; KABI Abilene, KBTO El Dorado, KCLO-AM-FM Leavenworth, KCRB Chanute, KEWI Topeka, KFLA-AM-FM Scott City, KLKC Parsons, KNDY Marysville, KRSL-AM-FM Russell, KULY Ulysses, KWNS-AM-FM Pratt, and KEYN, KFDI, KQTY(FM) and KWBB, all Wichita, all Kansas; WMGO Canton, Miss.; KJSK-AM-FM Columbus, Neb.; KCCC Carlsbad, N. M.; WIQT Horeheads, N. Y.; KALV Alva, Okla.; WMSP-FM Harrisburg, Pa.; WBLC Lenoir City and WJKM Hartsville, both Tennessee; WEET Richmond, Va.; WWJC Superior, Wis.; KOWB Laramie, Wyo.

Radio withdrawals: WBRC-AM-FM Birmingham, Ala.; KYND Tempe and KVOY Yuma, both Arizona; KTMN Truman, Ark.; WXKL-FM Winter Haven, Fla.; WSNE Cumming and WDAX McRae, both Georgia; KMCL McCall, KTEE Idaho Falls and KYME Boise, all Idaho; KJFJ Webster City, Iowa; WCND Shelbyville, WFKY Frankfort and WMST Mount Sterling, all Kentucky; WRBC Jackson and WSUH Oxford, both Mississippi; KCRV Caruthersville and WDAF-AM-FM Kansas City, both Missouri; KCBN Reno; KSRC Socorro, N. M.; WGR-AM-FM Buffalo, N. Y.; WTVN-AM-FM Columbus, WKRC Cincinnati, WBNO-AM-FM Bryan, WDLR Delaware and WERT-AM-FM Van Wert, all Ohio; KWLG Wagner, Okla.; KRDR Gresham and KWFS-AM-FM Eugene, both Oregon; KBHB Sturgis, S. D.; WNTT Tazewell, Tenn.; KKAL Denver City, Tex.; KWIQ Moses Lake, Wash.



The National Association of Broadcasters new executive committee poses for its first picture during the board meetings in Williamsburg, Va.

Seated (l-r): Robert Ferguson, WTRF-TV Wheeling, W. Va., re-elected TV board chairman; Vincent Wasilewski, NAB president; Grover Cobb, KVGB Great Bend, Kan., newly elected joint board chairman, and Richard

Dudley, WSAU Wausau Wis., newly elected radio board chairman.

Standing (l-r): John F. Dille Jr., Communicana Group of Indiana, immediate past joint board chairman; John T. Murphy, Avco Broadcasting Corp., Cincinnati, re-elected TV board vice chairman, and Daniel Kops, WAVZ New Haven, Conn., newly elected radio board vice chairman.

Tarzian fans again on Indianapolis pitch

A recalcitrant FCC turned a deaf ear to a familiar plea from an Indiana broadcaster last week.

For six years WTTV(TV), owned by Sarkes Tarzian Inc., has been attempting to move its transmitter site from Bloomington, Ind., to a location close to the center of Indianapolis. The 36-mile move, according to Tarzian, would improve WTTV's signal over Indianapolis while at the same time maintaining the assignment of the channel at Bloomington.

On several occasions before the commission WTTV alleged that the move was necessary for reasons of economic survival, to enable it to compete with other Indianapolis stations. Two of the stations, WISH-TV and WLWI(TV), opposed the transfer. The third, WFBM-TV, did not. Twice, requests for an FCC rulemaking to reassign the channel to Indianapolis were turned down.

The latest attempt was also based on economics with Tarzian claiming that WTTV was now operating at a profit, but that the move was still necessary to "recoup more quickly a \$2-million loss

over the past seven years." As a substitute for some loss of service to Bloomington, Tarzian offered to construct a 100-w UHF translator on channel 63 assigned to the city.

Other Proposals ■ If the move were effected, Tarzian acknowledged, WTTV's signals would overlap those of its Roanoke, Ind., station, WPTA(TV), but promised to directionalize the signals to negate the overlap. The station's signals, it said, would also overlap those of its Lafayette, Ind., station, WFAM-TV, and put the issue four-square against the commission's duopoly rule. But Tarzian offered to sell WFAM-TV, if a buyer were available, or surrender its authorization and take the station off the air if the overlap precluded a grant of its request.

As a sweeter inducement to the commission Tarzian even offered \$250,000 in cash and equipment to the Metropolitan Indianapolis Television Association to help that applicant set up an ETV station on channel 20 in Indianapolis. With the cash offer came a place on WTTV's proposed relocated tower free of charge.

(Though WTTV's gesture received support from MITA, the organization expressed surprise at the sudden windfall of financial aid for its venture. The

Indianapolis stations opposing WTTV promised MITA substantially the same resources Tarzian had offered, consistent with its "start-up assistance to educational broadcasters" — provided the WTTV application were not granted.)

Stands Pat ■ But the promises and the solutions went unheeded last week as the commission refused to budge from its previous findings.

The FCC reaffirmed that depriving Bloomington of its only local outlet and the loss of the WTTV signal to some 71,000 persons left it unpersuaded that the move was in the public interest. And that the translator proposal was equally unacceptable because of a loss of the primary VHF by a substantial number of people.

The proposed loss of Lafayette's only commercial assignment in WFAM-TV (if indeed a buyer could be found) was inconsistent with UHF development, the commission said, as was the fact that WTTV's grade B signal would affect eight service areas of nearby UHF's. The commission noted that not only would WTTV fail to provide a principal city signal but the move would also fail to provide a grade A signal over Bloomington.

As for the proposal for financial support to MITA, the commission found it irrelevant to the proceeding.

Biggest radio-only sale

McLendon sells its Texas radio stations to LIN Broadcasting for \$15 million

LIN Broadcasting Corp. continued its expansion program last week with the purchase of three McLendon Corp. stations in Texas for \$15 million, the highest price ever paid in a single transaction involving only radio.

The stations are KLIF Dallas and KILT and KOST-FM both Houston. KLIF operates with 50 kw on 1190 kc, KILT with 5 kw on 610 kc and KOST-FM operates on 100.3 mc with 16.5 kw. The purchase is subject to FCC approval.

LIN, which earlier this year purchased WIL-AM-FM St. Louis, will have to sell one of its existing AM properties to stay within the commission-permitted maximum of seven stations.

LIN owns KAAV Little Rock, Ark.; KEEL Shreveport, La., WAKY Louisville, Ky.; WBBF-AM-FM Rochester, N. Y.; WMAK Nashville, as well as WAND-TV Decatur, Ill. The purchase of the St. Louis stations is still awaiting commission approval.

Tops N. Y. Sale ■ The \$15 million

sale, which includes real estate, tops by \$4 million the previous top price paid in a single transaction involving radio—Storer Broadcasting Co.'s \$10.95 million purchase of WMGM (now WHN) New York in 1962.

The sale of the Texas stations was negotiated by the Blackburn Co. of Washington.

A spokesman for LIN said the price was reasonable in view of the fact that the stations are "very profitable." According to the estimate the three stations generate an annual cash flow of \$2 million.

LIN also has interests in CATV systems in Kentucky, Tennessee, Alabama, Florida and New Mexico; owns Teen America Associates, which produces the annual Miss Teen-age America Pageant; and owns LIN/Medallion Pictures Corp., distributor of feature films for television. It also owns a direct mail-direct sales corporation in New York.

McLendon, which has also been active in the station market is understood to have "several" possible purchases under consideration. The company still owns WNUS-AM-FM Chicago; WYSL-AM-FM Buffalo, N. Y.; KABL-AM-FM Oakland-San Francisco; WDTM(FM) Detroit; KADS(FM) Los Angeles and KCND-TV Pembina, N. D. It also acts as U.S. sales agent for XTRA Tijuana, Mexico, an all-news station beamed at Southern California.

Awaiting commission on approval are the corporation's sale of KNUS-FM Dallas to Giles Miller Sr., for \$125,000, and its purchase of WIFL-FM Philadelphia from High-Fidelity Broadcasters Corp. for \$490,000. McLendon is also an applicant for TV channel 27 in Dallas.

NABET voted down by KSTP employes

By a two-to-one vote broadcast technicians at KSTP-AM-FM-TV Minneapolis-St. Paul rejected a union attempt at organization last Thursday (June 28).

Hubbard Broadcasting employes turned down the National Association of Broadcast Employes and Technicians by a vote of 46 to 23. The National Labor Relations Board had certified 85 employes for the election.

If no protest is filed, the election results will be certified this Friday (July 7), and further union elections at this station will be restricted for one year.



WCPO-TV opens full-color center

"The World of Tomorrow," a new world of full-color telecasting, was officially dedicated June 23 at WCPO-TV Cincinnati.

Cutting the ribbon at the \$3-million telecasting center located at 500 Central Avenue are (l to r): Jack Howard, president of licensee Scripps-Howard Broadcasting Co.; Ohio Governor James A. Rhodes;

Robert D. Gordon, vice president of Scripps-Howard and general manager of WCPO-TV; Walton H. Bachrach, mayor of Cincinnati, and M. C. Watters, executive vice president of Scripps-Howard Broadcasting.

Highlights of the day's ceremonies were then presented by WCPO-TV in a special half-hour color program that afternoon.

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ACTS urges action; launches 17 projects

Asks FCC to license CATV's, adopt quality standards and limit signals; Putnam and Quinlan get top posts

The All-Channel Television Society (ACTS) officially launched itself last week as a trade association to develop "the full potential of UHF as a superior television facility for the broadcaster, the advertiser and the viewer."

Getting off with a surge, ACTS leaders held a news conference in New York on Wednesday (June 28) and announced not only the usual first project for a new organization—a membership drive—but also a list of 17 action projects including three filings with the FCC the next day (June 29).

The FCC filings petitioned the commission to put community-antenna television systems under license, urged adoption and enforcement of standards to protect the quality of signals carried on CATV and opposed proposals to permit CATV to extend TV signals beyond their grade B contours.

Other areas to be covered by the 17 "immediate" projects and programs included actions involving rating services, improvement of UHF tuners and home antennas, land mobile use of broadcast allocations, the Corp. for Public Broadcasting, CATV copyright legislation and several other CATV-related issues including cross-ownership with stations, market waivers, "cable pay television"

and "maximum use of translators for all broadcast facilities."

Executive Picked ■ In a meeting Thursday night William L. Putnam of WWLP(TV) Springfield and WRLP(TV) Greenfield, Mass., who had been chairman of the society's executive committee, was elected chairman and president, and Sterling C. (Red) Quinlan of WFLD(TV) Chicago, who had been vice chairman of the executive committee, was named vice chairman of the board.

Leonard B. Stevens of WPHL-TV Philadelphia, and David M. Baltimore of WBRE-TV Wilkes-Barre, Pa., were elected vice presidents and Robert F. Adams, broadcast consultant who had served as executive secretary, was named secretary-treasurer.

The seven-man executive committee was named to what eventually will be an 18-man board of directors. The seven are Messrs. Putnam, Quinlan, Baltimore and Stevens and Roger G. Berk, WAKR-TV Akron, Ohio; John W. English, WSEE(TV) Erie, Pa., and Sarkes Tarzian, WPTA(TV) Fort Wayne, Ind.

Mr. Quinlan was named to head the membership committee, Mr. Baltimore the technical committee, Mr. English the objectives and purposes committee, Mr. Stevens the research committee,

Mr. Berk the budget and finance committee and William L. Fox of WIBF-TV Philadelphia, the CATV committee.

Aside from the officers, board members and committee chairman, a roster distributed at the news conference listed 11 other members of the "full committee" and three new names were added in subsequent committee appointments. In addition, Martin E. Firestone is Washington counsel and David Lubart, New York attorney, is general counsel.

Mr. Quinlan said ACTS offers active membership to all UHF broadcasters, permit holders and applicants, non-commercial as well as commercial, and that associate memberships will be offered to VHF stations and networks and to companies in related fields, including program and equipment suppliers, station representatives and research organizations.

Money Matters ■ Annual dues for active members will be figured as a percentage of the sum of (1) the station's highest one-time hourly rate and (2) the highest one-time hourly rate in the market. Operating UHF stations will pay 35% of this combined figure, which, officials explained, takes into account a station's potential as well as its current status. Holders of UHF CP's will pay 35%, and applicants and noncommercial stations will pay 17.5%, of the combined figure (which in their cases will be only the highest one-time hourly rate in the market, since they will not yet have rates of their own).

Multiple owners get a 10% discount on dues for each of their stations, and members paying dues in advance get a 5% discount.

"Every project undertaken by ACTS will be directed to the overall benefit of the UHF industry and its members," Mr. Quinlan said. He called UHF "the greatest area of expansion in the television industry" and predicted that it will soon be one of the most influential forces in communications.

For ACTS, he said: "There is a potential of approximately 500 commercial UHF stations and an equal number of educational or noncommercial stations in this country, and we hope every operator is aware of the job ahead which ACTS is prepared to carry out in their interest."

Officials said the membership drive would include a series of regional meetings, starting with one in Chicago on Aug. 7.

ACTS was officially formed May 24 as a separate organization outside the National Association of Broadcasters after preliminary discussions that started with a stormy meeting during the NAB convention in April. UHF operators contended NAB wasn't properly protecting UHF interests, but the



Mr. Stevens



Mr. Baltimore

differences were later composed with NAB's agreement to cooperate with the new organization (BROADCASTING, April 10).

No Enemies ■ Last week officials of ACTS stressed that, in Mr. Quinlan's words, "we're not anti anybody." They distributed copies of a letter from NAB President Vincent T. Wasilewski offering "best wishes," pledging that NAB would "cooperate with ACTS in every possible way" and also expressing hope that ACTS "will be an efficient, complementary organization to NAB" and "affirmatively support" NAB.

ACTS officials also said they had been assured that all-channel matters would be given a place on next year's NAB convention agenda.

They stressed that ACTS is undertaking projects that only UHF broadcasters can or will undertake in an effort to achieve parity with VHF, technically and otherwise, and that, in Mr. Putnam's words, ACTS will be "stronger than NAB or the Association of Maximum Service Telecasters in protecting against (CATV) duplication," for example, and "won't be so free to give away" frequencies to the land mobile service.

Pointing up the "we're not anti anybody" theme, Mr. Putnam noted that only one of ACTS' 17 immediate projects was "negative"—opposition to FCC's proposed revision of estimated field strength curves, which ACTS claims would shrink UHF predicted coverage areas "significantly," in some cases up to 40%. ACTS said it had "initiated an extensive field measurement study" to bolster its arguments before the FCC.

Both the announced projects and the news conference made clear that if ACTS is not *against* CATV, for example, it is heartily *for* severe restrictions on cable operations, and if it is not *against* the diary technique in ratings measurements, it is certainly *for* something that will give independent stations a fairer shake than it thinks the diary does, and is willing to take its case to the FCC and Congress if necessary.

Wants Action ■ In calling upon FCC to initiate rule-making proceedings looking toward licensing of CATV systems, the ACTS petition said delay would aggravate "beyond remedy" an "administrative and procedural hodge-podge" that was created by failure to provide for CATV licensing earlier.

With more and more CATV systems moving into program origination, ACTS argued, the need for licensing becomes more vital. Yet, it noted: "Commission spokesmen have indicated that it will not have strong views" on CATV origination.

"Does this mean," the petition asked, "that the commission will not apply to CATV-originated programming the same



Mr. Quinlan



Mr. Putnam

public-interest criteria against which the programming of off-the-air television broadcasting is measured? . . . Will CATV-originated editorials be required to comply with the commission's fairness doctrine? Will the CATV appearances of political candidates for public office give rise to equal opportunities for opposing candidates as contemplated by Section 315 of the communications act?"

ACTS leaders said they were not opposed to CATV as a means of improving a station's reception in its own area but were against its "destructive aspects." High on this list, obviously, was competition.

In its brief opposing FCC's proposal to permit CATV systems within the grade B contour of any TV station of an ARB-defined market to carry the signal of any other station assigned to the same market, ACTS said the proposal was apparently intended to help UHF but in fact would hurt.

"Each all-channel broadcaster is aware," the brief said, "that the rationalization employed today for the extension of his signal into another area will be used tomorrow as the basis for extending distant signals into his own market."

Urges Translators ■ In outlining another project ACTS indirectly opposed CATV in promising "appropriate action before the FCC" to "obtain maximum use of translators for all broadcast facilities." Increased use of translators, ACTS asserted, would provide free service to "a vast majority" of homes that for various reasons cannot get good reception from nearby stations without having to "pay for television service other homes receive at no charge."

WPHL-TV's Mr. Stevens told the news conference that independent UHF stations were able to make a go of it in Philadelphia only because they got started before CATV moved in.

It was also noted that under the all-channel law UHF is moving steadily toward parity with VHF in terms of homes. By the time the law is "100% effective," ACTS leaders contended, the diversity of UHF service will leave "no incentive" for CATV.

Highest priority on ACTS' 17-project list was given to a drive for "strictest enforcement" of FCC's second report and order on CATV importation of signals into the top 100 markets, support of FCC proposal to change the method of predicting the distance to TV coverage contours and opposition to the proposed revision of estimated field strength curves.

ACTS was highly critical of ratings research based on diaries because, it claimed, diaries tend to exaggerate the ratings of high-rated shows and understate those with low ratings. Officials said electronics ratings give a truer picture but that, except in New York, rating services won't install electronic systems because the networks don't want it and because "diaries are very profitable."

Mr. Stevens said electronic measurements show that in New York the independents have 50% of the audience between 5 and 7:30 p.m. and 23% in prime time. In no other market do independents make such a strong showing, he said, because no other markets have electronic measurement.

Rating Changes Urged ■ Recognizing that getting widespread use of electronic measurement will take time, ACTS leaders said they had already "begun to work with industry organizations" to assess the accuracy of the diary technique and "upon documentation" will put ACTS' "full support behind a concerted effort with the rating services, FCC and Congress to assure [that] corrective measures are implemented for the benefit of all stations."

Other projects on the ACTS list:

■ Work with manufacturers and

government to improve the efficiency of UHF receiving antennas and UHF tuners and develop an all-channel click-in tuner.

▪ Testify in forthcoming House hearings on legislation to create a Corp. for Public Broadcasting, which it favors in principle but considers so loosely drawn that it could lead to "a government subsidized commercial network service." ACTS wants to encourage CPB "but not at the expense of competing with a government budget for programing and audience, which could affect a commercial station's economic livelihood and discourage or limit an educational station's local programing."

▪ Support legislation to require copyright payments by CATV and oppose efforts to free CATV from copyright liability.

▪ Oppose FCC imposition of a blanket ban on cross-ownership between CATV systems and broadcast stations. Cross-ownership itself is not bad, according to ACTS, but "may be of significance if it tends to inhibit the FCC's full consideration of proposed CATV operations." Instead of an outright ban, ACTS prefers "strict enforcement of the CATV rules" and will push for amendment of these rules to provide for "self-enforcement."

▪ Press for "unswerving" enforce-

ment of FCC rules banning CATV importation of distant-city signals into the top 100 markets without a hearing—and seek to have the rule extended to all markets.

Committees set up by ACTS were as follows:

Membership — Chairman Quinlan; Vincent B. Welch, Washington attorney and president of Continental Group, and Warren P. Williamson, WKBN-TV Youngstown, Ohio.

Budget and finance—Chairman Berk; W. Robert McKinsey, WJRJ-TV Atlanta; Herbert Scheffel, Plains Television Group, and Milton Grant, WDCA-TV Washington.

Objective and purposes—Chairman English; Messrs. Fox and McKinsey.

Technical — Chairman Baltimore; David L. Steel, WMTU-TV Memphis; Leonard E. Hammer, Seven Arts Broadcasting, and Mr. Williamson.

CATV — Chairman Fox; Messrs. Baltimore and Hammer.

Research—Chairman Stevens; Francis P. Matthews, KNIO-TV Omaha and Messrs. Adams and Berk.

Others listed as members of the "full committee" were Rene Anselmo, Spanish International Group; Harold Froelich, WTVO(TV) Rockford, Ill.; Stanley S. Hubbard, Hubbard Stations; Mitch Miller, bandleader and applicant for a Washington UHF; Arthur R.

O'Neil, WSBT-TV South Bend, Ind., and Fred Weber, Rust Craft Stations.

Changing hands . . .

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

▪ KLIF Dallas, KLIT and KOST(FM), both Houston: Sold by the McLendon Corp. (Gordon B. McLendon, president) to LIN Broadcasting Corp. (Frederic Gregg Jr. and others) for \$15 million. (See page 36.)

▪ WXTV(TV) Paterson, N. J.: 49% sold by Trans-Tel (Herbert Scheffel, president) to Emilio Azcarraga, Rene Anselmo, Julian M. Kaufman and Frank L. Fource in stock transaction. (See page 41.)

▪ WMEN Tallahassee, Fla.: Sold by B. F. J. Timm and associates to WPPA Radio Inc. (Thomas E. Gibbens and Kevin P. Reilly and others) for \$209,137.29. Mr. Timm is president of WMEN Inc. Mr. Gibbens is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge, and permittee of WAFB-FM same city. Mr. Reilly is president and board member of Lamar Advertising Co. of Louisiana Inc. WMEN is daytimer on 1330 kc with 5 kw.

▪ WTXL West Springfield, Mass.: Sold by Telecolor Corp. (Lawrence A. Reilly) to Communication Industries Inc. (Zachary W. Oislander and others) for \$200,000. Mr. Oislander is assistant general manager and general sales manager for WHYN-AM-FM-TV Springfield, Mass., but will resign with FCC approval of station purchase. WTXL is daytimer on 1490 kc with 1 kw.

▪ KANS-AM-FM Larned, Kan.: Sold by Don H. Hoagland to Hillis F. Bell Jr. for \$150,000. Mr. Bell is presently sales manager of KANS-AM-FM. Mr. Hoagland is presently president and general manager of licensee company KANS Radio. KANS is daytimer on 1510 kc with 1 kw. KANS-FM operates on 96.7 mc with 910 w.

▪ KCHE Cherokee, Iowa: Sold by Sterling H. Heil to C & H Broadcasting Inc. (J. Alan Cramer and associates) for \$149,590. Mr. Cramer is owner of the *Wayne Herald* (Wayne, Neb.). KCHE is daytimer on 1440 kc with 500 w.

▪ KFMK(FM) Houston: Sold by J. G. Bertman Jr., R. A. Buchanan, Joe D. Harris III and C. O. Roberts to James A. Lammers, Vincent C. Bash Jr., E. Edward Reitman, Mark Love III, M. L. Herskowitz, W. Floyd Clark, Harold A. Clark, R. C. Plemons, Jack Terrell

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and Charles E. McGuckin (Liberty Communications Corp.) for \$110,000. Mr. Love is president and 50% owner of Holt and Love Advertising in Houston. Mr. Herskowitz is sports announcer for KPRC-AM-TV Houston. Other buyers are local businessmen. KFMK(FM) operates on 97.9 mc with 10.5 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 62).*

■ **KBOX-AM-FM Dallas:** Sold by H & E Balaban Corp., and others, to Group One Broadcasting Co. for \$1,225,000. Group One owns WAKR-AM-FM-TV Akron and WONE-AM-FM Dayton, both Ohio. Buyers include S. Bernard Berk family and Knight newspaper family of Akron. KBOX operates fulltime on 1480 kc with 5 kw day and 500 w night. KBOX-FM operates on 100.3 mc with 29 kw.

■ **WCNT-AM-FM Centralia, Ill.:** Sold by Edward N. Palen and associates to Prairieland Broadcasters Inc. for \$87,000 plus \$50,000 covenant with option to purchase complete property at end of six years for additional \$60,000. James A. Mudd is executive vice president and general manager of Prairieland, and has interest in WRAM Monmouth, Ill. WCNT is daytimer on 1210 kc with 1 kw. WCNT-FM operates on 95.3 mc with 1.45 kw.

Colorado Springs OK's CATV ordinance

The city council of Colorado Springs last week adopted an ordinance authorizing the establishment of a CATV system there and ruled that competitive bids will be considered at a meeting Aug. 8. Among the four CATV applications pending is one controlled by Foote, Cone & Belding. The New York agency plans to enter CATV in a number of areas (BROADCASTING, June 26).

The new Colorado Springs ordinance provides that full ownership of the CATV shall be disclosed and that local programs may be originated by the CATV operator but it may not insert local advertising material into the service. It also provides that the city council may overrule subscriber rates if they become "excessive."

Bids are to be studied by the city manager and he is to recommend which of the four applicants he considers best to the council. On Aug. 8 the council will act on his recommendation. The four applicants: Rocky Mountain Cablevision (controlled by FC&B), Yumore Video Corp. of Colorado Inc., Telerama Inc. and Colorado Cablevision.

BROADCASTING, July 3, 1967

Spanish, CATV owners, buy into UHF station

A combination of Spanish-language TV-station operators and CATV system owners have bought a 49% share of the stock in Trans-Tel Corp., licensee of WXTV(TV) (ch. 41) Paterson, N. J., which is scheduled to go on the air in early 1968.

Announcement of the sale was made last week by Herbert Scheftel, president of Trans-Tel. Terms are for buyers to acquire stock at same price original interests paid. The 49% share has been acquired by Emilio Azcarraga, a prominent Mexican broadcaster; Rene Anselmo, Julian M. Kaufman and Frank L. Fource, principals in KMEX-TV Los Angeles and KWEX-TV San Antonio, Spanish-language UHF stations, and Jack R. Crosby and Fred Lieberman, operators of the Telesystems and Gencoe CATV organizations.

Retaining 51% interest in Trans-Tel are Mr. Scheftel, who is active in real estate, television and CATV; James Jacobson, treasurer of the company, who was former executive vice president of Golden Books Inc.; Robert K. Straus, a part owner of KBIS Bakersfield, Calif.; Emanuel Dannett, secretary and

general counsel of Trans-Tel and a New York attorney; Edward J. DeGray, vice president of Trans-Tel and former president of ABC Radio, and Edward Roth, former deputy managing director of Associated Television in England.

The station will broadcast entirely in Spanish, except for news and public service programs in English for the northern New Jersey area.

Outlet Co. does switch, moves into CATV field

The Outlet Co., Providence, R. I., department store that for a long time has opposed the spread of CATV systems in its home territory, has moved from resistance to acceptance.

Last week, the company, which owns WJAR-AM-FM-TV in Providence, and WDBO-AM-FM-TV Orlando, Fla., announced the formation of Com-Cable TV Inc. Com-Cable is a joint venture by the Outlet Co. and Blonder-Tongue Laboratories, Newark, N. J., with the former owning majority interest.

At the same time, the new Com-Cable announced the purchase of three operating, and one franchised, CATV systems in an over \$500,000 transaction. It has bought the Sonora, Calif., system

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ROCKY MOUNTAIN AREA—Established fulltimer in growing market, excellent potential, transmitter and control board new—'65. \$60,000 down payment—cash flow of \$35,000. More than adequate to retire debt and supply top experienced management. *Contact—George W. Moore in our Dallas office.*

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from Lawrence S. Jacobsen for \$220,000, and an 80% interest in Mel's TV Inc., owning cable systems in Cloverdale and Guerneville, both California, and which holds a franchise for Healdsburg, Calif. The Sonora system serves over 1,000 subscribers, about 50% of

the potential saturation, it was said. Cloverdale and Guerneville serve approximately 1,500 customers, with a potential 4,500.

Earlier this year, The Outlet Co. and Blonder-Tongue won an award of a CATV franchise for Groton, Stoning-

ton, etc. from the Public Utilities Commission of Connecticut. This grant, however, has been stayed pending review by the state PUC. The hearing on reconsideration, based on WJAR-TV's coverage of the Connecticut communities is due to be argued later this month.

Is United on the comeback trail?

MCGLOTHLIN AND GARVEY BOTH PLAN TO REVIVE FOURTH NETWORK

Plans to resurrect the defunct United Network before the year is out are now under consideration by two different parties, both of whom own substantial interests in the network that ceased operation May 31.

BROADCASTING learned Thursday (June 29) that Texas millionaire Jack V. McGlothlin and the interests he represents are attempting to refloat the network with an infusion of new funds, the cooperation of the network's creditors, programing from at least three different sources, and a federal court.

At the same time it was learned that Willard Garvey, Kansas oil investor and land developer, who also owns broadcast interests, was shaping separate and alternate plans to launch a fourth network called Detinu—united spelled backward—should Mr. McGlothlin's efforts fail.

Mr. McGlothlin and Mr. Garvey were among the 14 investors who took over majority control of United last spring from D. H. Overmyer (BROADCASTING, March 13).

Mr. McGlothlin and Mr. Garvey

both said that their respective efforts to pick up United's pieces were independent actions: Should the McGlothlin interests succeed in making United viable, Mr. Garvey would shelve his plans.

Mr. McGlothlin and his interests hold about 65% control of United. Mr. Garvey owns about 35%.

Both Mr. Garvey and Mr. McGlothlin own substantial interests in the Mutual radio network. Both, however, indicated that Mutual is not involved in either of the fourth-network TV plans.

Bankruptcy Filing ■ On June 22 the United Network Co. and United Network Inc. filed a petition in federal court in New York for an arrangement under Chapter 11 of the Bankruptcy Act. The petition listed liabilities of \$1,822,486 and assets of \$1,132,410: a \$690,076 deficit.

The referee appointed by the court, Herbert Loewenthal, authorized operation of the network under Chapter 11, which permits a company to continue business while a settlement is arranged. A spokesman for United said any resumption of programing would follow consideration of all financial aspects by

Mr. Loewenthal, who was described as "strict but fair," and approval by a committee of United creditors and investors.

Although Mr. McGlothlin indicated United's new program plans were not firm, best indications last week suggested he hoped to get United going again soon. Sources close to him indicated talks were in progress with 70 stations, all or mostly VHF, to act as affiliates under a compensation plan whose details also remain to be worked out.

Sources close to the McGlothlin interests said they were considering three sources for the bulk of initial programing. Some would come from Pathe News Inc., New York, in the form of "entertaining" documentaries made from "up-dated" Pathe news film. Some might come from film and tape footage from European sources, utilizing American commentators.

There also would be a daily news feed, according to present plans. It would be transmitted over AT&T lines or via air transport, but a spokesman said no existing news-gathering organization had been approached as yet. It appeared that the McGlothlin interests had decided against participation by United Press International and its UPI newsfilm subsidiary, which had been scheduled to provide two hours of nightly news in the original fourth-network concept but postponed their participation shortly before United went on the air.

Back to Las Vegas? ■ The only programing in the 31-day life of United last May was *The Las Vegas Show* with Bill Dana as host. United investors were reluctant to discuss plans for a revival of the show, but it was also considered unlikely that they would fail to think seriously about it, since a good part of United's liabilities were incurred in setting up Las Vegas production facilities and signing talent.

A spokesman for the McGlothlin group described as "fairly committed" some of the 70 stations they said they were discussing new affiliations with.

Waiting in the wings and working on plans for Detinu, should United's

Lee waits for the word that everyone expects

FCC Commissioner Robert E. Lee was still waiting word from the White House regarding his reappointment as his second seven-year term as commissioner expired on Friday (June 30). Lack of word from the White House, however, does not change things at the commission, nor is it necessarily meaningful.

The commissioner, under the law, continues to serve until his "successor" is qualified. His colleagues' confidence that he will remain among them was indicated by the fact that Commissioner Lee was named to preside at the hearing in New York beginning July 24 on the television-reception problems expected to be caused by construction of the World

Trade Center building (see page 57).

Furthermore, President Johnson is not known for speed in making appointments or reappointments to government agencies. Two years ago, Commissioner Robert T. Bartley, an old friend of the President, had to wait until seven weeks after his second full term expired before receiving word he had been named to a third term.

Commissioner Lee, who is third in seniority on the commission to Chairman Rosel H. Hyde and Commissioner Bartley, was originally appointed to the commission in 1953 by President Eisenhower, who later named him to a second term in 1960.

present controlling parties fail, is Mr. Garvey, a leader in the drive to keep United going back in May. He indicated last week he would cooperate with United's controlling interests in getting the network rolling again, but said if that failed he would follow up with his own plan to create a fourth network.

He said research on and development of an independent plan for a fourth network was proceeding, pending a final decision by United's majority stockholders.

"We are totally flexible in our approach to Detinu," Mr. Garvey told BROADCASTING. "We have four or five different variations on our approach to programing and a lot of program ideas. I am convinced that there's a place for a fourth network."

Mr. Garvey indicated that the most critical aspect of Detinu, or any other fourth network, is advertising. "We will probably adopt a similar pattern to that of United, only its execution will be different. We will presell our advertising for a considerable time into the future."

Until it ceased operation, United and its affiliates operated on a basis calling for no exchange of money. Out of six commercial-minute positions in each half-hour, the stations received two for local sale, the network reserved four for its own sale. Neither McGlothlin spokesmen nor Mr. Garvey commented on the compensation methods they may be considering.

AT&T Expense ■ Mr. Garvey discounted expensive AT&T lines as being prohibitive to United's operation. "We knew in advance what AT&T charges were going to be and we cranked those costs into our calculations before we started operating." Mr. Garvey acknowledged line charges were very expensive for only two hours of transmission—"We were shipping two inches of oil in an eight-inch pipe," he said—but posited the belief that a key consideration was to provide as much programing as soon as possible in order to cut down relative transmission costs.

Apparently convinced that a fourth network is workable, Mr. Garvey said there are "gaps a mile wide in the television audience, and they can be filled. I think advertisers, ad agencies, program producers, and stations want another source of programing."

Although advertisers and their agencies and television stations may not be as sanguine as he about the prospects of a fourth network's success—especially after the failure of United in May—Mr. Garvey apparently is pursuing the idea energetically. It was reported that he has talked at length with bankers, broadcasters, advertisers, and agencies in an effort to develop a workable plan.

Among those Mr. Garvey has talked

to is Daniel Overmyer, the man who conceived the fourth network last summer and who is listed in United's bankruptcy petition as a creditor for \$112,500. Said the man who started it all last July: "I have no plans at all to get in another network. But whoever does, I wish them well."

July 11 hearing set for CPB

House Commerce Committee has 13 subsidized-TV bills to consider during hearing

The House Commerce Committee has fixed July 11 as the starting date for consideration of the administration's proposal to establish a public broadcasting corporation. As passed by the Senate in May, the measure would channel federal funds into the production of programs for use by noncommercial educational stations.

The House panel has before it 13 specific bills, mostly identical to or patterned after the administration's original proposal, which was based, in turn, on the Carnegie Commission's report that advanced a federally supported central corporation to aid ETV. Several of the bills to be considered, however, vary from the plan as proposed or as it was modified slightly by the Senate.

Four bills are limited to enlargement and continuance of an ongoing program for providing facilities and equipment matching grants. (The authorization for facilities grants expired at the close of the fiscal year, June 30, but the program is expected to be renewed, regardless of the fate of the Corp. for Public Broadcasting at issue in the hearing.) The four equipment and facilities bills are H.R. 4140 (sponsored by Howard W. Robinson, R-N. Y.), H.R. 6042 (sponsored by Claude Pepper, D-Fla., who was first to testify in favor of the larger proposal at the Senate hearing), H.R. 6783 (Glenn Cunningham, R-Neb.) and H.R. 7826 (Daniel E. Button, R-N. Y.).

CPB Bills ■ Bills that parallel the version approved by the Senate are H.R. 6736 (sponsored by Harley O. Staggers, D-W. Va. and chairman of the Commerce Committee), H.R. 6845 (Representative Pepper), H.R. 7670 (Torburt Macdonald, D-Mass. and chairman of the Communications Subcommittee), H.R. 7746 (Samuel N. Friedel, D-Md.), H.R. 7748 (Edward A. Garmatz, D-Md.), H.R. 8492 (Joshua Eilberg, D-

Pa.), H.R. 10290 (Richard D. McCarthy, D-N.Y.) and H.R. 10408 (William S. Moorhead, D-Pa.). The House committee also has before it the Senate-passed bill, S. 1160, sponsored by Senate Commerce Committee Chairman Warren Magnuson (D-Ore.).

The House Commerce Committee clerk's office indicated that first to testify would be interested congressmen and senators, as is traditional. Testimony is also expected on the first day of the hearing from Secretary of Health, Education and Welfare John W. Gardner. Representatives from the Carnegie Commission are tentatively set to appear on the second day of testimony, with testimony from the FCC scheduled for the third day.

Railroad Strike Problem ■ The schedule may be upset, however, by the fact that conferees from the Commerce Committee were unable to agree on details of the administration's emergency railroad-strike legislation before the onset of the Fourth of July recess and must again assemble on the afternoon of the first day of the ETV hearing.

The subsidized-TV bill is expected to encounter more difficulties in the House than it did in the Senate. One modification that is expected to attract considerable support would require that the Corp. for Public Broadcasting disburse specified funds directly to every ETV station for local program production. This would conform in a limited sense to the proposal the National Association of Broadcasters advocated in the Senate hearing, except that the NAB favored direct grants to stations, which would in turn fund a larger corporation for centralized program development as desired.

The NAB offered the only substantial criticism of the administration bill at the Senate hearing. The going should be tougher in the House for administration forces, however. There are more bills under consideration, a wider range of viewpoints to be heard from and there has been more time for alternative plans and opposition to mature.

Financial reports opened in FCC case

A rare privilege was accorded a CATV operator last week when it was allowed by the FCC to examine the confidential financial reports over a four-year span of two television stations opposing it in a CATV hearing.

The disclosure request came from Multivision Northwest Inc., Dalton, Ga., currently embroiled in a proceeding involving Chattanooga stations WRCB-TV and WTVC-TV. Multivision, which had

asked permission to add more stations to its service, requested the station records in an effort to make an economic-impact argument in the hearing. And it also asked for similar financial reports of four northern-Alabama TV stations to show the absence of economic impact by a CATV in an analogous market.

Although the Chattanooga stations were understandably opposed to the request, the CATV petition was not much to the liking of the FCC's Broadcast Bureau and Hearing Examiner Forest L. McClenning either.

The bureau suggested that the petition be denied "en toto." It claimed that the requests were not properly supported as to their relevance to the hearing issues nor was there a proper showing as to what facts would be proved if the information were furnished. Should Multivision ask the stations for this information and be refused, then, the bureau offered, it would have legal remedies through the hearing process—such as the request for subpoena.

Outside of Scope ■ In turn Multivision requested of the stations the financial information, was refused, requested a subpoena from the hearing examiner and was rebuffed once again. Examiner McClenning found the subpoena request was outside the scope of the "discovery" procedures permitted by the commission's rules.

But the commission did not agree. It said that disclosure was reasonably necessary in light of the CATV operator's inability to obtain the information on a voluntary basis. However, the simultaneous request for information from the four northern Alabama stations, the commission said, would not be allowed because those stations were not a party to the proceeding, and Multivision had not shown the information to be essential to its case.

(In a parenthetical note the commission emphasized that there were safeguards written into the recently enacted Freedom of Information Act which would insure confidentiality of the an-

nual financial reports. Under its rules, the commission said, these reports "will continue to be submitted in confidence and their inspection or disclosure will not be authorized except upon an appropriate showing.")

A new twist in translators

Washington station given translator for suburb of Baltimore market

The FCC pioneered new and, in the view of one commissioner, dangerous territory last week in granting WDCA-TV (ch. 20) Washington a construction permit for a translator to be built in the outskirts of Baltimore.

It was the first time the commission had authorized a station in one market to operate a translator in an adjoining major market. The translator, which will be built in Towson, Md., will operate on channel 73 with 100 w.

The commission granted the request to permit WDCA-TV to fill in "shadow areas" in the Towson-North Baltimore area. The station's predicted grade A service area reaches Towson, some 40 miles northeast of Washington.

But Commissioner Kenneth A. Cox who, with Commissioner Robert T. Bartley, opposed the grant, saw it as producing "very mischievous results," which could disrupt established patterns based on the commission's TV allocations plan.

Invasion Precedent ■ He said that in permitting WDCA-TV to "invade" another market, the commission had put itself in the position of being unable to refuse requests of Washington's VHF stations

for translators in the Baltimore area and of that city's VHF and UHF stations for translators in Washington's outskirts.

And beyond the Washington-Baltimore area, Commissioner Cox said, there are many instances where the stations of one market provide predicted grade B service to another separate market—Cincinnati-Dayton, San Francisco-Sacramento, San Francisco-San Jose, Denver-Colorado Springs, among others.

One of the commission majority's principal reasons for granting WDCA-TV's request was that the translator would help the Washington UHF to equalize its competitive position with respect to the four Washington VHF stations, which have larger service contours.

But Commissioner Cox said the impact of the Baltimore-area translator will most likely be felt by the Baltimore stations—particularly the present and future UHF's, which, like WDCA-TV will be independents and will offer "very comparable programming."

Dispute on Impact ■ The commission staff is said to have advised the commission that the proposed translator's impact on UHF television in Baltimore would be slight, if at all, in view of the limited range of the translator; its city grade signal would extend three miles, its grade A signal five miles and its grade B signal eight miles.

Although the commission did not issue an opinion outlining its reason for the grant, it's understood the majority felt that, in view of the circumstances involved, the decision could not be used as a precedent for subverting the commission's television allocations plan.

One source also stated that the decision in no way constitutes a precedent for VHF stations. They cannot be considered in the same context as UHF outlets, which have more difficult propagation problems to overcome, he said.

Price isn't right: WPEN sale snagged

The sale of WPEN-AM-FM Philadelphia, which was announced five weeks ago, has come unglued and the stations, in effect, are up for bid. The Mutual Broadcasting System is among the interested bidders.

Old Colony Trust Co. of Boston, trustee of the stock of the parent corporation for the benefit of lienholders, had reached an agreement with a group of Philadelphia businessmen who offered \$5 million for the stations. The group was headed by Martin Field, who is said to have real estate interests in

a pioneer brokerage service

<p>PACIFIC NORTHWEST Top market. Gross averages \$15,000 monthly. Investigation will show this a most profitable operation. Price \$280,000. Terms.</p> <p>SOUTHERN CALIFORNIA Daytimer serving rich market. Good past track record but needs return to owner management. Price \$125,000. Terms.</p>	<p>ROCKY MOUNTAINS Exclusive. Full time. Gross \$63,000. Profitable. Price \$100,000. Some terms.</p> <p>SOUTHWEST Top market. Gross \$175,000 in 1966. Price \$350,000. Terms.</p>
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Philadelphia and Florida (BROADCASTING, May 29).

But the sale began coming apart after Old Colony sought the approval of the sale from the federal district court in Philadelphia. Counsel for William H. Sytk, president of the station, and his brother Harry, opposed the sale on the ground that the offer was inadequate. They have liens against the stock totaling \$4 million.

Accordingly, Judge Francis Van Dusen at a hearing June 21 withheld approval and announced that he would entertain offers from parties interested in purchasing the stations.

Three expressions of interest were heard immediately. Counsel for MBS who was in the court submitted an affidavit stating that it is at the point of making an offer of between \$6.5 million and \$7 million for the assets of William Penn Broadcasting Co., the licensee company.

A second group of Philadelphia businessmen made an offer of \$6 million. And Judge Van Dusen said he had received word from Welcome Radio Inc., which owns WSLR Akron, Ohio, that it would make an offer of some \$6 million, in cash and stock.

Judge Van Dusen has set another hearing for July 18.

Renewal favored on diversification

The sole question of who-owns-how-much-and-where offered a clear-cut choice last week for FCC Chief Hearing Examiner James D. Cunningham as he proposed a license renewal to a one-station owner that had been contested by a group broadcaster.

The lone decisional factor which awarded the examiner's recommendation of renewal for KHAI Honolulu to Royal Broadcasting Co. over Radio KHAI Inc. was an element of the 1965 policy statement designed to provide consistency in the decision-making process in comparative hearings—diversification of mass-media control.

Royal had applied for a license renewal in 1962. Subsequent financial problems resulted in the filing of an application for assignment of the license to Radio KHAI in 1963. At the request of Royal in 1964 the assignment application was dismissed because the company's financial condition had improved. Shortly thereafter Radio KHAI filed simultaneously a petition to deny the station's license renewal and an application for a construction permit using the KHAI facilities.

Radio KHAI is wholly owned by Lincoln and Sylvia Dellar. The Dellars are also the sole owners of KLYD-AM-TV

BROADCASTING, July 3, 1967

Bakersfield and KROY Sacramento and hold a 92.5% interest in KACY Port Hueneme-Oxnard and a 25% interest in Kern Cable Co., CATV operator, Bakersfield, all California.

Charges and countercharges filed by the applicants claimed abuses of the commission's processes, misrepresentations to perpetrate deception and rule infractions. These matters plus the financial qualifications and programing services proposed and rendered by the applicants comprised the issues of the hearing.

Equal Competitors ■ On all counts Examiner Cunningham in his initial decision could find no significant indication of superiority of one applicant over the other. Though both had been guilty of rule infractions, these were held not sufficient to cause disqualification. Nor had either applicant been guilty of false representations or abusing FCC processes, he said.

Examiner Cunningham relied instead on the policy statement that stressed "primary significance" should be given diversification of control and "substantial significance" to local ownership and integration of management and ownership. In his decision he could find "no material difference in the proposed on-the-scene participation in station operations by the principals of the competing applicants." But diversification did favor Royal.

"Although there are a number of other standard broadcast stations in Honolulu," the hearing examiner said, a grant to Radio KHAI would add "to the concentration of control present in its principals a fourth standard broadcast station operating full time in and serving a large metropolitan area." In contrast, he noted, "Royal's principal would remain a single-station owner, the highest possible degree of diversification of ownership."

UHF groups want affiliation limits

The Committee for Full Development of All Channel Broadcasting plans to seek the assistance of the FCC to limit the number of primary network affiliations of TV stations in certain types of markets.

The committee approved by a narrow vote last Thursday (June 29) a resolution asking the commission to consider a rulemaking procedure under which each station in a three-station market would have no more than one primary affiliation and each outlet in a two-station market would have no more than two affiliations. The count was nine in favor of the resolution;

Merger foe hits FCC

Representative Silvio O. Conte (R-Mass.) thinks perhaps the time has come to escalate the ABC-International Telephone & Telegraph Corp. merger battle to an all-out attack on the FCC's present role and structure.

Mr. Conte, for some months an outspoken critic of the commission's decisions on the proposed merger, leveled another blast last week at the FCC's second approval of the corporate wedding. In a speech on the House floor he proposed a congressional study of the FCC "to determine whether it is fulfilling, and is capable of fulfilling, the function and responsibility in our society which it has been delegated."

If the commission's procedures and standards are not commensurate with the "increasingly technical and more sophisticated problems of today's communications industry," he said, it is up to Congress to provide legislation "to update and modernize the commission."

eight opposed and eight abstaining.

The resolution was offered by Lawrence M. Turet of Field Communications Corp. and chairman of the committee, during a meeting in New York. It was aimed at liberalizing the opportunities for primary-network affiliations by UHF outlets in those types of markets.

One by-product of such a rule would be easing of tensions building up because KTBC-TV Austin, Tex., owned by President Johnson's family, holds primary affiliations with all three networks (CLOSED CIRCUIT, June 26). KHFI-TV (ch. 42) Austin has filed a complaint with the commission (BROADCASTING, June 5).

Another resolution that was adopted asks that the committee bring to the attention of the House of Representatives "loose language" in a bill to set up the Corp. for Public Broadcasting. The resolution, offered by UHF consultant Robert Adams, claims that the proposal, already passed by the Senate, does not adequately define "high quality" or "cultural type" programs and thus "opens the door for a government subsidized commercial network service that conceivably could affect a commercial station's economic livelihood and discourage or limit an educational station's local programing." The resolution asks for a clear-cut definition of "high quality" and "cultural type" programing (see page 39).

Own programs in CATV's future

Cable systems move program origination out of the back alley onto Main Street and talk openly about selling advertising time

CATV operators used to whisper it a few years ago. Last year they openly began talking about it. And last week, at the annual convention of the National Community Television Association, they were fairly shouting and boasting about it to boot.

The subject: program origination.

It undoubtedly has arrived in the CATV field and it could herald a revolution in the cable-TV-distribution field to the extent that some observers feel that CATV may well be on the way into a wired-TV service parallel to, or complementing, the present over-the-air broadcast system.

Item: Operators boasted about their programing, and some weren't reluctant any more to talk about how they sell advertising.

Item: Adding support to the advocates of CATV "cablecasting" was FCC Commissioner Lee Loevinger.

Item: For the first time in CATV history, TV-studio cameras were exhibited in force at the convention, although few were of broadcast quality.

Item: Two film-package distribution firms officially were among the exhibitors and there was talk that some of

the big New York and Hollywood commercial syndicators are doing, or are planning to do, serious business with CATV operators.

Item: The association for the first time issued an award for the best original, locally originated program. It went to the CATV system in Lakewood, Ohio, owned by Cox Cablevision Corp.

Daily Schedule ■ In the panel discussion on cablecasting, J. Tennant Hoey, manager of the Chillicothe (Ohio) system reported that his system started its own daily program three years ago (BROADCASTING, June 27, 1966). He revealed also that since September last year, the Chillicothe system, which is owned by the Chillicothe Telephone Co., has been selling commercial announcements, charging \$5 per 30-second spot, or \$4.50 per spot if bought in packages of 30. Currently, the Chillicothe system has five monthly sponsors. At one time it had as many as 10 monthly sponsors, Mr. Hoey said.

Gregory J. Liptak, who manages the Lakewood system, is running a 1-6:30 p.m. daily local channel on his system, concentrating on news coverage of his community. And, he disclosed, the sys-

tem is starting a telephone-talk program this month.

Ed Drake, Moab, Utah, said that he has been running a twice-daily newscast on his system for the last four years. And, he added, five of the present six sponsors have been with the program from the beginning. He acknowledged that the two daily segments are actually brokered and that the system receives a percentage of the gross income from the sale of time.

All agreed that local originations are essentially a sales-promotion move helping to sell the system to customers, or at the least to hold customers already subscribing. Mr. Hoey, however, noted that his \$125,000 investment for broadcast-quality equipment (including mobile units) was in anticipation of applying for a UHF frequency in his community.

The move of cable operators into broadcasting has already occurred in several instances in the last few years. The latest is the application for channel 57 in Hazard, Ky., filed by Hazard TV Co. Hazard TV, operator of a CATV system there since 1951 and now serving 800 subscribers, contends

Cablemen see best of all possible worlds

CATV operators, 2,232-strong and exuding confidence, gathered in Chicago last week and heard virtually nothing to shatter their optimism on the future of cable TV.

Even the looming threat of liability for copyright payments failed to dispel their apparent self-satisfaction on what their industry had done during the year and what it looks forward to in the coming year.

During the four-day meeting, the 16th in its history, cable-system owners and managers:

■ Were told that the next step in the forward progress of CATV is

in the origination of all types of programs, entertainment, news and public service. And some dropped their former reticence to acknowledge that, yes, they did sell advertising on their local channels.

■ Heard calls for a review and updating of the Communications Act and of the FCC's 1952 Sixth Report and Order that established the present TV allocations pattern.

■ Received a status report on the copyright issue, both as it stands in the courts and in Congress.

■ Heard leading communications scientists explore the "Communica-

tions Explosion," principally stressing satellite communications and home information centers (see page 56).

■ Saw the first commercial equipment for 20-channel systems, and heard about the successful development of the 18-gc amplitude modulated link (AML) for shorthaul, wireless relay (see page 57).

■ Were given a preview of the legal attack on the FCC's authority to regulate CATV, and the legal defense to be used in the first hearings on operation in the top-100 markets (see page 50).



Capitol Hill's Macdonald



NCTA's Ford



FCC's Loevinger

that it has been operating virtually as a TV station since 1964 when it began originating a daily two-and-one-half-hour schedule and selling time (\$5 per spot based on the purchase of 20 spots monthly). For the fiscal year ended March 31, Hazard reported its total revenues were \$101,500, with \$40,666-70 attributable to the sale of time. In the 1966 fiscal year, the applicant said, its total revenues were \$59,800, with almost \$4,000 from time sales. In the fiscal year, Hazard TV said, it had a profit of \$9,112; in preceding years it operated in the red.

Opposing Hazard TV for the channel 57 facility is Mountain States Broadcasting Service Inc., licensee of WKIC-AM-FM there.

Charles Smith, manager of the Key West, Fla., CATV system reported that his system has been originating programs since 1954 and that recently it has begun running industrial films as part of a merchandising arrangement with advertisers on the commonly-owned WKWF Key West.

Both the radio station and the cable company are owned by John M. Spottswood.

Public Service ■ "CATV will prosper or decline depending on how it satisfies public needs and desires," Mr. Loevinger told NCTA members. And, he added, "one of these needs is for local public-service communications on a mass basis," a need which he said he felt CATV is uniquely qualified to fulfill—through local program origination, but on a noncommercial basis.

"The radio and TV networks do a magnificent job in telling us national and international news," Mr. Loevinger

observed. "It is, however, obvious the networks cannot, should not and do not efficiently cover local news," he declared.

Individual television stations provide reasonable local news coverage of their markets, Mr. Loevinger continued, but here again these concern only about the top-250 metropolitan areas of the country. Radio covers but a few thousand markets, he indicated, while CATV and its potential may soon involve anywhere between 5,000 and 10,000 markets.

"So it seems to me almost evident from the figures that CATV is ideally the locally oriented mass-communications medium," Mr. Loevinger said as he has before, "and I believe that CATV can best serve its function if every CATV owner and operator will dedicate himself to providing on his system a dedicated public-service channel."

Commissioner Loevinger cited the many serious problems facing CATV today and said the decisions about them will probably be made more on a political basis than on a technological one. "But I think if you please the public," he reasoned, "the public will protect you. Neither Congress nor anyone else is going to outlaw the medium that is truly serving and truly pleasing the public."

Therefore, he recommended, the NCTA and CATV owners and operators "should make quite sure that they are, along with bringing television to the public, providing a special kind of public service which television and radio are not prepared to present."

Studio Gear ■ One entire exhibit hall

in the hotel, a small one to be sure, was taken over almost entirely with a showing of studio cameras, and camera-associated equipment. This was the first time live, pickup cameras had been shown at an NCTA convention. The names of those exhibiting were impressive.

Sylvania offered a complete CATV origination studio for less than \$40,000. It consisted of two viewfinder cameras, a control console with preview and line monitors, special-effects generator, switcher and fader, film chain, and tape recorder.

Packard Bell exhibited its new No. 9200 8-inch viewfinder, solid state camera including zoom lens, with built-in pan and tilt functions, for \$3,500. It offered basic studio apparatus—one No. 9200 camera, studio console with video and waveform monitors—for \$9,500.

Ampex introduced its solid state, viewfinder No. 326 cameras, with a four-lens turret, for from \$1,495 to \$1,995; Television Utilities Corp., from \$1,795 to \$1,995. R. H. Tyler Co., Wellington, Tex., a basic GE vidicon housed in a viewfinder case at \$495, and running up to \$1,595.

And Vikoa Inc., formerly Viking Industries Inc., showed the viewfinderless ST 1000, Japanese built to its specifications, for \$299 (or \$265 if ordered at the show).

Film Packages ■ Two film-package firms were in attendance at the convention. There were reports, however, that some of the major syndicators were doing business with some other CATV groups.

Gene Dodd, Modern TV Films, New York, said his company is feed-

ing 38 CATV systems with industrial films, produced by major manufacturing and service companies. The films are free to CATV operators, Mr. Dodd explained. His firm receives a fee for each showing of the film from the sponsoring company.

Present also was Felix Girard, representing the newly formed International Artists Inc. of Houston. International Artists, claiming 20 systems signed but only four of them actually operating, undertakes to provide a daily four-hour program on tape. The daily program contains feature motion-picture films, Mr. Girard said, and includes public information and variety filler shows, children's shows, special panel and interview programs. Minimum charge per week is \$50 for up to 10,000 subscribers. IA also arranges for rental of a Sony tape recorder for each CATV client. The fee is estimated at \$135 a month (see page 58).

In the western states, IA is represented by Entertainment Associates Inc., a subsidiary of Total Telecable Inc., Seattle, which has 10 systems with 17,000 subscribers and which holds CATV franchises for Seattle and Portland, Ore. Entertainment Associates, in addition to its representation for IA, also is organized to act as program-origination consultants for CATV systems. Five of Telecable's systems have complete studios and originating equipment, Frank M. Cohee, executive vice president, said.

Film Interest ■ Leading TV-film distributors are known to be watching

carefully the interest of CATV operators in program origination, but only three companies are known to have completed sales to cable installations.

A canvass indicated that major program suppliers are interested in opening up a new market for their product, but their enthusiasm is tempered by (1) doubts as to the direction CATV will take when all litigation is settled and (2) the difficulty of arranging a fair and feasible price structure.

A United Artists spokesman acknowledged UA has made "several deals" with CATV in the past on a flat-fee basis, but said the company is holding still for the time being in order to frame an equitable price formula.

Seven Arts Associated has made an agreement with a CATV system in Harlingen, Tex., according to several sources, but a company spokesman would neither confirm nor deny it had made such a transaction. Reports have circulated that Seven Arts leased 318 features to the Harlingen system.

An official of Screen Gems said his company had made a few deals several years ago, but none recently.

Distributors including CBS Films, MCA TV, 20th Century-Fox, International Television Corp. and Warner Brothers Television have had overtures from CATV, but officials reported they have weighed such offers but have come to no decision at the present time. Several mentioned that prices offered by CATV operators were so small that the proposals were not worth considering.

The position of program origination

in the future of CATV was best expressed by Joseph C. Groth Jr., Hughes Aircraft. He said that while CATV long overlooked the possibilities of local programming, "in the long run it will prove to be a vital key to the continued expansion of our industry." He said he felt that the CATV industry collectively would soon be able to bid competitively for world championship fights or even the World Series. He also urged NCTA to sponsor the next Emmy awards on TV as part of its public awareness program.

And, H. Holt Riddleberger, National Association of Educational Broadcasters, suggested that a vast program source awaits CATV operators in working with local educational TV stations and educational institutions.

Other highlights of the NCTA convention:

The Copyright Problem ■ A CATV lawyer said that Section 111 of the copyright bill, now before the Senate, is "unworkable" even though it provides limited protection for CATV systems. And, he added, he was sure that anti-CATV broadcast interests are working diligently to have it incorporated in the final legislation.

The explanation and warning were made by E. Stratford Smith, Washington attorney, who principally reviewed the copyright legislation and the section devoted to CATV. Section 111 provides various degrees of copyright liability for CATV—ranging from complete exemption to full liability depending on the location of the TV stations whose signals are picked up by the CATV system. All exemptions are withdrawn, however, where CATV systems originate programs.

It was deleted from the bill passed by the House last May following a jurisdictional dispute between the House Judiciary Committee, handling copyright, and the House Commerce Committee, responsible for broadcast matters (BROADCASTING, May 29).

The bill now before the Senate is the original House bill, containing Section 111. A Senate subcommittee has been considering this legislation, but is not expected to act during this session of the 90th Congress.

Mr. Smith stressed that the requirements and the omissions in Section 111 would make it "completely futile" for the CATV to exist.

A favorable word in behalf of Section 111 was said by George D. Cary, deputy register of copyrights, who termed the provisions a good compromise between the needs of CATV and the demands of the copyright holders.

The impact of technological advances on the decision of U. S. District Judge William Herlands (that CATV delivery of TV signals to customers is a "performance" under the present copyright



Live TV showings were telecast to all rooms from this live TV studio, installed as an integral part of the NCTA exhibit hall. The facility, underwritten by the association, was used extensively for interviews, panel discussions, equipment showings, and a

daily review of convention activities. In addition to live telecasts, the programs were taped and shown continuously over the master antenna system in the Palmer House, site of the association's annual convention in Chicago last week.



One of the brightest and crispest sessions at the NCTA convention was the one on FCC practices (see page 50). Shown here are the panelists (l to r): Jack Mayer, FCC CATV Task Force; Arthur Stambler, Washington attorney;

Sol Schildhouse, chief, FCC CATV Task Force; Gary L. Christensen, NCTA assistant general counsel; Jay E. Ricks, Arthur Scheiner and Harry Plotkin, all Washington attorneys.

law) was seen as raising questions. Robert Barnard, New York lawyer who represents Fortnightly Corp. in the United Artists case, noted that the U. S. Court of Appeals, in affirming the Herlands decision, implied that its decision might have been different if Fortnightly's CATV system in Clarksburg, W. Va., delivered only TV available to viewers with "ordinary" antennas. What is going to happen, Mr. Barnard asked, when TV receiving antennas are improved to the extent they will receive TV stations in Pittsburgh, Wheeling, W. Va. and Steubenville, Ohio directly off the air?

Mr. Barnard reported that Fortnightly intends to file a petition for review with the U. S. Supreme Court by mid-August and that by fall the Supreme Court should indicate whether it will hear argument on the case or not.

Thomas Wilson, Washington attorney, posed antitrust implications inherent in the copyright field if the Herlands decision is sustained. Because most programs come from motion-picture firms, and there are few of them, this would raise the question of monopoly and violate the Sherman Act, he said. And, he added, the motion-picture industry is notorious for its "tie-in" practices; this too is a violation of the antitrust statutes, he noted.

Modernizing the Law — A call for a review and updating of the Communications Act of 1934 was made by Frederick W. Ford, NCTA president, and Representative Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee.

And a similar proposal, but this time referring to the FCC's table of TV allocations and the 1952 Sixth Report and

Order, was made by J. Leonard Reinsch, president of Cox Broadcasting Corp., and of Cox Cablevision Corp.

One of the convention's most important developments, NTA President Ford told delegates at the closing luncheon Wednesday, "is the realization that the time has come for a complete review and revision of the Communications Act of 1934 as amended, including the machinery and structure of our present method of managing the electromagnetic spectrum in the space age."

What is needed, Mr. Ford said, "is a fresh look at the division of authority in the allocations of spectrum space, new and more comprehensive spectrum-management techniques, and long range planning for the years ahead."

Mr. Ford noted that the place of cable in the total communications system has not been fully recognized or exploited. "Our national objective and goals as expressed in the Communications Act are no longer adequate in comprehensiveness or scope," he claimed.

The shackles of procedural domination in the present laws should be removed," Mr. Ford said, "and new legislative standards and direction given."

Mr. Ford explained he was not being critical of the FCC or its performance over the years. "I am only saying that its structure and charter appear to be wholly inadequate for the task ahead," he said.

Representative Macdonald said federal communication regulation is outmoded and warned that "the nation cannot afford to tackle 20th century problems with 19th century tools."

The country's communications laws are "several light years" behind the times technologically speaking and

"urgently need updating," he said. He mentioned both the Communications Act of 1934 and the Communications Satellite Act of 1962 in this context.

"The rate of change in the area of communications is so great that if we delay in coming to grips with its problems, these new technological developments may pass beyond our control," he noted.

The congressman pointed out that "what we have today is not only a new technology but also a new means of reaching the minds and influencing the actions of every society and every individual on the surface of the globe." The effect, he said, is creation of complex problems to which his subcommittee and the parent commerce committee must seek a "unified and constructive approach."

Representative Macdonald explained that the way these questions are decided "may determine not just the shape of the communications industry but of economic development generally" because precedents might be set that could determine how technologies still undeveloped are to be introduced and used. He asked the CATV industry to cooperate with Congress in formulation of "sound policies serving the public interest" on such issues as CATV regulation and copyright.

Mr. Reinsch termed all the measures proposed over the last 15 years to alleviate the "limitations" of TV "stop-gap [moves] advanced in response to a fundamental error made in early TV communications planning." This is, he said, the hope that the planned allocations of TV channels throughout the country would give many channels to many communities.

"We have waited 15 years," he stated,

“hoping that the master plan would work, that the inequities in television viewing would be eliminated and the public would receive truly diverse viewing services. But the cold reality is that economic factors and not wishful thinking lead to the establishment of new TV services.”

He continued:

“We need a system of television which will provide service to as high a percentage of our people as possible, with local television service in many more communities than at present, and with multiple services where they can be supported—if not by regular broadcast methods, then by means which employ full use of modern-day techniques of signal relay and guided transmission.”

This will, he said, take cable television.

The Enemies ■ Three groups “covet” CATV, Mr. Ford told his members last week—telephone companies, broadcasters and copyright owners.

Slashing at the current lease-back practices by telephone companies, Mr. Ford said the industry has no objection to ownership of CATV systems by telephone companies. But, he added, through leasing arrangements and restrictive provisions in pole-line rights, telephone companies can stultify CATV's growth. Although many broadcasters are in the CATV field, Mr. Ford observed, “there is still, however, a very powerful group of telecasters who would legislate, judicialize or regu-

late you into ruin.”

Unless Congress establishes a fixed, reasonable fee for copyright payments by CATV, Mr. Ford concluded, and requires a central depository for payment, dealing with the thousands of copyright holders could mean “the almost certain prospect of eventually losing title to our systems. . . .”

Mr. Ford reported that there are 4,850 communities in the U. S. with some form of CATV—2,138 communities with systems in operation or under construction, and 1,082 having granted franchises, and 1,630 with applications pending.

Cautioning that the changing situation in CATV is not due to end soon, Alfred R. Stern, outgoing national chairman, called for CATV operators to exercise flexibility in attitude and action. He cited the three basic problems for the coming year as copyright legislation and litigation; court challenges to the FCC's jurisdiction, and telephone company practices in CATV.

■ CATV operators heard heartening words about the future of their industry from two highly placed communications scientists—James D. O'Connell, telecommunications advisor to the President, and John R. Pierce, executive research director of Bell Laboratories.

Mr. O'Connell gave them the hard financial figures to cheer about; Mr. Pierce, the drama of tomorrow's variegated services being brought into the home by wire.

With a growth rate of 15.5% a year, the CATV industry is on the road to outstripping its older parents, radio and TV, Mr. O'Connell said. Projecting revenues to 1975, Mr. O'Connell said that radio and TV broadcasting will reach \$10 billion yearly in eight years. This is a growth rate of 12.3%. CATV, on the other hand, he said, will reach \$200 million yearly by mid-1970, a growth rate of 15.5%.

Mr. Pierce, in a bow to his hosts, stated that cable TV has brought to various communities “an even greater number and variety of programs than I enjoy near New York.” Not losing sight of his Bell affiliation, Mr. Pierce added: “I feel that the wired distribution of new types of programs will bring even greater variety of mass communications in the future, though the variety offered through mass communications will always fall short of the variety which switching provides in personal communications.”

CATV can provide this greater variety, he said, because it uses wired distribution and is not limited by the availability of radio frequencies.

Radio in the future, he said, will be devoted “chiefly to unique services”—like communicating with moving vehicles and people.

CATV's to pledge no pay-TV goals

CATV systems fighting for permission to carry distance signals will tell the FCC that they will never engage in pay TV. This defense in one of the issues facing cable companies seeking FCC permission to carry distant signals within the grade B areas of top-100 market TV stations was disclosed by Jay E. Ricks, Washington attorney, during a panel on FCC regulations at the 16th annual convention of the National Community Television Association in Chicago last week (see page 46).

Pay TV is one of the issues in 11 cases already set for FCC hearings.

“The pay-TV issue,” Mr. Ricks said, “is a red herring. It doesn't mean anything. We will probably stipulate this out.”

Mr. Ricks's comments came as he discussed the plight of 250 CATV systems that have petitioned the FCC for a waiver of the CATV rules prohibiting the importation of TV programs from distant stations in any of the top-100 markets. Only 15 waivers have been granted, Mr. Ricks noted.

In relating the defenses that will be submitted by CATV petitioners, Mr. Ricks said that the cable companies will present testimony showing that the benefits of CATV (“better reception and variety of programs”) result in a higher percentage of TV sets being used than in communities without CATV. Also, he said, CATV will show that cable systems aid UHF stations by putting them on a par with VHF as far as the cable customer is concerned. In New York, he observed, the three commercial independent TV stations, all VHF, have about 50% of the net weekly circulation of the VHF stations affiliated with networks. In Philadelphia, on the other hand, he noted, the three independents, all UHF, have only 7% of the net weekly audience of their VHF, network-affiliated competitors. The only reason for this disparity, he said, is UHF's inability to put a strong enough signal over the whole of the Philadelphia TV market. CATV can right this inequality, he said.

The panel on FCC regulations also heard Harry Plotkin, Washington lawyer, list the arguments CATV systems will use in their attack on the authority of the FCC to regulate the cable industry. Mr. Plotkin, who informed his audience that argument on the appeals will be heard in the Eighth U.S. Circuit Court of Appeals in St. Louis in mid-October, said that the FCC's authority is limited only to those who use the radio spectrum. If the FCC has juris-

Total home cable service

The home communications center of tomorrow—providing a host of communications services for the individual—was sketched by James D. O'Connell, telecommunications advisor to the President, at the meeting on the “Communications Explosion” (see page 56) at the 16th annual convention of the CATV industry in Chicago last week.

The future of communications in the home or office is seen as an information center having 100 mc of cable service coming in—for multiple TV, in black and white and color, for radio, for telephone communications with or without TV attachments, for facsimile for daily newspapers or special news bulletins without interrupting other programs, and for computer information services for education, information or business.



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diction over CATV, he said, it has exceeded its authority by virtually licensing cable systems; by requiring systems to carry TV stations without regard to the desires of the CATV operators or protection from copyright liability; by forcing CATV subscribers to view certain programs from specific TV stations at specific times where the ordinary noncable subscriber with a roof-top antenna can view the same program more than once.

Arthur Stambler, legal aide to former FCC Chairman E. William Henry and now in private practice, called for a review of the basic TV allocations plan to take into account both TV and CATV "as a unified system."

CATV was termed a "lucrative but beleaguered growth industry" by Sol Schildhouse, chief of the FCC's CATV task force.

Texan Crosby picked for NCTA chairman

A multiple CATV owner who is also a Texas radio broadcaster was elected the new chairman of the National Community Television Association last week at the 16th annual convention of the association in Chicago. He's Jack R. Crosby of Del Rio, Tex., president of Gencoe Inc., and executive vice president of Telesystems Inc., both group CATV holding companies that are being merged with the publicly held Livingston Oil Co. (BROADCASTING, May 1).

Mr. Crosby, who is also the owner of KDLK-AM-FM Del Rio and KTEO San Angelo, both in his home state, succeeds Alfred R. Stern, president of Television Communications Corp., New York.

Other NCTA officers elected: Frank P. Thompson, Rochester, Minn., re-



Mr. Crosby

gional manager of American Cablevision Co., vice chairman; Albert J. Ricci, Pioneer Valley Cablevision and Better TV Inc., secretary, and W. Randolph Tucker, president of United Cablevision, Stamford, Conn., national treasurer.

New board members elected were Ralph N. Demgen, Willmar, Minn.; Douglas H. Dittrick, GE Cablevision; Sam C. Haddock, Moscow, Idaho; Monroe M. Rifkin, Daniels & Associates; Claude M. Stevanus, Tower Antennas Inc., and Ward Ingram, Televue Inc., all for three-year terms, and William F. Hemminger, Port Charlotte, Fla., one year. The floor-nominated Mr. Ingram, pioneer broadcaster and president-25% owner of KTVU(TV) San Francisco until 1963 when it was sold to Cox Broadcasting Corp., defeated E. Stratford Smith, Washington lawyer, the official nominee, and Lawrence Flinn Jr., Binghamton, N. Y., nominated by petition.

NCTA highest award goes to George Barco

George J. Barco, owner of CATV systems in Meadville, Pa., and Titusville, Calif., was presented the National Community Television Association's highest distinction, the Larry Boggs Memorial Award, at the concluding banquet session of the 16th annual National Community Television Association convention.

Mr. Barco was association president in 1957 and served on its board of directors beginning in 1954. He is presently board chairman of noncommercial WQLN(TV) Erie, Pa.

Also honored were Irving B. Kahn, president, Teleprompter Corp., New York, and Walter Kaitz, executive secretary and general counsel of the California CATV Association. Mr. Kahn was named "outstanding committee chairman" for his work as founder and leader of NCTA's public relations program. Mr. Kaitz was recognized for his contributions to the development of state and regional CATV associations.

NCTA delays name change

Members of the National Community Television Association at their 16th annual convention in Chicago last week voted to change the name of their organization to National Cable Television Association, but discovered that the NCTA by-laws require a 30-day notice of such a move. The action, therefore, was suspended and after a month members will be canvassed on this change by mail.

FINANCIAL REPORTS

SEC filing reveals Visual's new fields

Visual Electronics Corp., New York, a major supplier of broadcast equipment, is broadening its base in the areas of CATV and closed-circuit TV.

Visual's first move toward acquiring an interest in closed-circuit TV was disclosed last week in a filing with the Securities and Exchange Commission. Visual last week also announced an agreement with A. B. Dick Co., Chicago, marking its entry into the alphanumeric display systems field.

In a registration filed with SEC,

Visual seeks issuance of 125,000 shares of common stock, with 75,000 offered to the public for sale and the remaining 50,000 shares to be purchased by present stockholders. The shares, worth approximate \$2.5 million, would be used for repayment of bank loans and for expansion in closed-circuit TV. Visual said in the SEC registration that it intends to acquire all issued and outstanding stock of Lake Systems Corp., Newton, Mass. Lake Systems manufactures, supplies, installs and services closed-circuit TV systems. Its 1966 sales were \$1,161,480 with a net income of \$30,028.

Summer Acquisition - Visual, which reported net sales of more than \$16.1 million and a net income of \$932,238

for fiscal year ended March 31, sells broadcast equipment and designs and produces some cameras, video-tape recorders, TV camera tubes and audio and video switching equipment. The company intends to issue 18,000 shares of common stock in exchange for all of Lake Systems' shares, and it is expected that this acquisition will be consummated in July or August, subject to conditions.

Under Visual's agreement with A. B. Dick Co., which makes equipment for duplicating and electronic printing, Visual will distribute to the broadcast field and to CATV markets a "mutually defined" adaptation of the Dick company's Videograph 990 Display Control Unit, a system that converts

digital data into video information in alphanumeric form (words and numbers). Visual said the device has application in broadcasting and in CATV and closed-circuit operations. Among its uses: the introduction of news flashes, titles, time and weather and other readable information on the TV screen. Visual said it is also making engineering proposals for the control unit's use in other fields (flight information at airline terminals, stock price information, etc.).

James B. Tharpe is president of Visual and owns 74% of stock with his family and associates.

Outlet's sales, earnings drop in first quarter

The Outlet Co., Providence, R. I., has reported lower sales and earnings for the first quarter ended April 30. A dividend of 16¼ cents a share has been declared on the common stock payable Aug. 1 to stockholders of record at the close of business July 18.

The department store owns WJAR-AM-TV Providence, R. I., and WBDO-AM-FM-TV Orlando, Fla., and is in joint

ownership with Blonder-Tongue Laboratories Inc., Newark, N. J., for CATV franchises in Groton, Stonington, Ledyard and North Stonington, all Connecticut.

For the quarter ended April 30:

	1967	1966
Earned per share	\$0.20	\$0.29
Sales and broadcasting revenue	10,007,857	10,344,560
Income before taxes	415,805	592,106
Net income	210,903	299,009
Shares outstanding	1,039,515	1,032,563

RCA debenture offering to total \$160 million

RCA filed a registration with the Securities and Exchange Commission last week seeking \$160 million of convertible subordinated debentures, due in 1992. The company proposes to offer debentures for subscription by stockholders of record at the close of business on July 13, at the rate of \$100 principal amount of debentures for each 40 shares of common stock held. The unsubscribed shares, if any, will be offered for public sale.

The proceeds of RCA's offering will be added to the working capital of the

company and will be used to meet the needs of increasing business volume in RCA's expansion and development in research, manufacturing and service facilities.

RCA, in May, announced that it was considering the "advisability of raising additional long-term capital amounting to approximately \$150 million" (BROADCASTING, May 29), but the company's final filing increased that figure \$10 million.

RCA has 62,482,995 common shares outstanding of which 1.6% is management-owned.

CBS, Holt get final yes

Shareholders of CBS Inc. and Holt, Rinehart and Winston Inc. overwhelmingly approved the merger of the publishing firm into CBS during separate meetings held in New York last Thursday (June 29). The consolidation agreement had been signed by both companies in late April (BROADCASTING, May 1). More than 85% of the eligible shareholders of CBS and HR&W voted in favor of the merger and less than 1% in opposition.

EQUIPMENT & ENGINEERING

Daytimers get uniform hours

FCC adopts rule six years in the making that allows most daytimers to sign on at 6 a.m.; regional full-time stations may fight rule

The FCC gave daytime-only broadcasters something to cheer about last week, as it concluded a six-year-old rulemaking by adopting rules permitting virtually all of them to begin broadcasting before sunrise.

Some fulltimers were benefited also, as the rules provide that class II and class III stations on most class I clear channels, both daytime and fulltime, may operate under the provisions of the new rules—rules which are far more to daytimers' liking than those which were proposed in 1961, when the commission was considering ways of limiting presunrise operation.

The rules provide for sign-on at 6 a.m. with power limited—except in the case of some class II's—to 500 w, with stations using daytime antenna, whether directionalized or not. Fulltime stations, many of which now must directionalize their antenna before sunrise, have the option of operating under the new rules

or maintaining their licensed nighttime operations. The new rules are scheduled to go into effect Aug. 17.

But if the daytimers are happy, the regional fulltime stations on whose channels the daytimers operate are not. They warned during the hearing that the proposed presunrise operation would cause destructive interference, and they are expected to fight the commission's action.

The commission made clear it was aware that neither its rules nor any other resolution of the presunrise issue could satisfy "the essentially irreconcilable objectives" of the various interests involved.

Request No Reaction ■ And at the same time it urged broadcasters to refrain from legal action which "would only further impede" efforts to resolve the long-pending issue. In any event, the commission added, litigation could "yield no advantage beyond the terms

of the licenses now in force."

The commission acknowledged the fulltimers' argument that presunrise operations by daytimers would cause interference. But it said that the loss that would be represented by the interference would be overcome by the gains it feels will be obtained from the service the daytimers will provide.

The commission also stressed that many daytimers are now providing presunrise service under a commission rule permitting such operation subject to termination on the complaint of a fulltime station. And in such cases, the commission said, listeners have come to depend on the service.

Daytimers had argued that presunrise operation was important both in terms of local service (such as school closings) and of a unique service (where a city is without a fulltime station). They also argued that presunrise operations were of considerable economic

importance to them.

The stations operating on the nation's 25 class I-A clear channels have no complaint. Roy Battles, director of the Clear Channel Broadcasting Service, said none of the clear-channel stations would have to change its operations as a result of the new rules.

Solid Vote ■ The commission adopted the rule by a 5-to-1 vote, with Commissioner Kenneth A. Cox dissenting in part and concurring in part. Commissioner Nicholas Johnson was absent.

The commission estimates that some 2,000 class II and class III licensees and permittees, both daytime-only and fulltime, will be eligible to provide presunrise service. But it has no precise count as to the number providing presunrise service under the present rule, which permits a 4 a.m. sign-on. The commission action repeals that rule, and stations that have been signing on at 4 a.m. and operating with daytime power before sunrise must tailor their operations to the new requirements.

The commission action was made possible by an agreement between the U. S. and Canada regarding the amount of radiation that will be permitted toward Canadian cochannel stations. The agreement permits the 6 a.m. sign-on but does not include the 500-w power limit; that was imposed to control domestic presunrise interference.

The Canadian agreement provides for a reciprocal use of a new family of radiation curves for determining acceptable radiation across the border; downward power adjustments (below 500 w) will be required to reduce radiation to specified limits.

Thus, the commission said, operation by class II and class III stations will be permitted between 6 a.m. and local sunrise, but with exceptions to reduce interference: class II stations on class I-B channels will continue to key their operations to sunrise at the location of the dominant station and to provide protection to a dominant station (if any) to the west; class II daytimers on Canadian and Mexican clear channels will continue to be barred from broadcasting during the 6 a.m.-sunrise hours, and, class II stations on U. S. I-A clear channels located east of the dominant station will not be permitted to operate before sunrise.

Six-year Diplomacy ■ Efforts to negotiate and complete the agreement with Canada consumed a good part of the six years the rulemaking has been pending. The commission said that after informal discussions between commission staff members and Canadian officials, a tentative agreement was reached on Oct. 28, 1965. But it wasn't until last month—on June 12—that the agreement was formalized with an exchange of notes.

It's understood that Canada was responsible for most of the foot-dragging.

The U.S., however, was in no position to apply pressure since it had been violating its broadcast agreement with Canada by permitting presunrise operation by daytimers.

The new rules require stations wishing to sign on at 6 a.m. to apply for a presunrise service authority. Applicants are asked to have their requests on file by Aug. 31, 1967, so that they be processed by Oct. 28, the day daylight saving time ends. Stations now operating before sunrise under the old permission system may continue to do so until that date.

New Proposal ■ Along with the order adopting the new rules the commission issued a notice of proposed rulemaking to deal with the question of the presunrise power limit to impose on 31 class II daytime-only, limited time and fulltime stations located west of cochannel I-A stations. The commission said the record is inconclusive as to whether the presunrise 500-w limit should be imposed on those stations, although it indicated it thought that—from the standpoint of equity—it should.

But pending the conclusion of the rulemaking proceeding, the stations involved may continue to use full daytime facilities and need not file PSA requests. But they are barred under the terms of the Canadian agreement from signing on before 6 a.m. local time, after Oct. 28.

The history of the rulemaking proceeding demonstrates how far the daytimers have come in six years. Originally, the rulemaking resulted from a growing number of complaints about daytimers' presunrise operation, and looked to a rule that would limit it.

A key proposal would have required daytimers to notify the commission of their presunrise operations in order to aid unlimited time stations in policing their channels. The proposal also would have set a cutoff date beyond which new class III stations would have been barred from operating before sunrise with daytime facilities. The commission also proposed to end all permissive presunrise operations by class II stations.

The House of Representatives, however, came to the daytimers' rescue by adopting a bill, on July 2, 1962, that would have permitted presunrise operations by daytimers. The bill was never enacted, but part of the price the FCC paid in having it shelved was a promise to restudy the problem.

The commission issued a further notice of proposed rulemaking on Nov. 30, 1962, proposing a limited amount of presunrise operation by daytimers. Class III daytimers in communities without a fulltime station could be licensed to sign on at 6 a.m. with 500 w. Such stations in communities with a fulltimer could apply for presunrise operation but would have to overcome an assumption that such service was unwarranted.

Problems Remain ■ In its order last week the commission concluded that the limiting aspects of the proposal "are neither administratively sound nor in the public interest" and that "they involve too many anomalies to be acceptable."

The commission noted, as an example, that many communities have two daytime-only outlets but no unlimited time station, "raising the question whether both should be permitted to operate presunrise and, if not, which one should be."

The commission said that the burden of resolving these variables on a case-by-case basis "is one which should not be imposed on this agency or on the industry."

The commission's decision to grant unlimited time stations the same presunrise operating benefits as daytimers is another departure from the commission's 1962 proposal. To deny unlimited time stations those benefits, the commission said, would tend to penalize broadcasters who have undertaken large expense to directionalize for nighttime operation "and who as unlimited time licensees, are compelled by our rules to render service through 10 p.m. even in markets where much of the audience has switched to television."



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Questions about domestic satellites

O'CONNELL DOUBTS ANY REAL SAVINGS INVOLVED OVER LANDLINES

Hopes for substantial savings for TV networks through the use of a domestic satellite system were questioned last week, by none other than the telecommunications adviser to the President, James D. O'Connell.

International satellite communications may have shown great advantages, but this isn't necessarily so for domestic use, he said. Domestically, terrestrial communications systems have been steadily decreasing in costs, he observed, noting that "we have a wide range of systems to choose from and new, improved systems such as millimeter wave and laser-pipe developments will be arriving soon." The investment cost of transmission facilities have come down over the past 20 years, he added, from \$225 per voice channel mile, to \$4.

More significantly, he stressed, the investment in long-haul transmission facilities is getting to be relatively minor in relation to the total investment in plant. Today's 1,500-mile, long-distance telephone call means the use of only 22% of total plant; the remaining 78% of plant investment is in other facilities. Even if the call itself were free, he observed, there would only be a moderate saving in the charges.

For television transmission, Mr. O'Connell calculated the investment per-

centage as about 50%. And, if the investment in cameras, studios, transmitters, TV sets are included with long-haul plant, the percentage is reduced nearer to the 22%, he said.

And, further, he said, the cost of adding and improving ground facilities is coming down substantially. If terrestrial telecommunications facilities were to be doubled, he observed, the financial investment would be only one-tenth of the cost of the original facilities. And, in five to 10 years time, he added, when millimeter wave guides and laser pipe transmissions become commercial, the "cost per unit of transmission [will be] only a fraction of the costs of today's microwaves."

Comsat's View ■ Countering Mr. O'Connell's bearishness, expressed during the NCTA meeting in Chicago (see page 46) in the opening panel on the "Communications Explosion," was James McCormack, chairman of the Communications Satellite Corp. Mr. McCormack emphasized the Comsat position on domestic satellites: that if one were initiated, Comsat should own and operate it, that it should be a multiple-use system (for TV, radio, telephone and telegraph and data) because, he said, a satellite system needs "heavily loaded, high capacity business" to be viable. He also recommended, again, Comsat's

proposal that a pilot system be authorized by the FCC to be operated by Comsat (BROADCASTING, April 3).

There would be savings, Mr. McCormack said, although, he added, nothing like the savings suggested by the Ford Foundation in its satellite proposals. The Ford Foundation had estimated that TV networks would save a substantial sum yearly using its special domestic TV satellite system.

In discussing direct-to-home broadcasting from satellites, Mr. McCormack submitted dual considerations. On the one hand, direct satellite broadcasting could be of financial and social benefit to underdeveloped nations, like India, he said. There, for about \$20 million, a direct, educational system could be established bringing ETV to vast areas of the country, certainly more beneficial than what could be done with the same amount of money using conventional means of spreading education.

Bigger and Better Satellites ■ Perhaps the most imaginative prospects for direct broadcasting from satellites were painted by Allen E. Puckett, executive vice president of the Hughes Aircraft Co. Hughes has been in the forefront of manufacturers of synchronous communications satellites.

Mr. Puckett foresaw satellites with higher powers and more sophisticated antennas making it possible to beam TV and other programs to as narrow an area as a circle 50 miles in radius:

Hughes is delivering to the Department of Defense, he reported, a new "Tac-Sat" satellite producing 1 kw in power (up from early satellites' 100 w). When nuclear power becomes available, he said, satellites will be capable of producing "dozens of kilowatts" of power.

Refinements in antenna technology, permitting the "illumination" on earth to be reduced from the entire continental U. S. first to the Boston-Washington, East-Coast megalopolis and ultimately to one city, are under development and are sure to come, he said. Where national coverage requires today a 30-foot ground antenna, regional coverage will require only a three-foot antenna, and city-only spot, nine-inches.

One of the great advantages of the spotlighting feature, he explained, is that it will permit common and simultaneous use of the same frequencies—overcoming the interference problems with which satellite scientists now have to struggle.

And further, he added, a "dramatic"



Three of the four panelists in the opening meeting of the NCTA convention, a wide-ranging exercise on the "Communications Explosion," are shown here immediately after the session (l to r): James D. O'Connell, telecommunications adviser to the President; John R. Pierce, executive

research director of Bell Laboratories, and Allen E. Puckett, executive vice president of Hughes Aircraft Co., which has a substantial stock interest in Teleprompter Co. Not shown is the fourth member of the panel, James McCormack, chairman of the Communications Satellite Corp.

change in the cost picture will come when satellite life is more carefully estimated. Today's satellites are given lives of five years; some, however, he noted, have been operating for seven and eight years. And, he added, the cost of putting heavier and heavier weights into orbit is constantly decreasing. With heavier weights, more power can be radiated from the satellite, reducing the complexities and the cost of ground facilities.

The main problem faced today, he said, is not technical; but the "skill in exploiting the technology."

20-channel systems are CATV reality

The next giant step in the technical advancement of CATV is the 20-channel system, the equipment for which was shown for the first time last week at the convention of the National Community Television Association in Chicago (see page 46).

And also on the horizon, heralding the day when a significant part of the transmission of CATV signals will be over the air, is currently experimental Amplitude Modulated Link (AML) using 18 gc and one of the traffic stoppers in the exhibit halls of the convention.

Jerrold Electronics Corp., Philadelphia, showed 20 TV sets being fed separate programs (some duplications) by its Starline 20 amplifier. The new amplifier and associated equipment actually has 20-channel capacity built in but is being sold and can be used for 12-channel systems.

Entron Inc., Cascade Electronics Ltd., and Kaiser CATV Corp. also showed amplifiers with 20-channel capacity.

Not only are 20 channels going to become necessary when CATV goes into the larger cities with its multiplicity of signals, it was explained, but they will also be required in those markets where high-strength TV signals cause interference to one or more cable channels, making them useless for service.

Wireless CATV ■ Shown in actual operation in the hotel, under an experimental license from the FCC, was the AML transmission in the exhibit hall to dual banks of 12 TV receivers in the Theta-Com Corp. exhibit. Theta-Com is jointly owned by the Teleprompter Corp. and Hughes Aircraft Co.

The system relays 12 TV channels plus the full FM band for short distances of several miles and has been

under test in Manhattan the past year.

The AML technique would permit a single headend to provide signals to multiple receivers for local distribution runs, eliminating protracted trunk-cable installation.

Facsimile test approved by FCC

The FCC has flashed a quick go-ahead to an RCA Laboratories facsimile experiment, unveiled two weeks ago, that may augur future home electronic newspapers (BROADCASTING, June 19).

The commission's fast action authorizes NBC to use WNBC-TV New York, for facsimile tests between that station and Princeton, N. J., where the laboratories are located. Scheduled to run for a period of six months, the tests will be conducted after regular program hours.

RCA proposes to insert the facsimile signals during vertical blanking intervals while a TV picture is being sent—intervals of about 60 times a second. Present equipment will permit four different printed messages to be transmitted at the same time. Under the system, the individual viewer would receive on his own electrostatic-type home printer any one of the several different messages by turning a dial to the proper setting. Transmission of the facsimile material will not affect reception of standard TV signals, RCA said.

Eliminate bugs in TV reception: FCC's Hyde

MANUFACTURERS TOLD UPGRADING RECEIVERS SIMPLE

Set manufacturers were urged by FCC Chairman Rosel H. Hyde last week to "take the initiative," as they have done with other problems, to eliminate interference to television reception "without government prodding."

He was speaking specifically of interference between FM and television, which he said can occur even when both operations meet the FCC's technical requirements. FCC engineers, he said, report that it would be "relatively simple" to upgrade receiver quality and "eliminate such interference with little and probably no added expense to the public."

Chairman Hyde said the FCC receives 35,000 citizen complaints a year about interference of all sorts, but mostly involving interference to TV reception. "An irate television viewer

Lee to head FCC hearing on WTC

The FCC has set 10 a.m. July 24 as the start of a hearing in New York on that city's extra-tall, twin-tower problem. Commissioner Robert E. Lee, who has had a personal hand in examining New York television problems before, will preside.



Commissioner Lee

Under consideration will be the television - signal reception difficulties expected to be caused in the metropolitan area by construction on lower Manhattan of the New York Port Authority's World Trade Center building.

The commission had announced last month that it would hold a hearing on the problem, but it left the date open (BROADCASTING, June 5). The commission decided to hold the hearing after being asked to do so by a group of New York, New Jersey and Connecticut congressmen.

That request, in turn, followed commission letters to the congressmen and to the governors of New York and Connecticut warning that serious television-interference problems would develop during construction of the World Trade Center building.

doesn't like interference in the middle of *Bonanza* or a ball game," he said, "and it is no answer to tell him that he should install a trap or highpass filter in his television set."

Speaking at a symposium sponsored by the Consumer Products Division of Electronic Industries Association at the opening of a massive Consumer Electronics Show in New York, Mr. Hyde also reported on proposed legislation to curb interference.

Law's Details ■ The proposed law, recommended by the FCC with EIA support, would empower the FCC to curb interference by setting radiation standards for electronic toys, diathermy machines and other devices, as well as radio and TV sets, that interfere with reception. He assured the manufacturers that if the legislation is passed

"we would proceed to implement it gradually, and only after a thorough study of all the issues involved."

Federal Trade Commission Chairman Paul Rand Dixon, another speaker at the symposium, chided some manufacturers for deceptive and misleading practices but on the whole gave them good marks for their cooperation with the FTC.

In another session during the four-day show, Jack K. Sauter, executive vice president for sales operations, RCA Sales Corp., said color-TV sales were running higher than popularly supposed. Retail inventories have been reduced a minimum of 400,000 units since Jan. 1 and this "runoff", added to what has been said to be less than a 15% increase in distributor sales to dealers, "actually means that the consumer bought at a rate almost 50% ahead of the first half of 1966," Mr. Sauter said.

FM's Growth ■ In another session Lynn A. Christian of WPIX-FM New York, speaking for the National Association of FM Broadcasters, described FM-receiver growth patterns as "greater than the growth of color in the national TV market."

He said FM accounted for 36% of radio set sales last year and will account for 45% this year.

He predicted that half of all radio sets made in the U.S. or imported for sale here in 1968 will be FM-equipped.

Hearing in works on set X-rays

House hearings have been promised "in late July or early August" on potential radiation hazards of TV sets.

Radiation that has potential for bodily injury has caused a chain reaction in the House since General Electric announced that it was modifying 90,000 color TV sets to correct a shunt regulator found to be emitting X-rays. The news prompted Representative Paul Rogers (D-Fla.) to call for a full investigation.

Representative Rogers said he queried public health agencies and was not reassured by the inconsistent responses he received. Meanwhile, GE had explained that in the sets at issue the radiation had been directed downward toward the floor and did not endanger viewers. Concern was then directed to those who might be in another room directly beneath the malfunctioning set. It was explained, however, that the radiation consisted of "soft X-rays" that would be easily stopped by a floor.

Later, Mr. Rogers introduced a bill (H.R. 10790) that would give the secretary of Health, Education and Welfare the power to set and enforce set-radiation standards (BROADCASTING, June 19). The Rogers bill was cosponsored by Representative Jarman, who serves as chairman of the House Commerce Subcommittee on Public Health

and Welfare.

John Jarman (D-Okla.) told the House that Harley O. Staggers (D-W. Va.), Commerce Committee chairman, had concurred on the need for a subcommittee hearing. Committee staff members, however, said that no date had been officially announced for any hearing beyond the health measures now under consideration by the full committee.

UHF-equipment boom continuing this year

UHF's pulsebeat is getting stronger and RCA, for one, is feeling the strength in the amount of business it is doing in sales of equipment.

RCA said last week shipments of the company's transmitting equipment for U's is now running double the rate of last year.

RCA Broadcast and Communications Broadcast Division's figures indicate some 50 new UHF-station starts this year compared to 22 last year, with about one-third of this year's new starts being noncommercial outlets, an area RCA believes will expand most rapidly as financial support increases from government and private sources.

RCA took note of UHF-broadcaster interest in high signal output, reporting that the company's 75-acre antenna production facility near Camden, N. J., is being expanded.

PROGRAMMING

CATV originators run feature films

International Artists offers video tapes for cablecasting films not released to television

In an operation that has incensed some TV-station operators, community antenna television systems across the country are being offered the chance to originate important feature films for presentation on two-inch video tape. The company making the program proposal, available to CATV operators only, is International Artists, a Houston-based firm headed by Felix Girard. Also a principal of IA is Albert Zarzana, former director with KTRK(TV) in that city and now part owner of the Alray Art Theater there.

According to television-station people,

some of the movies being promoted as available through International Artists include "Gone with the Wind," "Dr. Zhivago," "High Society," "Rio Bravo," "Cat Ballou," "David and Lisa," "Room at the Top," "Lord Jim," "Move Over Darling" and "A Taste of Honey." These offerings, station operators charge, are either still in theatrical distribution or haven't been released to television yet or are currently the exclusive property of networks or already have been sold to stations in individual markets for exclusive showings. Representatives of Metro-Goldwyn-Mayer and Walter

Reade-Sterling, two of the several motion-picture companies whose titles are involved in this new program service, stress that their features have not been licensed for presentation on any cable system.

Not Film, but Tape ■ Mr. Girard, president of IA, describes his operation as a video-tape programming service for cable systems (see page 46). He emphasizes that the movie product being offered is not available on film but only on two-inch video tape. Asked for the source of his product, Mr. Girard only will say that "I can't give that information right now." But he does point out that "it all depends on where the CATV systems are located and what's available for them in that area." He explains that "what's available for a system in one area will not be available for them in another area."

Mr. Girard's new program service for CATV so far is apparently confined to markets in the Pacific Northwest but is being offered throughout the country. It first became known to TV-station operators in the state of Washington about two months ago by way of newspaper ads that promised: "Every night at the

movies. Great movies are coming to your cable system." Among the movie titles reportedly mentioned were "High Society," "David and Lisa," "The Collector," "Days of Wine and Roses" and "The Magnificent Seven." Stations in Bellingham and Seattle have reported that such movies as "Cat Ballou" and "David and Lisa" subsequently played their markets on CATV systems owned and operated by Total Telecable Inc., Seattle. Reportedly, "High Society" played CATV in Seattle two weeks before it played the ABC-TV affiliate in the market. One Washington station claims that the local telecable operation also has advertised such other features as "Baby, the Rain Must Fall," "Escapade in Japan," "Here to Eternity," "Night of the Hunter," "The Rack" and "Ride Vaquero."

Mr. Girard claims that "David and Lisa," one of the titles mentioned by station people, was not shown on CATV systems he services. He admits, however, that the picture was advertised as a coming attraction but says "that was in error."

Denies Rumors ■ He laughed when asked about "Gone with the Wind" and "Dr. Zhivago" and said that he too had heard the rumor that these blockbusters were going to be available. But he emphatically declared it "an absolutely untrue" report.

He also conceded that a mailing piece had been sent out by an unidentified company—not one that he controls (presumably one on the CATV operations that bought his service)—promising "movies that haven't been shown in a motion picture theater or on television."

A lawyer for one of the film distributors whose product has been used in the IA promotion pointed out that "there's no secret" about how the CATV program service gets its movie product. "It's very simple," he says. "They are distributors of 16 mm film. They handle the pictures of all of the major studios — Fox, Paramount, United Artists, MGM—for nontheatrical distribution. What they do is tape these movies and then service CATV's with the tapes. It's a naive operation but I don't think it's vicious. They get the films legally to distribute in 16 mm and then they rent the tapes on a regular service basis. Their minimum rental per program per week is \$50. It's almost impossible to police these things but we've sent a cease and desist letter and we think they'll stop. But right now, as far as I know, they are still offering the service."

Mr. Girard confirms that, indeed, IA is still in business. He explains that his personal interests are diverse and includes operation of Girard Projection Service, Houston, which distributes 16

mm films nontheatrically. But he emphasizes that IA is completely separate, deals only with video tape and "has nothing to do" with the distribution of 16 mm film.

Mr. Girard assures that "we can't be in competition with the theater or with television stations" in regards to film rights. "We can't use 16mm film for this" he says, "because that only can be used nontheatrically." He indicates further that "there is no one source or even two sources for our product. It all depends on the specific application.

Tailored movies score well

NBC-TV, Universal

pleased about ratings;

further plans outlined

The eight two-hour *World Premiere* movies Universal Television made for NBC-TV and shown by that network during the 1966-67 season registered a solid success in the ratings, according to the two companies which said the movies averaged a 23.9 rating and almost 40% share of audience.

Three of the eight were among the top-10 movies of a total of some 150 shown on the three networks during the season. But none of the eight will make money for Universal TV until they are released in domestic television syndication.

These were among the facts and figures brought out by Universal TV and NBC-TV last week in Los Angeles in a joint news conference held to herald a new season of the *World Premiere* product. According to Grant Tinker, a vice president in Universal TV's operation, "the big differential is in domestic syndication." He made it clear that's



Mr. Tinker

when the custom-made features turn the profit corner for the movie studio.

Mr. Tinker, a former NBC-TV vice president, and Jerry Adler, Universal TV program executive, reported that the network movies started out costing about \$750,000 each and now average about \$1 million per picture. The ante in the future may go up to \$1.5 million

for an occasional feature if the material justifies such an expenditure.

The network participates in the production costs (at what ratio was not disclosed), can play some of the features for two runs and has an unspecified share in theatrical distribution. But after the network runs, the movies revert back to Universal TV for television syndication.

NBC-TV Committed ■ Herbert S. Schlosser, NBC-TV programming vice president, West Coast, gave the movies an unequivocal network vote of confidence, particularly applauding the "production value" NBC-TV gets for its investment. He indicated that the network is committed to the TV-movies concept for a long haul.

Universal TV produced 15 of the features in 1966 and will produce the same number in 1967. By September the film studio will have delivered a total of 20 finished productions to the network, including the eight that already have played. There is no set number of special movies that will be shown on NBC-TV in a given season. "It depends on our inventory of other features," Mr. Schlosser explained. The agreement between the studio and network is an "open-end" one as to how many movies eventually will be produced and presented.

"We've found," pointed out Mr. Tinker in what may have been the key point of the presentation, "that this is an ideal way to make pilots." So far three NBC-TV series have come out of the *World Premier* concept. These are *Dragnet*, *Ironsides* and *The Outsider*. The last named is a likely second-season candidate for the network.

Call goes to news media for riot-coverage policy

Thomas Lynch, California attorney general, last week asked all California news media to meet with the state's law-enforcement agencies to work out guidelines on riot coverage. The plea, coming in the wake of a riotous anti-Vietnam war demonstration in Southern California, was made on the *News Conference* program on KFVS Los Angeles.

Commenting on past riot coverage, Mr. Lynch said: "Some of the mass media went overboard in these situations. It was a question of giving some of the agitators a forum." To prevent this problem from recurring in the future, Mr. Lynch said: "I would like to sit down with the media people . . . I think we can resolve a lot of our problems by consulting each other."

More dough for actors

**SAG and producers agree
to four-year contract
with 20% pay increase**

Four days before the June 30 expiration date of their old contract, the Association of Motion Picture and Television Producers, the three television networks and the Screen Actors Guild signed a four-year TV deal that will increase minimum pay scales for actors by 20%. The agreement, reached after three weeks of intensive negotiations, also grants a two-year extension to the theatrical film contract, thus allowing both TV and movie deals to expire July 1, 1971.

Provisions in the new agreement include minimum rates increases of 12% for the first two years, rising to 20% for the second two years (as an example a \$100-a-day player would receive \$112 until July 1, 1969 and \$120 thereafter). Also included are residual payments increased by the same percentages and extended to cover four

additional runs, the seventh to the 10th inclusive, each at 15% of minimum.

The foreign rerun residual formula increases, too, with the total percentage payable from 25% to 35% of the minimums. Producers' contributions to pension and health-and-welfare funds will increase from 5% to 6½%.

It's estimated that the new contract will give the screen actors an aggregate increase of some \$3.6 million over the first two years. The four-year agreement is subject to approval by SAG's board of directors, its membership and members of the management group.

Newsmen to take plea to ABA convention

Top spokesmen for media plan to present their positions on the fair trial-free press issue before the annual meeting of the American Bar Association in Honolulu. Each will make his presentation twice, once before the ABA section on judicial administration Aug. 7 and gain before the section on criminal law Aug. 7.

The news media representatives will comment on the tentative recommendations of the ABA advisory committee on fair trial and free press released last fall. The proposals seek to further re-

strict news coverage of court cases by the press. Action by the ABA is expected at the mid-year meeting in Chicago next February.

The news-media groups and representatives who will testify in Honolulu include: National Association of Broadcasters—Elmer W. Lower, president, ABC News, and Douglas Anello, NAB general counsel; Radio and Television News Directors Association—Bruce Dennis WGN Inc., president of RTNDA, and W. Theodore Pierson, RTNDA general counsel; Joint Media Committee on News Coverage Problems—Theodore F. Koop, CBS vice president; American Newspaper Publishers Association—D. Tennant Bryan, publisher of *Richmond Times-Dispatch* and chairman of ANPA's committee on free press and fair trial, and Arthur B. Hanson, ANPA general counsel; American Society of Newspaper Editors—J. Edward Murray, managing editor, *Phoenix Arizona Republic*, and chairman of ASNE's press-bar committee, Hu Blonk, managing editor, *Wenatchee (Wash.) World*, and chairman of Associated Press managing editors committee.

Understanding sought on press-trial issue

The legal profession has been served notice by a top network news executive that unless it comes to terms with newsmen in the arena of free press-fair trial it may sow the bitter grapes of wrath. Speaking before the convention of the Utah Bar Association in Park City, Utah, June 23, ABC News President Elmer W. Lower called for avoidance of a "major confrontation at the highest judicial level" between newsmen and the legal community. Otherwise, he warned, the results could only "embitter press-bar relations for years."

Reserving his heaviest guns for the controversial Reardon Report, prepared by a committee of the American Bar Association, Mr. Lower said that the news media "must unquestionably avoid any action which constitutes a clear and present danger to the administration of justice.

"The trouble," he complained, "is that the Reardon Report, and some judicial authorities, seem to see a 'clear and present danger' situation in every criminal case." He described the report as evisioning "a series of restraints on what prosecutors, police and lawyers can tell the press about a particular case both before and during the trial."

Mr. Lower told the convention that he opposed a long legal battle that would end up in the Supreme Court. But, he said, "if worst comes to worst, we may just have to take this route in

Warren report inquiry reaches 55 million

CBS-TV claimed last week that more than 55 million U.S. homes watched all or part of an exhaustive four-hour CBS News inquiry into the Warren report, telecast in the 10-11 p.m. EDT period on four consecutive nights beginning Sunday, June 25.

This estimate, according to CBS, was based on national overnight Arbitron ratings provided by the American Research Bureau. The average rating for the four nights was 17.8.

A special unit under executive producer Leslie Midgley spent nine months, shot more than 90,000 feet of film and covered nearly 250,000 miles during its investigation of questions surrounding the Warren Commission report's findings on the assassination of President Kennedy. Only a portion of the film (5,300 feet) was used on the shows while half of the broadcast material was on video tape. A team of correspondents made up of Walter Cronkite, Dan Rather, Eric Sevareid, Mike

Wallace and Bill Stout; reporter Ed Rabel, Eddie Barker, KRLD-TV Dallas-Fort Worth news director, and Bill Reed, WWL-TV New Orleans news director, and WWL-TV newsman Bob Jones were among those providing contributions to the series.

Sends Praise ■ Richard S. Salant, CBS News president, in a thank you statement to Mr. Midgley last Thursday, called the broadcasts a "truly great achievement" that would be credited in the history of TV journalism.

Mr. Salant, according to a CBS News spokesman, would not estimate costs to his division of preparing the material for telecast. CBS said that a published figure of \$250,000 was "conservative" but that CBS News felt it was "no one's business just how much money the network spent."

CBS-TV said all available commercial time in the four programs was sold to advertisers on a participation basis.

order to safeguard our constitutional rights of free speech and free press." He made it clear that this would be "a sorry route to take."

After the convention, it was revealed that Mr. Lower will attend the annual convention of the American Bar Association in Hawaii, Aug. 2-8, to participate in discussions concerning the adoption of the specifics of the Reardon Report (see page 60).

Khrushchev to tell his story for NBC News

NBC News apparently has scored a coup in obtaining, exclusive films photographs and voice tapes of former Soviet Premier Nikita S. Khrushchev since his ouster and has melded them into a one-hour program in both black and white and color for showing on NBC-TV on July 11 (10-11 p.m.).

In announcing the program last week, NBC said it had obtained the film and other materials for the documentary from private sources inside the Soviet Union and in other countries around the world. NBC declined to reveal the sources of its materials but indicated the interviews with Mr. Khrushchev were made over a period of several months (not by NBC News), with the last one held in March.

The program, *Khrushchev in Exile—His Opinions and Revelations*, will feature the deposed premier's recently recorded reminiscences, told in his own voice and translated for telecast of events in his career and of many of the world personalities whom he encountered. He talks about his rise to power, his relations with Stalin and his opinions of Presidents Eisenhower and Kennedy and gives his version of the Cuban missile crisis and other important events in the past decade.

Section 315 a 'burden'

The Maryland-D.C.-Delaware Broadcasters Association at their annual meeting June 24 (see page 59) drew a bead on equal time. Terming Section 315 of the Communications Act an "increasing and onerous burden," the association said it would seek repeal of the section.

The group challenged a need for Section 315 saying the rule acts as a "censorship device upon a station's ability to freely select [its] own programming." Since the applicability of the rule is continually being expanded, the association warned: "Recent and unprecedented extensions by the [FCC] have conclusively demonstrated the inherent danger within this section."

BROADCASTING, July 3, 1967

South Carolina demands equal time

South Carolina wants fairness. A resolution passed unanimously by the South Carolina state senate requests that NBC "assign a 30-minute time interval at the same time of night and same day of the week as the program given by the *Huntley-Brinkley Report*" of June 16.

The resolution said that the NBC program "was severely critical of the handling of local government affairs in South Carolina and in particular Williamsburg county." The report was unfair, untrue, incorrect and taken out of context, the resolution charged.

State Senator James P. Mazingo, a cosponsor of the resolution, said

he knew of no prior case where a state government asked a network for rebuttal time but that he could see no reason why a state should not have rights under the fairness doctrine. He said he bore no animosity toward the network and praised an earlier NBC *White Paper's* coverage of a state problem. But, he said, the June 16 program gave a negative impression. "As Columbus Circle doesn't represent the whole truth about New York or Berkeley, Calif.," he said, the program's focus was unfair to South Carolina.

NBC had no comment on the state's request.

Program notes . . .

Branching out ■ Gadabout Gaddis Productions, Boston, which produces the *Gadabout Gaddis, the Flying Fisherman* TV series, has established a theatrical and TV division under Nicholas W. Russo, executive vice president. It has acquired two color features for TV distribution, titled *Revolt in Canada* and *Son of El Cid* and a third, *Week-End Italian Style*, which will go initially into theatrical distribution.

90-minute Wolper ■ Wolper Television Sales is distributing *The Woody Woodbury Show*, a new 90-minute, across-the-board program in color, and has completed sales in 10 major markets. It was announced last week. The program, created and produced by Ralph Edwards in association with Metropolitan Broadcasting Television, has been bought by TV stations in New York, Los Angeles, Chicago, Washington, Philadelphia, St. Louis, Denver, Dallas, Kansas City and Indianapolis. Both Wolper Television Sales and Metropoli-

tan Broadcasting are Metromedia companies.

Across-the-dial broadcast ■ WNOE New Orleans, in a joint effort with a majority of stations in the area on July 4, will simultaneously broadcast WNOE's 12-minute narrative, *Ave America*, recipient of the 1966 Freedoms Foundation of Valley Forge Award. The narrative is on the great battles fought to preserve U. S. independence throughout history. *Ave America* was originally produced by WNOE for the Louisiana Society of the Sons of the American Revolution, which now is planning to make the program available nationally.

Israel film sold ■ Worldwide television and nontheatrical distribution rights to *The New Face of Israel*, a one-hour color documentary, have been acquired by Official Films.

Woodland plans active retirement

Cecil Woodland, who joined WEJL Scranton, Pa., as general manager in 1951 and has since served the station in a business and advertising capacity, has announced his retirement. He plans to devote his full time to Family Theater Productions, Hollywood.

Maintaining offices in the *Scranton Times* building, Mr. Woodland will assist in the production and distribution of radio, television and motion-picture material for Family Theater, founded and directed by the Rev. Patrick J. Peyton. Mr. Woodland's first activities will be in conjunction with six half-hour TV programs, *The Prince of Peace*.

Merv's swerve to color

WBC Productions announced last week that its syndicated *The Merv Griffin Show* will switch to color production, starting in August. A new set is also being developed for color. *Griffin* is taped in the Little Theater, in New York. It is distributed now in 60- and 90-minute versions and is in 94 markets in the U. S. and Canada.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Schmitt



Mr. DiJoseph

Andrew J. Schmitt, manager of art department of Young & Rubicam, New York, named VP. **Louis R. DiJoseph**, creative supervisor for Y&R, New York, named VP and associate creative director.

L. Dickson Griffith, management supervisor, board member and executive committee member, Kenyon & Eckhardt, New York, elected senior VP and member of management board, Delehanty, Kurnit & Geller, that city.

Peter J. Burns, senior VP, management supervisor and director of Compton Advertising, New York, joins Ogilvy & Mather there as VP and deputy management supervisor. **Robert L. James**, **David Margulis** and **Kenneth Roman Jr.**, account supervisors with O&M, New York, elected VP's. **Lawrence J. Elegant** and **Anthony Weir**, with O&M, New York, appointed creative directors.

William A. McCaffrey, senior VP, creative director and principal of de Garmo Inc., New York advertising agency, becomes executive officer. **John de Garmo** continues as president and chief executive officer. Agency on July 1 became de Garmo, McCaffrey Inc. Other changes: account executives **Larry Hubbard** and **Don Wergles** elected VP's and members of plans review board; **George Parker**, copy chief, named VP; **Harvey Herman**, manager, sales promotion, named VP and director of sales promotion; **Jay Beckerman**, art director, appointed executive art director and **Mike Gold**, copy writer, named associate copy chief.

Bill McRae, VP and midwestern sales manager, H-R Representatives, Chicago, named VP and eastern sales manager, New York, replacing **Max Friedman**, who is retiring. **Dick Hoffman** transfers from H-R's Detroit office to succeed Mr. McRae.

George R. Newall and **Robert N. Schancupp**, copy group heads with LaRoche, McCaffrey and McCall, New York, named VP's.

Allan D. Gardner and **John J. Gillin III**, account supervisors, Papert, Koenig, Lois Inc., New York, elected VP's.

Dan Lissance named VP and direc-

tor of marketing and research for Richard K. Manoff Inc., New York.



Mr. Sefert

James Sefert, television account executive for Peters, Griffin, Woodward, New York, elected VP.

John R. Price, VP and principal in Stewart, Price, Tomlin Inc., Chicago, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston, in newly created position of director of client services.

David A. Clark, **Lamont R. Greene**, **Hugh N. Jones** and **Charles J. Windhorst**, account supervisors at J. Walter Thompson Co., New York, elected VP's.



Mr. Clark



Mr. Greene



Mr. Jones



Mr. Windhorst

James J. (Steve) Crane, VP and general manager of WLWT(TV) Cincinnati, **F. William Erb**, program director of WLW Cincinnati, and **F. Brady Louis**, sales manager of WLW, have established Crane Erb Louis Advertising at 409 Executive building, Cincinnati.

Jacob Evans, Television Bureau of Advertising, elected president of Chicago Broadcast Advertising Club. Other new officers: **Dr. Seymour Banks**, Leo Burnett Co., executive VP; **Harry Smart**, Blair Television, VP; **Dale Stevens**, WIND Chicago, VP; **Barbara Fischer**, Television Bureau of Advertising, secretary; and **John Cole**, Buchen Advertising, treasurer.

Jonis Gold, international creative consultant, and **George Soter**, director of product development workshop, with Interpublic Inc., New York, join Kenyon & Eckhardt there as creative group heads.

Gene Wilkey, CBS Television Stations Division, elected president of Advertising Club of St. Louis. Other officers elected: **Don Hamel**, kwk St. Louis,

first VP; **Larry Peck**, Peck's Products Co., second VP; **George Stemmler**, Stemmler, Bartram, Fisher & Payne, third VP; **William Henderson**, Henderson Advertising Co., secretary, and **Ralph Horton**, Rawlings Sporting Goods Co., treasurer.

Arthur J. Price, research manager for Zimmer, Keller & Calvert, Detroit, named director of research and market planning. **Patrick T. Martin** becomes manager of research.

Harry F. Klemfuss, with Young & Rubicam, New York, appointed director public relations for The Zlowe Co., that city.

Walter S. Tucker, national sales manager of Northeast Radio Network, Syracuse, N. Y., appointed general sales manager.

Buddy Harris, with KPCN Grand Prairie, Tex., named sales manager.

Stephen A. Rubinstein appointed sales manager of wcoy Columbia, Pa.

Horace E. Curtis, VP and management supervisor, D'Arcy Advertising, New York, named manager of Cleveland office and management supervisor of General Tire and Rubber Co. account. **Newt Stammer**, Cleveland manager, will return to New York as VP and account supervisor for General Tire.

Joe Archer appointed manager of Detroit office of Henry I. Christal Co.

John W. Hawthorne, director of marketing research for VanSant Dugdale & Co., Baltimore, appointed manager of market research for The Noxell Corp., that city.

Ralph M. McDermid Jr., marketing consultant for Sterling-Grace & Co., New York, appointed account executive for NBC Radio Spot Sales, that city.

Robert G. McCuin, with Kettell-Carter, Boston, named account executive for WNAC-TV, that city.

Al Maffie, sales manager, Yankee Network, Boston, joins WBZ there as account executive.



Mr. Doyle

Harry B. Doyle Jr., senior VP of Buchen Advertising Inc., New York, named executive VP of Buchen's western division in Denver.

Robert G. Butterwick, senior copy writer of Aiken-Nynett Co., Philadelphia, joins Reach, McClintock & Co., Boston, as senior copy writer.

Patrick Michael Cassidy and **Dan**

Gooding join KTHO-AM-FM Tahoe Valley, Calif., as local account executives.

Loren Markus, with WISC-TV Madison, Wis., joins Los Angeles office of McCann-Erickson, as copy writer.

Larry Elikann, director at Video Pictures Inc., New York, joins Filmex Inc., that city, as director.



Mr. Bertkau



Mr. Jamison

Howard Bertkau, account executive, J. M. Mathes Inc., New York, elected VP. Also elected VP is John E. Jamison, manager, creative services and corporation secretary.



Mr. Richter

Lester Richter, senior writer with Norman, Craig & Kummel, New York, named VP and creative supervisor at Ted Bates & Co., that city. Ariel Allen, Noel Berke, Don Cragin, Norman Stahl, Ned Tolmach and Homer Tsakis, in creative department of Bates, New York, appointed group heads.

Howard D. Gherman, with Metro-media Inc., Chicago, joins radio division of Edward Petry & Co., that city.

John Dunbar, Midwest division manager of Miles-Samuelson Inc., New York, joins creative copy department of Sperry-Boom Inc., Davenport, Iowa. Joseph Rodriguez, with L. W. Ramsey Advertising Agency, Davenport, Iowa, joins creative art group of S-B, that city.

MEDIA



Van Konynenburg



Mr. Ridder

F. Van Konynenburg, executive VP of WCCO-AM-FM-TV Minneapolis-St. Paul, elected president, succeeding Robert B. Ridder, who becomes board chairman. Mr. Van Konynenburg continues as chief operational officer. Clarence J. Mulrooney elected to newly created position of vice chairman of board. Lawrence F. Haeg, general manager of WCCO-AM-FM, elected executive VP of WCCO-AM-FM-TV. Henry W. Dornseif,

McManus leaves ABC Films



Mr. McManus

Thomas McManus, executive VP in charge of international sales for ABC Films, has resigned, effective last Friday (June 30) and will open his own company as a producer's representative in the areas of network TV and syndication (CLOSED CIRCUIT, June 26). Gil Cohen, VP, foreign sales, will assume Mr. McManus' duties at ABC Films. Mr. McManus has established temporary headquarters at 2 Beekman Place, New York City. Telephone number is PLaza 5-4670.

controller and assistant treasurer of WCCO-AM-FM-TV, elected VP for finance. Phil Lewis, sales manager of WCCO-AM-FM, also named assistant manager.



Mr. Edwards

Neal J. Edwards, WMAL-TV Washington, elected president of Maryland-D. C.-Delaware Broadcasters Association (also see page 60-A). Other officers elected: Byron I. Millenson, WCAO Baltimore, VP, and Harvey C. Smith, WDEL Wilmington, Del., secretary-treasurer.



Mr. Olds

Mark Olds, station manager of WMAQ Chicago, named VP of Key Broadcast Management Inc., St. Louis, where he will also serve as general manager of Key's KATZ there.



Mr. Mazur

Don Shaw, director of station relations at ABC-TV, New York, appointed general manager of WCAS Cambridge, Mass. Pete Taylor, station manager of WCAS, named general manager of WJIB(FM) Boston.

Robert W. Mazur, general sales manager of WMCA New York, and VP of parent Straus Broadcasting Group, named general manager of WMCA.

Theodore Schlesinger, president and chief executive officer of Allied Stores Corp., New York, nominated as member of board of directors of ABC Inc., that city. He will

succeed Walter P. Marshall, president of Western Union Telegraph Co., New York, who is retiring from board.

Lynn W. Renne, VP and general manager of WCLR Crystal Lake, Ill., elected president and general manager.

Ron Gray, assistant manager of WMAY Springfield, Ill., named general manager. Paul Ruse, account executive at KOEL Oelwein, Iowa, appointed general manager. KOEL and WMAY are Stuart Broadcasting Co. stations.



Mr. Stone

Charles M. Stone, manager of National Association of Broadcasters radio code, named VP for station services, coinciding with appointment of William Carlisle as NAB's VP for television (BROADCASTING, June 12). Mr. Stone will devote his attention to NAB division which includes station relations, broadcast management and state association liaison departments.

Ian N. Wheeler, general manager of noncommercial KTWU(TV) Topeka, Kan., named station manager of WCTU-TV Charlotte, N. C.



Mr. Hanson



Mr. Jacobs

Lee C. Hanson, station manager of WMAQ-AM-FM Chicago, appointed station manager of WNBC-AM-FM New York. Harry Jacobs, manager of sales at WMAQ, succeeds Mr. Hanson in Chicago. WMAQ-AM-FM and WNBC-AM-FM are owned and operated stations.

Robert M. McGredy, president, Television Advertising Representatives Inc., elected president, Broadcast Pioneers, New York chapter. Other officers include Geraldine McKenna, Westinghouse Broadcasting Co., VP; Howard W. Coleman, A. C. Nielsen Co., secretary, and Robert J. Higgins, Broadcast Music Inc., treasurer.



Mr. Nicholaw

George Nicholaw, director of community services for WCBS-TV New York, appointed to newly created position of director-special projects, for CBS Radio, that city.

Steve Fayer, formerly with WSRA-TV York, Pa., and WTOL-TV Toledo, Ohio, joins WKBG-TV

Cambridge-Boston as special to general manager.

PROGRAMING



Mr. Metheny Jr.

Terrell L. Metheny Jr., program director of WKLO Louisville, Ky., named VP (programming).

Nicklos J. Cancilla, animation supervisor, and **Stephen Rothfeld**, manager of TV operations, with Audio Productions Inc., New York, elected VP's.

Rolfe Peterson, KPXX(TV) San Francisco, elected president of San Francisco chapter of National Academy of Television Arts and Sciences.

Delbert Mann, TV and motion picture producer-director, elected president of Directors Guild of America.

Richard Curley O'Connell appointed central division manager for RKO Pictures Co., Chicago.

Edward P. Seigenfeld, manager of advertising services for NBC, New York, appointed advertising manager for Paramount Pictures Corp., that city.

B. Crenshaw Bonner, with 20th Century-Fox Television Inc., Atlanta, joins Medallion Pictures Corp., New York, as southern division manager. **Ted Wrobel**, with Westinghouse Broadcasting Co., New York, joins Medallion there as eastern division manager. **Jerry Weisfeldt** named western representative for Medallion, New York.

Tony Taylor, with WQXI Atlanta, appointed operations manager.

Frank Maruca, program director of WKNR-AM-FM Dearborn, Mich., named operations manager. **Paul Cannon**, assistant program director of WKNR-AM-FM, succeeds Mr. Maruca as program director.

L. J. (Mike) Misel, with KCOL Fort Collins, Colo., appointed operations director. **Joel Deuth**, news director of KCOL, named program director.

Chuck Lilligren appointed associate farm service director of WCCO Minneapolis, replacing **Jim Hill**, who enters insurance business.

Ronald M. Anton, with Broadcast Music Inc., New York, named executive director in charge of writer administration.

Keith Jackson, ABC sportscaster, joins KTLA(TV) Los Angeles, as sportscaster.

Budd Wiener, traffic manager for KTVU(TV) Oakland-San Francisco, named director of sports and special events.

Chip Cipolla named sports director,

608 (FATES & FORTUNES)

WNEW New York. He has been with station's news department since 1959.

Roy George, with Embassy Pictures Corp. Television, Los Angeles, joins Teleworld Inc. in Palm Springs, Calif., as sales representative.

NEWS

Hanns Neuerbourg appointed chief of AP bureau in Cairo, succeeding **Garven Hudgins**, expelled from Egypt during Israeli-Arab war. Mr. Hudgins returns to New York for reassignment.

Henry L. Blount, UPI regional executive for Florida, appointed regional executive in Kentucky and southern West Virginia for UPI at Louisville, Ky., succeeding **William R. Barrett**, who transfers to Washington bureau as regional news editor.

Art Evans, news director of WBAZ Kingston, N. Y., named head of news department of WENY-AM-FM Elmira, N. Y.

Jerald D. Nicol, formerly with WSUI and KXIC, both Iowa City, and KOEL Oelwein, Iowa, appointed news director of KCLN Clinton, Iowa.



Miss Marmor

Helen Marmor appointed NBC News manager, New York, first woman executive in news division. Previously daytime TV news editor, she wrote TV specials and produced documentaries.

Tom Romine, assistant news director of WCTW New Castle, Ind., appointed news director, replacing **Michael K. Rogers**, who goes to Ball State University, Muncie, Ind., as assistant to director of radio-TV center. **Larry Stewart**, with WLBC Muncie, Ind., named assistant news director of WCTW.

Dan Cubberly, KUKI Ukiah, elected chairman of California AP Television and Radio Association, succeeding **Jess Marlow**, KNBC(TV) Los Angeles. **Jim McCulla**, ABC Radio, Los Angeles, elected vice chairman.

Don Webb, news director, WKRC Cincinnati, elected president of Ohio AP Broadcasters Association.

Norman Suttles, owner of WPVA Colonial Heights-Petersburg, Va., and WFBS Spring Lake, WISR Kinston, WSMY Weldon, and WRNC Raleigh, all North Carolina, elected president of North Carolina AP Broadcasters Association.

Charles Neiswender, news writer for NBC News in Los Angeles, joins editorial staff of KNXT(TV) Los Angeles.

Don Rockwell, formerly newscaster for KOVR(TV) Stockton-Sacramento, Calif., and WANE-TV Fort Wayne, Ind., named news media director for Council

of California Growers, San Francisco.

Charlie Farrell, chief clerk of Beaver county (Pa.) commissioners, joins news staff of WJAS-AM-FM Pittsburgh.



Mr. Nemcoff

Barry R. Nemcoff, editorial director of WCAU-TV Philadelphia, appointed news director. **Peter W. Duncan**, writer-producer for WCAU-TV, succeeds Mr. Nemcoff.

Oscar Frenette, news director of WPON Pontiac, Mich., joins WJR Detroit, as director of editorial research.

EQUIPMENT & ENGINEERING

Charles E. Maki, product line chief engineer at Honeywell Aerospace Division, Minneapolis, named senior VP in charge of CATV products division of Ameco Inc., Phoenix.

Stanley W. Meyer, manager, customer technical services, Memorex Corp., Santa Clara, Calif., named VP of newly formed supplies division. **Richard D. Boucher**, director of manufacturing for magnetic tape operations, named VP, manufacturing of same division.

Leonard R. Sainsbury, area manager for 3M Co., photo film division, Rochester, N. Y., named VP-general manager of magnetic tape division of Ampex Corp., Redwood City, Calif. **Brian Trankle**, manager of sales liaison for magnetic tape division of Ampex, Redwood City, named to newly created post of national sales manager.

Arnold Rosen, director of engineering operations at Gotham Recording Corp., New York, named VP.

Ralph M. Spang, VP and controller for Zenith Radio Corp., Chicago, named VP and treasurer. **Revone Kluckman** becomes controller for Zenith. **Sam Kaplan**, executive VP and assistant general manager for Zenith, Chicago, relinquishes post of treasurer.

Edward L. Koller, managing director, Ampex Australia Pty. Ltd., Sydney, Australia, named to newly created position of VP-marketing for Pacific Measurements Inc., Palo Alto, Calif.

James A. Thomas, VP and director of engineering for Broadcast Enterprises Inc., Melbourne, Fla., named manager, field engineering at CBS Laboratories, Stamford, Conn. **Richard L. Roule**, with CBS Laboratories, Stamford, appointed manager, video products.

Phillip Charland, video tape supervisor at WTOG-AM-FM-TV Savannah, Ga., joins Georgia State Educational Television Network, Atlanta, as technical director.

Robert L. Toner, manager of digital

BROADCASTING, July 3, 1967

apparatus division of Fischer & Porter Co., Warminster, Pa., named sales manager of CATV systems division of Jerrold Electronics Corp., Philadelphia.

James L. Dangremond, with electronic tube division of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed product sales manager, picture tubes-original equipment manufacturers.

William H. Hazlett, eastern division sales manager for Altec Lansing Corp., New York, retires after more than 14 years with company. No future plans announced.

Roger Klemmer, with KCFI Cedar Falls, Iowa, joins KCLN Clinton, Iowa, as engineer-announcer.

ALLIED FIELDS

Mildred Steindorf, director of field services for Marketing and Research Counselors Inc., Dallas, named VP.

Richard L. Franz, financial manager of Patent Office of U.S. Department of Commerce, Washington, appointed assistant bureau chief for management in FCC Broadcast Bureau there, succeeding **Stanley E. McKinley**, who becomes deputy executive director for FCC.



Miss Findlow

ing Sept. 15.

Carl H. Butman, consultant on regulatory matters in Washington, retires after some 35 years as radio consultant. Mr. Butman was secretary of Federal Radio Commission, which preceded FCC.

Royal E. Blakeman, president of The National Academy of Television Arts and Sciences, New York, has accepted invitation of Vice President Hubert H. Humphrey, chairman of President's Council on Youth Opportunity, to serve as member of National Youth Entertainment Task Force.

Professor Malcolm S. MacLean Jr., holder of George H. Gallup chair of communication research in University of Iowa school of journalism, Iowa City, named director of school of journalism, succeeding **Professor Leslie G. Moeller**.

INTERNATIONAL

Martin Michael Kiwe, associated with Adalia Anstalt, Rome, appointed sales representative for ABC Films for Italy.

Carl Rust, chief engineer for NBC International Enterprises in Nigeria,

joins NBC International television project in South Vietnam as director of engineering.

Ian Gordon Stott, businessman from Sydney, N. S., appointed part-time member of Board of Broadcast Governors, Ottawa, replacing **Professor W. J. Woodfine** of Antigonish, N. S., who resigned to join special cabinet task force on foreign investment.

DEATHS

Robert T. Colwell, 64, VP and senior creative consultant of J. Walter Thompson Co., New York, died of heart attack June 25 at Pelham Country Club, Pelham, N. Y. Mr. Colwell joined JWT in 1929. He wrote radio scripts in 1930's for such programs as *Lux Radio Theater* and *Kraft Music Hall* and for Eddie Cantor and Rudy Vallee shows. During World War II he was in charge of broadcasts to enemy over Radio Luxembourg. In 1946 he left JWT to help form another agency, Sullivan, Stauffer, Colwell & Bayles (BROADCASTING, Aug. 26, 1946). He served as creative head of SSC&B. From 1954 to 1960 Mr. Colwell served as consultant to United States Information Agency. Surviving are his wife, Louise, daughter and two sons.



Mr. Colwell

Watson Davis, 71, who conducted *Adventures in Science* on CBS Radio from 1930 to 1959, died of cancer June 27 at George Washington University hospital in Washington. On his program Mr. Davis interviewed some 1,300 scientists on their research. Mr. Davis, director emeritus of Science Service and pioneer in field of science

reporting, retired last June. Surviving are his wife, Marion, daughter and son.

Frederick Glauser, 64, who was senior VP and director of Honig-Cooper & Harrington, San Francisco, until illness forced him to retire, died June 23 after long illness. He joined HC&H in 1930 after having been with McCann-Erickson. Mr. Glauser is survived by his wife, Dorothy, and daughter.

Frank Edwards, 59, newscaster with wxlw Indianapolis until ill health forced him to quit a month ago, and former commentator for Mutual Broadcasting System in Washington, died of apparent heart attack June 23 at his home in Indianapolis. He was commentator for MBS program sponsored by American Federation of Labor from 1949 to 1954. Mr. Edwards was author of best seller, "Flying Saucers—Serious Business." He is survived by his wife, Mary.

Joseph P. Reddy, 73, director of public relations for Walt Disney Studios for 25 years, died of an apparent heart attack June 10 in his Los Angeles home. He is survived by his wife, Ruby, and son.

Barry F. Meglaughlin, 63, first and only PR manager of Esso Standard Oil Co., died June 19 in St. Barnabas Medical Center, Livingston, N. J., after long illness. Mr. Meglaughlin retired in December 1961 after over 17 years as Esso Standard's PR manager. He is survived by his wife, Adelyn, and daughter.

James T. Timothy, 35, account executive with NBC-TV Spot Sales in Chicago, died June 23 in Evanston (Ill.) hospital after long illness. Before joining NBC in Chicago in 1960, Mr. Timothy was sales manager of KMBY Monterey, Calif. He is survived by his wife and three sons.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 16 through June 28, 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. 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

Hazard, Ky.—Hazard Television Inc. Seeks UHF ch. 57 (728-734 mc); ERP 18.05 kw vis., 3.57 kw aur. Ant. height above average terrain 800.6 ft.; ant. height above ground 442.18 ft. P. O. address: Main Street, Hazard 41701. Estimated construction cost \$85,316; first-year operating cost \$200,875; revenue \$226,500. Geographic coordinates 37° 15' 21" north lat.; 83° 7' 56" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-27DH. Legal counsel Cohen and Berfield, Washington; consulting engineer Paul H. Myers, Farmington, Mich. Principals: D. A. Davis, president and treasurer (48%) and William Dewey Gorman, vice president and secretary (50%). Mr. Davis has been director of applicant company which also has CATV system serving Hazard and is 40% stockholder and vice president of furniture rental outlet. Mr. Gorman is 33 1/3% stockholder, vice president and director of real estate development company. Ann. June 22.

Hazard, Ky.—Mountain Broadcasting Service Inc. Seeks UHF ch. 57 (728-734 mc); ERP 55.3 kw vis., 11.06 kw aur. Ant. height above average terrain 458 ft.; ant. height above ground 313 ft. P. O. address: Box 898, Hazard 41701. Estimated construction cost \$199,577; first-year operating cost \$48,000; revenue \$60,000. Geographic coordinates 37° 14' 19" north lat.; 83° 12' 41" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-6C. Legal counsel Robert A. Marmet, Washington; consulting engineer Robert L. Towers, Lexington, Ky. Principals: Fred Bullard, president and Ernest Sparkman, vice president. Applicant is licensee of WKIC-AM-FM Hazard, Ky. Requests waiver of Sec. 73.613(a) of commission's rules. Ann. June 22.

Brampton, Mich.—WFRV Inc. Seeks VHF ch. 3 (60-66 mc); ERP 100 kw vis., 15 kw aur. Ant. height above average terrain 1,110 ft.; ant. height above ground 1,048 ft. P. O. address: 1181 East Mason Street, Green Bay, Wis. 54305. Estimated construction cost \$209,250; first-year operating cost \$69,310; revenue \$70,290. Geographic coordinates 46° 20' 09" north lat.; 87° 03' 26" west long. Type trans. RCA TT-25BL. Type ant. RCA TF-6AL. Legal counsel Covington & Bur-

ling; consulting engineer A. D. Ring & Associates, both Washington. Principals: Ralph A. Jackson, president and general manager, et al. Station to be satellite of WFRV-TV Green Bay, Wis. Mr. Jackson is president and director of WFIE Inc., licensee of WFIE-TV Evansville, Ind., and executive vice president and general manager of WAVE Inc., which owns and controls all stock of applicant and WFIE Inc., and is licensee of WAVE-TV Louisville, Ky. Mr. Southard has no other present business interests other than WFRV Inc. Ann. June 28.

FINAL ACTIONS

*Norfolk, Neb.—Nebraska Educational Television Commission. Broadcast Bureau granted UHF ch. 19 (500-506 mc); ERP 282 kw vis., 56.2 kw aur. Ant. height above average terrain 1,110 ft.; ant. height above ground 1,069 ft. P. O. address: 12th & R Streets, Lincoln, Neb. 68508. Estimated construction cost \$564,179.75; first-year operating cost \$43,000 plus; Geographic coordinates 42° 14' 15" north lat.; 97° 16' 41" west long. Type trans. GE TT-57-A. Type ant. GE TY-97-A. Legal counsel Dow, Lohnes & Albertson; consulting engineer Jansky & Bailey, both Washington. Principals: Jack G. McBride, general manager and secretary and William R. Ramsey, director of engineering. Action June 20.

Tacoma, Wash.—Clay F. Huntington. Broadcast Bureau granted UHF ch. 20 (506-512 mc); ERP 21.4 kw vis., 4.27 kw aur. Ant. height above average terrain 360 ft., above ground 230 ft. P. O. address: 207 Tacoma Ave. South, Tacoma. Estimated construction cost \$97,295; first-year operating cost \$36,720; revenue \$62,400. Studio and trans. both to be located in Tacoma. Geographic coordinates 47° 12' 11" north lat.; 122° 25' 22" west long. Type trans. RCA TTU-1B; type ant. RCA TFU-24-DL. Consulting engineer Kenneth Williams Jr., Tacoma. Mr. Huntington is licensee of KLAY-FM Tacoma. Action June 22.

OTHER ACTIONS

Review board in Savannah, Ga., television broadcast proceeding, Docs. 16976-8. Granted motion filed June 21 by Lewis Broadcasting Corp. and extended to June 30 time to file replies to exceptions and brief in support of exceptions to initial decision. Action June 22.

Office of opinions and review on June 23 granted petition of Erway Television Corp. and extended time to July 7 for filing replies to oppositions to application for review filed June 1 in Baltimore television proceeding in Docs. 15875, 15876.

Review board in Yakima, Wash., UHF television proceeding, Docs. 16924-6. Denied joint petition for approval of agreement and for grant of remaining application, filed March 14 by Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., a joint venture. Board Member Nelson not participating. Action June 21.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on June 20 designated Hearing

Examiner Charles J. Frederick to serve as presiding officer in the proceeding on TV applications of Victor Muscat and KTOW-TV Inc. both Tulsa, Okla.; scheduled prehearing conference for July 14 and hearing for Sept. 7 (Docs. 17523-24). On June 27 designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on TV applications of S R C Inc. and San Angelo Independent School District No. 228-903, both San Angelo, Tex.; scheduled prehearing conference for July 18 and hearing for Sept. 13 (Docs. 17541-42).

Hearing Examiner Millard F. French on June 21 in proceeding on TV applications of St. Anthony Television Corp., Houma, La., et al., scheduled procedural dates including continuing hearing from July 12 to Sept. 25 (Docs. 17446-48).

Hearing Examiner H. Gifford Irion on June 21 in proceeding on TV applications of Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp. both Aurora, Ill., granted joint petition of applicants and extended procedural dates, but hearing remains July 11 (Docs. 17407-08).

Hearing Examiner David I. Kraushaar on June 27 in proceeding on TV application of WBLG-TV Inc. Lexington, Ky., granted petition to amend and supplement of applicant to reflect financial matter (Doc. 16701).

Hearing Examiner Chester F. Naumowicz Jr. on June 27 in proceeding on the TV applications of Sunset Broadcasting Corp., Yakima, Wash., et al. scheduled further prehearing conference for July 6 (Docs. 16924-26).

CALL LETTER ACTIONS

Coastal TV Corp., Columbus, Ga. Granted WTRT-TV.
Merrimack Valley Communications, Manchester, N. H. Granted WXPO-TV.

Existing TV stations

APPLICATIONS

KBYU-TV Provo, Utah—Seeks CP to replace expired CP which authorized installation of auxiliary ant. system, at main trans. and ant. location. Request for waiver of Sec. 1.534 of rules. Ann. June 21.

FINAL ACTIONS

*KETS(TV) Little Rock, Ark.—Broadcast Bureau granted license covering new educational TV and rededicate studio location as 350 South Donaghey, Conway. Action June 22.

KJOG-TV San Diego—Broadcast Bureau granted mod. of CP to change ERP to 309 kw vis., 55 kw aur., trans. location to San Miguel Mountain 12.85 miles ESE of San Diego post office, Calif.; change type trans., type ant., make changes in ant. structure, increase ant. height to 1940 ft. Action June 22.

KMNE-TV Bassett, Neb.—Broadcast Bureau granted mod. of CP to change ERP to 275 kw vis., 27.5 kw aur., change type trans., type ant., ant. structure, increase ant. height to 1480 ft., and make slight change in geographical coordinates. Action June 22.

KCEB(TV) Tulsa, Okla.—Broadcast Bureau granted mod. of CP to change ERP to 67.6 kw vis., 6.76 kw aur., trans. and studio location to 6th and Boulder Tulsa, type trans., type ant., make changes in ant. system and structure, decrease ant. height to 510 ft.; condition. Action June 20.

WIIC-TV Pittsburgh—Broadcast Bureau granted CP to make changes in type trans., type ant., ant. structure and decrease ant. height to 990 ft. Action June 26.

WCSC-TV Charleston, S. C.—Broadcast Bureau granted CP to change type trans. Action June 26.

KRET-TV Richardson, Tex.—Broadcast Bureau granted CP to change ERP to 3.39 kw vis., 0.676 kw aur., change trans. and studio location to 1250 West Beltline Road, Richardson, change ant. structure and increase ant. height to 260 ft. Action June 21.

OTHER ACTIONS

By memorandum opinion and order; Commissioner Wadsworth not participating, FCC denied requests by Sarkes Tarzian Inc. for waiver of Sec. 73.685(a) and 73.636 (principal city signal and overlap requirement) and dismissed its application as clearly not in accordance with commission's rules. Tarzian had requested CP to move trans. site of WTTV(TV), ch. 4, Blooming-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 22

	ON AIR		
	Lic.	CP's	CP's
Commercial AM	4,112 ¹	21	82
Commercial FM	1,613	29	279
Commercial TV-VHF	483 ²	15	21
Commercial TV-UHF	96 ²	25	131
Educational FM	303	5	36
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	53

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 22

	VHF	UHF	Total
Commercial	519	260	779
Noncommercial	76	102	178

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ³	1,533	570 ⁴	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

ton, Ind., 36 miles from its present site to 6 miles north of center of Indianapolis, 54.6 miles from center of Bloomington. Move would result in Tarzian's improving its signal over Indianapolis while at same time maintaining assignment of ch. 4 at Bloomington. Proposal is third attempt by Tarzian to relocate the WTTV trans. to site north of Indianapolis. Earlier attempts involved requests for rulemaking to change ch. 4 assignment from Bloomington to Indianapolis. Opposing petitions filed by Crosley Broadcasting Corp. (WKWI, ch. 13), and Indiana Broadcasting Corp. (WISH-TV, ch. 8), both Indianapolis, were granted to the extent that WTTV's application was dismissed.

By memorandum opinion and order, FCC dismissed petition by Warwick Broadcasting Corp. for reconsideration of March 15, 1967, action granting Metromedia, Inc., CP to replace expired permit for station WNEW, New York, N. Y. The permit was for relocation of trans. and ant. system of station WNEW.

ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on June 22 in proceeding on TV applications of RKO General Inc. (KHJ-TV) Los Angeles and Fidelity Television, Inc. & Norwalk, both California, granted petition to amend of applicant Fidelity Television Inc. to reflect changes in residence and employment of minority stockholder (Docs. 16679-80).

RULEMAKING ACTION

FCC on June 26 granted petition by Liberty Television Inc. and extended time to July 17 to file responses and to July 28 for replies on petition by Cascade Broadcasting Co. for rulemaking to amend TV table of assignments by deleting ch. 3 from Salem, Ore., assigning ch. 3 at Eugene and ch. 41 to Salem. Ann. June 27.

CALL LETTER APPLICATIONS

KMTW-TV, Kaiser Broadcasting Corp. Corona, Calif. Requests KBLA-TV
 *WVLE(TV), University of North Carolina, Asheville, N. C. Requests WUNF-TV.
 *WUNB-TV, University of North Carolina, Columbia, N. C. Requests WUND-TV.
 *WUND-TV, University of North Caro-

lina, Linville, N. C. Requests WUNE-TV.

New AM stations

FINAL ACTION

Bayard, N. M. — George L. McFarland. Broadcast Bureau granted 950 kc, 1 kw-D. P. O. address: 5 Crestway, Silver City, N. M. 88061. Estimated construction cost \$21,685; first-year operating cost \$23,500; revenue \$18,000. Principal: Mr. McFarland is 98% owner, with wife Elizabeth, under N. M. community property laws, and president of Moggollon Mountains Telephone Co. Action June 22.

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued initial decision proposing a grant of application of Paul L. Cashion and J. B. Wilson Jr. d/b as Wilkes County Radio for CP to operate new AM in Wilkesboro, N. C. Facilities requested for station are 1240 kc, 100 w U (Doc. 16311; BP-16556). Proposed grant was made with conditions. Wilkesboro has no other AM facility. Action June 27.

OTHER ACTIONS

Review board in East St. Louis, Ill., standard broadcast proceeding, Docs. 17256-7. Granted petition filed June 20 by East St. Louis Broadcasting Inc., and extended to June 30 time to file responsive pleadings to supplement to petition to enlarge issues filed by Metro-East Broadcasting Inc. on June 8. Action June 22.

FCC denied request by Burns-Rieke-Voss Associates for waiver of Sec. 73.24 (b) (4) of commission's rules (overlap) and returned its application. Proposal was for 1560 kc, 1 kw-DA-2-U, operation in Iowa City. Action June 28.

Review board in Macon, Miss. standard broadcast proceeding, Docs. 17444-5. Granted petition filed June 22 by James W. Eatherton and amendment thereto filed June 23, and extended to July 10 time within which to file oppositions to petitions to enlarge issues filed by J. W. Furr and James W. Eatherton on June 12. Action June 27.

Review board in Kettering, Ohio standard broadcast proceeding, Docs. 17243, et al. Granted petition to enlarge and delete issues

filed April 7 by Kittyhawk Broadcasting Corp. to extent of adding issue to determine whether Western Ohio Broadcasting Service Inc. proposes sufficient and suitable technical equipment to operate its proposed station; deleted issue 12; granted petition to accept late filed pleading, filed May 1 by Broadcast Bureau. Action June 27.

Review board in Sioux Falls, S. D., standard broadcast proceeding, Doc. 17174. Denied petition to enlarge issues filed May 8 by KISD Inc. Action June 22.

ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on June 21 in proceeding on AM applications of Logan Broadcasting Co., Logan, and Upper Broadcasting Co., Upper Arlington, both Ohio, granted petition to amend by applicant Logan Broadcasting Co. to reflect programing changes and addition of one staff member (Docs. 17336-37).

Hearing Examiner Charles J. Frederick on June 23 in proceeding on AM educational applications of New York University, New York, and Fairleigh Dickinson University, Teaneck, N. J., rescheduled hearing from July 24 to October 17 (Docs. 17454-55).

Hearing Examiner Millard F. French on June 22 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, granted joint motion of applicants and corrected transcript as specified in such motion (Docs. 16876-78).

Hearing Examiner Isadore A. Honig on June 22 in proceeding on AM applications of East St. Louis Broadcasting Co Inc. and Metro-East Broadcasting Inc., both East St. Louis, Ill., rescheduled hearing from July 11 to July 18 to receive evidence under issue 2 (Docs. 17256-57).

Hearing Examiner Isadore A. Honig on June 23 in proceeding on AM applications of Circle L Inc., Reno, et al. by MOKO granted "petition to amend application" and "supplement to petition for leave to amend" filed by applicant Radio Nevada to reflect financial matter (Docs. 16110-11, 16113, 16115).

CALL LETTER APPLICATION

Tri-Lakes Broadcasting Co., Water Valley, Miss. Requests WVLY.

CALL LETTER ACTION

Donnelly C. Reeves, Roseville, Calif. Granted KPOP.

DESIGNATED FOR HEARING

By memorandum opinion and order, FCC designated for hearing application by V.W.B. Inc., for new daytime AM station to operate on 1380 kc, 5 kw, in Bridgeton, N. C. Issues include determination as to whether V.W.B. will realistically provide local transmission facility for its specific station location or for another larger community. Jeffrey Broadcasting Corp. (WRNE) and New Bern Broadcasting Inc. (WHIT), both New Bern, N. C., were made parties to proceeding. Action June 28.

Existing AM stations

APPLICATIONS

WGNE Panama City Beach, Fla.—Seeks CP to change frequency from 1480 kc to 1490 kc; change hours of operation from daytime (500 w) to unlimited using power of 250 w, 1 kw-LS, change ant.-trans. location to Ninth Street, West of railroad tracks, Panama, Fla.; change studio location to Hotel Marie building, 487 Luverne Street, Panama City, Fla.; operate trans. by remote control from studio location; install new trans. (Gates BC-1G); and change station location from Panama City Beach Fla. to Panama City, Fla. Request waiver of Secs. 73.30(c) and 73.37(a) of rules. Action June 28.

KCSO Edmond, Okla.—Seeks CP to change ant.-trans. location to 800 feet north and 150 feet west of intersection of Ayers Street and Chowning Avenue, Edmond, Okla.; operate trans. by remote control from studio location (500 East Hurd Street, Edmond, Okla.); change frequency from 88.1 mcs. ch. #201 to 90.1 mcs. ch. #211; install new trans. (CCA FM-5000D); install new ant. (Jampro JA-6B, 6 sections); increase TPO to 5 kw; and operate with ERP to 28.58 kw and HAAT of 236 feet. Action June 28.

FINAL ACTIONS

KSNM Pocatello, Idaho—Broadcast Bureau granted CP to change location of ant.-trans. to north of Pocatello on Interstate 15, at 2½ mile road, Pocatello. Action June 26.

KCOG Centerville, Iowa—Broadcast Bureau granted CP to change ant.-trans. location to U. S. Highway #2, ¾ mile west of Centerville, and install new type trans.; conditions. Action June 26.

WNAT Natchez, Miss.—Broadcast Bureau

granted CP to install auxiliary trans. at approximately 225 ft. N. St. Catherine St., and Old Washington Rd. Intersection, Natchez; conditions. Action June 28.

WFLI Lookout Mountain, Tenn.—Broadcast Bureau granted mod. of CP to make change in DA daytime pattern. Add MEOV. Action June 22.

KLEO Wichita, Kan.—Broadcast Bureau granted CP to change ant.-trans. to 21st Street, midway between Webb and Greenwich, near Wichita, and make changes in DA system; condition. Action June 23.

KTAC Tacoma, Wash.—Broadcast Bureau granted CP to increase daytime power from 1 kw to 10 kw, change from DA-N to DA-2, and install new trans.; conditions. Action June 23.

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KLIC Monroe, La.; KZOT Marianna, Ark.; WBUX Doylestown, Pa.; WDSU New Orleans; WGNP Indian Rocks Beach, Fla.; WHCQ Spartanburg, S. C., and WKLF-AM-FM Clanton, Ala. Ann. June 22.

INITIAL DECISION

An initial decision, proposing grant of AM application of Royal Broadcasting Inc., for renewal of license of KHAI Honolulu (1090 kc, 5 kw-U, class II), has been issued by FCC Chief Hearing Examiner James D. Cunningham. Action also denied competing application of Radio KHAI Inc., Honolulu, for same facilities (Docs. 16676-7). Action June 28.

A one-year renewal of license application of WNJR Newark, N. J., has been proposed in initial decision issued by FCC Hearing Examiner Isadore A. Honig. Continental Broadcasting Inc., licensee of WNJR had applied for standard three-year renewal (Doc. 16050; BR-174). Among factors leading to initial decision calling for one-year renewal are failure to file brokerage contracts on time, failure to exercise adequate control and supervision, violation of commission logging rules and misrepresentation and furnishing false documents to commission by WNJR employe. Commission order states, however, that none of licensee principals was guilty of intentional misrepresentation to commission. Action June 23.

FCC remanded to hearing examiner record in the Harriman Broadcasting Co. (WXKL), Harriman, Tenn., AM proceeding (Doc. 17255) with instructions that he issue initial decision on trafficking question only at earliest possible date; provided that exceptions to initial decision may be filed within ten calendar days after initial decision of examiner is released; and notified all parties that commission contemplates holding oral argument within two to five business days after exceptions are filed. Action by Commissioners Hyde (chairman), Bartley, Lee, Loevinger and Johnson, June 21, by order. Ann. June 26.

OTHER ACTIONS

By memorandum opinion and order, FCC denied requests by Azalea Corp. and People's Progressive Radio Inc. for interim operating authority to utilize former facilities of deleted station WMOZ (960 kc, 1 kw-D, class III) at Mobile, Ala. Designated for hearing in consolidated proceeding mutually exclusive applications filed by Azalea Corp., W.G.O.K. Inc., People's Progressive Radio Inc. and Mobile Broadcast Service Inc. for CP for regular operation with same facilities. Action June 28.

Office of opinions and review on June 23 granted motion of Iowa State University of Science and Technology (WOI) Ames, Iowa, for extension of time to July 6 to file exceptions to the supplemental initial decision in the proceeding on its applications for special service authorization and CP in Docs. 11290 and 16298.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on June 27 designated Hearing Examiner James D. Cunningham to serve as presiding officer in proceeding on AM application of Georgia Radio Inc. (WPLK) Rockmart, Ga.; scheduled prehearing conference for July 27 and hearing for Sept. 14 (Doc. 17537).

Hearing Examiner Thomas H. Donahue on June 22 in proceeding in the matter of revocation of license of Santa Rosa Broadcasting Co. Milton, Fla., certified case to the commission (Doc. 16874).

Hearing Examiner Jay A. Kyle on June 22 in proceeding on AM application of Mel-Lin Inc. (WOBS) Jacksonville, Fla., scheduled procedural dates and rescheduled hearing from July 19 to Sept. 19 (Doc. 17474).

Hearing Examiner Chester F. Naumowicz Jr. on June 21 in proceeding on AM

applications of J. W. Furr (WMBC) and James W. Eatherton, both Macon, Miss., scheduled procedural dates including hearing for Sept. 6 (Docs. 17444-45). On June 22 in proceeding on AM renewal application of Western North Carolina Broadcasters Inc. Canton, N. C., rescheduled hearing from July 11 to July 12 (Doc. 17050).

FINES

FCC has ordered WESB, licensee of WWGO Erie, Pa., to pay forfeiture of \$2,000 for repeatedly failing to operate station in accordance with terms of its license and for violations of part 73 of rules. Commission action June 28, by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, and Wadsworth, by memorandum opinion and order.

CALL LETTER APPLICATION

WAAF, Atlans Communications Inc., Chicago. Requests WGRT.

New FM stations

APPLICATIONS

Springdale, Ark.—Autus Johnson. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 130 ft. P. O. address: Route 2, Box 350. Estimated construction cost \$11,582; first-year operating cost \$6,000; revenue \$7,300. Principal: Mr. Johnson is sole owner of KSPR Springdale, Ark. Ann. June 28.

Oxnard, Calif.—La Plaza Broadcasters. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain minus 7 ft. P. O. address: 918 W. Wooley Road, Oxnard 93030. Estimated construction cost \$8,500; first-year operating cost \$30,000; revenue \$44,000. Principals: Jesus R. Beltran, Manuel Covarrubias and Alfred J. Olivares (each 10%), Frank J. Olivares (45%) and Cullen B. Tendick (25%). Mr. Beltran owns 50% of two liquor businesses. Mr. Covarrubias is carpenter. Mr. A. Olivares is laborer. Mr. F. Olivares owns retail radio service concern. Mr. Tendick is electronic engineer and owns consulting radio engineering concern. Ann. June 26.

Erie, Pa.—Burbach Broadcasting Co. Seeks 103.7 mc, ch. 279, 50 kw. Ant. height above average terrain minus 110 ft. P. O. address: 1677 Gateway building number 2, Pittsburgh 15222. Estimated construction cost \$34,495; first-year operating cost \$35,000; revenue \$40,000. Principals: John L. Laubach Jr. and Robert H. Burstein. Mr. Laubach is president, director and stockholder in WESA Charleroi, Pa., and is president, director and 33 1/3% stockholder in WSRB Boca Raton, Fla., recently filed for FCC approval of assignment to Burbach Radio. Mr. Burstein is treasurer, director and 33 1/3% stockholder in WSRB. Ann. June 26.

Manati, P. R.—Arecibo Broadcasting Inc. Seeks 96.9 mc, ch. 245, 18.25 kw. Ant. height above average terrain zero ft. P. O. address: Box 6, Manati 00701. Estimated construction cost \$24,403; first-year operating cost \$12,000; revenue \$15,000. Principal: Efraim Archilla-Roig, president. Applicant is licensee of WMT Manati. Ann. June 26.

Lenoir, Tenn.—WLIL Inc. Seeks 93.5 mc, ch. 228, 2.827 kw. Ant. height above average terrain 165 ft. P. O. address Box 340, Lenoir 37771. Estimated construction cost \$8,500; first-year operating cost \$8,500; revenue \$8,000. Principal: Arthur Wilkerson (100%) manages WLIL Lenoir and will serve in same capacity for FM. Ann. June 23.

FINAL ACTIONS

Carrollton, Ky.—Titan Broadcasting Corp.—Broadcast Bureau granted CP for new class A FM broadcast to operate on ch. 261 (100.1 mc). ERP 3 kw, ant. height 300 ft. Action June 28.

Marshall, Mo.—KMMO Inc. Broadcast Bureau granted 102.9 mc, ch. 275, 56.7 kw. Ant. height above average terrain 230 ft. P. O. address: Box 128, Marshall 64350. Estimated construction cost \$51,824.50; first-year operating cost \$35,000; revenue, none indicated. Principals: F. V. Heinkel, president of board, plus stockholders. KMMO Inc. is licensee of KMMO Marshall. KMMO Inc. is controlled by MFA Security Service Co., which is controlled in part by Countryside Casual Co. and MFA Life Insurance Co. and MFA Mutual Insurance Co. Action June 28.

Utuaado, P. R.—Central Broadcasting Corp. Broadcast Bureau granted 104.1 mc, ch. 281, 5.6 kw, ant. minus 860 ft. P. O. address: Box 687, Utuaado, P. R. (00613). Estimated construction cost \$3,436; first-year operating cost \$4,000 revenue \$6,000. Applicant is licensee of WUPR Utuaado. Action June 23.

Vermillion, S. D.—Siouxland Broadcasting Inc. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 245 ft. P. O. address: 119 East Main Street,

Vermillion. Estimated construction cost \$14,000; first-year operating cost \$6,000; revenue \$10,000. Principals: Theodore J. Dolney and K. E. Macy (each 49.6%), et al. Siouxland is permittee of AM in Vermillion filed Jan. 18, 1966. Mr. Dolney is president of Siouxland and lawyer. Mr. Macy is vice president of Siouxland and general manager of Macy Trucking Inc., manager of transportation company and sole owner of lumber company and antique car restoring enterprise. Action June 22.

Galveston, Tex.—Harbor Broadcasting Co. Broadcast Bureau granted 106.5 mc, ch. 293, 26 kw. Ant. height above average terrain 195 ft. P. O. address: c/o George D. Cowan, Box 1138, Galveston 77550. Action June 28.

Spanish Fork, Utah—Pioneer Broadcasting Co. Broadcast Bureau granted 106.3 mc, ch. 292, 220 w. Ant. height above average terrain 920 ft. P. O. address: RD #1, Box 80-A, Spanish Fork 84660. Estimated construction cost \$23,107; first-year operating cost \$4,500; revenue \$4,500. Principals: George K., president and treasurer (50.5%) and Mrs. Charlotte L. Culbertson, vice president and secretary (49.2%) and Mrs. Catherine C. Buss (0.3%). Mr. Culbertson is president, treasurer and general manager of applicant-owned KONT Spanish Fork. Mrs. Culbertson is vice president, secretary and program director of same. Mrs. Buss is director of same and high school teacher. Action June 28.

Suring, Wis.—Paul A. Stewart Enterprises Inc. Broadcast Bureau granted 102.7 mc, ch. 274, 71 kw. Ant. height above average terrain 530 ft. P. O. address: Box 504, Madison, Wis. 53701. Estimated construction cost \$19,600; first-year operating cost \$15,000; revenue \$18,000. Principals: Paul A. Stewart (45.8%), Helen E. Stewart (7.2%), Warren Hopeman (1.6%) and others. Mr. Stewart has interests in insurance, real estate and farming. Mrs. Stewart is housewife. Mr. Hopeman has same interests as Mr. Stewart. Under 25-mile rule, applicant proposes to use ch. 274 assigned to Shawano, Wis. Action June 28.

OTHER ACTION

Review board in Syracuse, N. Y., FM broadcast proceeding, granted request filed on May 3 and extended to July 1 time for filing responsive pleadings to petition to enlarge issues and appeal from hearing examiner's ruling filed on April 20 by Mars Broadcasting Inc. Dismissed as moot request for extension of time filed May 1 by Mars Hill. Action June 22.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on June 20 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in the proceeding on FM applications of Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp., both Baton Rouge, scheduled prehearing conference for July 12 and hearing for Sept. 11 (Docs. 17517-18) and designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in the proceeding on FM applications of Hi-Point Broadcasting Co. and Charles H. Chamberlain, both Bellefontaine, Ohio; scheduled prehearing conference for July 14, and hearing for Sept. 7 (Docs. 17519-20).

Hearing Examiner Thomas H. Donahue on June 23 in proceeding on FM applications of Community Broadcasters Inc. and West-State Broadcasting Co. both Grand Haven, Mich., scheduled procedural dates including further prehearing conference for August 21 and cancelled hearing scheduled for July 20 (Docs. 17470-71).

Hearing Examiner Millard F. French on June 22 in proceeding on FM applications of Cherokee Broadcasting Co., Murphy, N. C. and Fannin County Broadcasting Co., Blue Ridge, Ga., closed record; proposed findings to be filed on July 24 and replies on August 7 (Docs. 17086-87).

Hearing Examiner Forest L. McClenning on June 21 in proceeding on FM applications of News-Sun Broadcasting Co. Waukegan, Ill. et al. granted petition to amend of Maine Township FM Inc. to reflect financial matter (Docs. 13292, 13940, 17242). On June 27 in proceeding on FM applications of News-Sun Broadcasting Co. Waukegan, Ill. et al. by MO&O reaffirmed action of June 21 granting petition to amend of applicant Maine Township FM Inc. (Docs. 13292, 13940, 17242).

Hearing Examiner Elizabeth C. Smith on June 23 in proceeding on FM applications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc. both Slidell, La., granted petition to amend of applicant Faulkner Radio Inc. to reflect corrected population figures based upon 1960 New Orleans census (Docs. 17261-62).

CALL LETTER APPLICATIONS

Richard P. Lamoreaux, Monmouth, Ill.

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Requests WVPC-FM.

■ Brookings Broadcasting Co., Brookings, S. D. Requests KBRK-FM.

CALL LETTER ACTIONS

■ Marshall Electric Co., Marshalltown, Iowa. Granted KFJB-FM.

■ Capitol Broadcasting Inc., Aurora, Neb. Granted KROA(FM).

■ Christian Services Inc., Spokane, Wash. Requests KCFA-FM.

DESIGNATED FOR HEARING

■ FCC by order designated for hearing application by Sanford Schaftz for new class A FM to operate on ch. 280 (103.9 mc) with ERP 3 kw and ant. height of 85 ft., at Farrell, Pa. Action June 28.

Existing FM stations

APPLICATIONS

KTUX-FM Livermore, Calif.—Seeks CP to change station location to Concord, Calif.; change ant.-trans. and studio location to 4.5 miles east of Myrtle Drive off Kirker Pass Road, Concord, Calif.; increase TPO to .975 kw; and decrease HAAT to 143 ft. Petition to accept application for relocation of KTUX-FM for filing. Action June 28.

FINAL ACTIONS

*KERS(FM) Sacramento, Calif.—Broadcast Bureau granted CP to install new type trans., ERP 5.4 kw, ant. height 69 ft. Action June 22.

WOL-FM Washington—Broadcast Bureau granted mod. of CP to increase ERP to 50 kw; ant. height 480 ft., condition. Action June 23.

KGMB-FM Honolulu—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant., increase ERP to 59 kw. Action June 22.

KPWD(FM) Plentywood, Mont.—Broadcast Bureau granted CP to change ant.-trans. location to Plentywood Airport northeast corner, Plentywood, and decrease ant. height to 34 ft. Action June 23.

WGET-FM Gettysburg, Pa.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., make change in ant. system, increase ERP to 10 kw, ant. height 350 ft.; condition. Action June 23.

WBRE-FM Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change studio location to Hotel Sterling, Wilkes-Barre, install new type trans., new type ant., make change in ant. system, increase ERP to 6.9 kw, and decrease ant. height to 1,100 ft. Action June 23.

WYCR(FM) York-Hanover, Pa.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., increase ERP to 20.5 kw, and decrease ant. height to 710 ft. Action June 23.

■ Broadcast Bureau granted renewal of licenses for following stations and pending auxiliaries: WCKW(FM) LaPlace, La.; KRIB Rayville, La.; WJQS Jackson, Miss.; WDAM-TV Laurel, Miss., and WRPM-AM-FM Poplarville, Miss. Action June 27.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on June 22 in proceeding in the matter of Calif. Water and Telephone Co.; The Associated Bell Systems Companies; The General Telephone System, and United Utilities Inc. (CATV) denied petition to intervene filed by Radio Hanover Inc. (Doc. 17333).

■ Hearing Examiner H. Gifford Irion on June 22 in proceeding in re petitions by Akron Telerama Inc. Akron, Ohio et al. (CATV) cancelled further conference set for June 26, and rescheduled hearing from July 17 to July 21 (Docs. 17357-59).

■ Hearing Examiner Forest L. McClenny on June 21 in proceeding in the matter of petitions by Taft Broadcasting Co., Lexington, Ky. (CATV) granted motion of Kentucky Central Television Inc. and made it a party to the proceeding in lieu of Taft Broadcasting Co., and Taft Broadcasting Co. is dismissed as a party to proceeding (Doc. 16990).

■ Hearing Examiner Chester F. Naumowicz Jr., on June 21 in proceeding in re United Transmission Inc., Russell, Kan. (CATV), et al. continued all procedural dates including hearing for September 6, 1967 and certified record to commission for appropriate action (Docs. 17181-83). On June 22 in proceeding in the matter of petition of Midwest Television Inc. (KFMB-TV) San Diego, (CATV) and application of American Television Relay Inc., Escondido, Calif. (Microwave), scheduled hearing for July 10 (Docs. 16786, 17008).

■ Hearing Examiner Herbert Sharfman on June 26 in proceeding on CATV petition of Bluefield Television Cable, Bluefield, W. Va., rescheduled hearing from July 12 to July 25 (Doc. 17469).

■ Hearing Examiner Elizabeth C. Smith

on June 26 in proceeding on AM applications of 1400 Corp (KBMI) (renewal) and Joseph Julian Marandola (CP) both of Henderson, Nev., granted joint motion of applicants and rescheduled procedural dates including hearing from June 29 to Sep. 25 (Docs. 16813-14). And in proceeding in re cease and desist order against CATV operation of Valley Vision Inc., Jackson and Sutter Creek, both California, granted petition of applicant to extent that further prehearing conference is continued from July 6 to July 31 (Doc. 17442).

CALL LETTER APPLICATIONS

■ WJBC-FM Bloomington Broadcasting Corp., Bloomington, Ill. Requests WBNQ(FM).

■ WAIR-FM, Holiday Broadcasting Corp., Winston-Salem, N. C. Requests WGPL(FM).

■ KLVI-FM, Radio Beaumont Inc., Beaumont, Tex. Requests KPBO(FM).

CALL LETTER ACTION

■ WJSM(FM), Beacon Broadcasting Concern, Martinsburg, Pa. Granted WJSM-FM.

Translators

ACTIONS

K03CO Alamosa, Colo.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to three miles southeast of Alamosa City Hall, Alamosa. Action June 23.

■ FCC granted application for CP, for translator station, that will broadcast Washington ch. 20 programs in Baltimore area, Channel 20 Inc., licensee of WDCA-TV Washington has been authorized to construct translator station at Towson, Md. It will operate on UHF ch. 73. Action June 27.

K07CM Panaca, Nev.—Broadcast Bureau granted CP for VHF TV translator to change input channel to KORK, ch. 3, Las Vegas. Action June 23.

Verdi, Nev. Washoe County TV Tax District—Broadcast Bureau granted CP for new UHF-TV translator to serve Verdi, operating on ch. 75, by rebroadcasting programs of KCRL(TV), ch. 4, Reno. Action June 26.

■ FCC by memorandum opinion and order granted applications of Hubbard Broadcasting Inc. for CPs for new 1,000-w UHF television translators to serve Alamogordo and Holloman, N. M. on output ch. 4, and to serve Carrizozo, N. M. on output ch. 73, by rebroadcasting programs of its KOB-TV (ch. 4) at Albuquerque; dismissed on procedural grounds a petition filed by Tri-State Broadcasting Inc., for denial of Hubbard application to serve Alamogordo and Holloman; and denied petition and the objection filed by TV Cable of Space City Inc. Tri-State Broadcasting Co. is licensee of KTSM-TV, ch. 9, at El Paso, Tex.; TV Cable of Space City operates CATV system in Alamogordo, N. M. Action June 21.

■ FCC by memorandum opinion and order; Commissioner Bartley concurring, granted application of Liberty Television Inc., for CP for new 20-w UHF television translator on ch. 70 to serve Mill City, Lyons and Mehama, Ore., by rebroadcasting programs of KEZI-TV, ch. 9, at Eugene. Commission denied opposing petition of King Broadcasting Co. (KGW-TV, ch. 8), Portland. Action June 21.

■ FCC granted application of Toketee Falls improvement club, for CP for new one-w VHF television translator on ch. 12 to serve Toketee Falls area, Ore., by rebroadcasting programs of station KMED-TV, ch. 10, Medford. Grant is subject to condition that permittee shall assume responsibility for eliminating any objectionable interference which may result to direct reception of signals of KVAL-TV, ch. 13, Eugene, Ore., from operation of Toketee Falls translator. Commissioner Bartley concurring, but would not add condition. Action June 21.

Clark Summit, Pa. Northeastern Pennsylvania Educational Television Association.—Broadcast Bureau granted CP for new UHF TV translators to serve Clark Summit, Dalton and Waverly and part of Scranton, operating on ch. 76, by rebroadcasting programs of WVIA-TV, ch. 44, Scranton, Pa. Action June 20.

Memphis, Tex. K77AQ, K80AU, K82AZ—Broadcast Bureau granted CPs for UHF TV translators to include Lakeview and Estelline in principal community; specify primary TV station as KVII(TV) via K72CD, Clarendon (K77AQ); specify primary TV station as KFDA via K74CJ, Clarendon, Tex. (K80AU); specify primary TV station as KGNC-TV, via K70DB, Clarendon (K82AZ). Action June 21.

Chelan Station, Washington Pateros Brewsters T.V. Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Chelan Station, operating on ch. 11, by rebroadcasting programs of KREM(TV), ch. 2, Spokane. Action June 22.

Boulder Junction, Wis. Karban Television

System Inc.—Broadcast Bureau granted CPs for new VHF TV translators to serve Boulder Junction, operating on ch. 4, by rebroadcasting programs of WSAU-TV, ch. 7, Wausau; and operating on ch. 5, by rebroadcasting programs of WAOW-TV, ch. 9, Wausau. Action June 21.

■ Broadcast Bureau granted renewal of licenses for following translators: Aguilar Television Club, Aguilar, Colo.—K02AC; K07AG, and K09AH; City of Hugo, Hugo, Colo.—K03CJ; K07GP, and K09GT; Collbran TV Association Collbran, Colo.—K04BP; Meeker Area Television Association, Piceance Creek Area, White River Canyon, East & West of Translator Site, Colo.—K02CT; K04CU, and K05BZ; Meeker Area Television Association, Meeker, Wilson Oil Camp, Rural Area West of Meeker, and Rural Area South of Meeker, Colo.—K07FD; K09FE, and K11FI; Meeker Area Television Association, Buford, Colo.—K08EW, and K12EO; Pleasant Valley T.V. Club, Howard, Colo.—K07BU, and Cap Rock Translator System, Inc. Memphis, Tex.—K77AQ, and K80AU. Action June 21.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K02DX and K04DI, Rio Blanco County TV Association, Staley and Goeder, Colo.; K02CY, K04CT, Upper Willamette TV Reflector System Inc., Oakridge, Ore. Action June 27.

CATV

APPLICATIONS

Bluefield Cable Corp.—Requests distant signals from WSAZ-TV, Huntington and WCHS-TV, Charleston, both West Virginia; WFMV-TV, Greensboro and WJSJ-TV, Winston-Salem, both North Carolina; Bluefield, W. Va. (Roanoke, Va.-ARB 64). Ann. June 26.

General CATV Inc.—Requests distant signals from WABC-TV, WCBS-TV, and WPIX(TV), all New York, to Edgewater Park township, and Mt. Laurel township, both New Jersey (Philadelphia-ARB 4). Ann. June 26.

Lebanon Valley Cable TV Co.—Requests distant signals from WKBS(TV), WIBF-TV, and WPHL-TV, all Philadelphia to North Cornwall township, Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 29). Ann. June 26.

Perfect TV Inc.—Requests distant signals from WIBF-TV Philadelphia to Harrisburg, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 29). Ann. June 26.

Peninsula Broadcasting Corp.—Requests distant signals from WITN(TV), Washington, WNCT-TV, Greenville; WRAL-TV, Raleigh, all North Carolina; and WXEX-TV, Richmond, Va. to Murfreesboro Town and twp., N. C. (Norfolk-Portsmouth-Newport News-Hampton-ARB 54). Ann. June 26.

OTHER ACTIONS

■ By memorandum opinion and order Commissioner Bartley concurring in part and dissenting in part and issuing a statement; Commission Loevinger concurring, FCC determined that proposed operation of CATV system at Palatka, Fla. by General Cablevision of Palatka Inc. was not subject to Sec. 74.1107 of commission's rules. However, the commission provided a period of 30 days for filing of objections pursuant to Sec. 74.1109 of rules.

■ FCC granted request by Multivision Northwest Inc., operator of CATV system in Dalton, Ga. asking that copies of annual financial reports for years 1962-1966 filed by stations WRCB-TV, ch. 3, and WTVC, ch. 9, Chattanooga, be made available to it for inspection. Action by commission June 28, by memorandum opinion and order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Wadsworth. Commissioner Wadsworth dissenting.

■ Review board in Rockford, Ill. CATV broadcast proceeding, Docs. 17234, et al. Granted petition filed on June 16 by Broadcast Bureau and extended to June 30 time to file responsive pleadings to motion for enlargement of issues filed on June 5 by Winnebago Television Corp. and Forward Television Inc. Action June 21.

■ By memorandum opinion and order; Commissioner Bartley dissenting and issuing a statement; Commissioner Loevinger concurring, FCC denied request for waiver of the program exclusivity provisions of Sec. 74.1103(e) of rules, filed by Cumberland Television Inc. operator of CATV system at Cumberland, Ky. Action June 21.

■ By order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger dissenting, FCC directed Top Vision Cable Co. to show cause why it should not be ordered to cease and desist from extending signals of television stations beyond their grade B contours in violation of Sec. 74.1107 of commission's rules on its

CATV system in Owensboro, Ky. Action June 21.

■ FCC dismissed without prejudice complaint by Warrensburg Cable Inc. against United Telephone Co. of Missouri. Warrensburg filed complaint against telephone company alleging it was furnishing CATV channel service in Warrensburg, Mo., without obtaining the requisite certificate required by Sec. 214 of Communications Act. Warrensburg is party in commission's proceedings on CATV channel service tariffs (Docs. 16928, 16943, 17098 and 17333) and its questions raised may be heard in those proceedings. Commission also dismissed as moot motion by Common Carrier Bureau to dismiss proceeding (Doc. 16931). Action June 21.

■ FCC granted unopposed petition of common carrier bureau and dismissed joint petition by Teleprompter Corp. and Manhattan Cable TV Service (Doc. 16029), for reconsideration of commission's action of Feb. 10. Commission on Feb. 10, had dismissed without prejudice petitioners' complaints on lawfulness of certain CATV channel service tariffs since Teleprompter and Manhattan could participate in other pending proceedings on subject in Docs. 16928, 16943, 17098 and 17333. Action June 21.

■ FCC, by its CATV task force, took following action on June 21: granted Lawton Cablevision CP for new community antenna relay station at Lawton, Okla. Action June 21.

■ By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger dissenting, FCC denied petitions for waiver of evidentiary hearing requirement of Sec. 74.1107 of rules and designated for hearing requests by Laurel Cablevision Inc., Somerset (CATV 100-24), and Punxsutawney TV Cable Inc. Punxsutawney (CATV 100-155) both Pennsylvania for authority to operate CATV systems in Johnstown-Altoona TV market (38th market). Also designated for hearing applications of New York-Penn Microwave Corp. for CP for new point-to-point microwave radio stations. Action June 21.

■ By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger concurring, FCC denied request for waiver of program exclusivity provisions of Sec. 74.1103 (e) of rules filed by Home and Auto Supply Inc. operator of CATV system at Marion, Va. Action June 21.

■ By memorandum opinion and order; Commissioner Bartley concurring in part and dissenting in part and issuing statement; Commissioner Loevinger concurring, FCC denied requests for waiver of program exclusivity provisions of Sec. 74.1103 (e) of rules as to WCYB-TV Bristol, Va. and WHIS-TV Bluefield, W. Va. filed by TV Cable Inc., operator of CATV systems at Grundy, Richlands and Tazewell, all Virginia, and dismissed similar request as to WOAY-TV Oak Hill, W. Va. filed by TV Cable Inc. Action June 21.

Ownership changes

APPLICATIONS

KASK and KOYA(FM) Ontario, Calif.—Seeks assignment of license from WBCB-TV Inc. to Pacific Coast Broadcasting Corp. for \$200,500. Principals: Conrad G. Sprenger, president (52%) and Arthur A. Warren, vice president-secretary (48%). Mr. Sprenger is chief engineer of Capital Cities Broadcasting Corp., licensee of KPOL-AM-FM-TV Los Angeles. Mr. Warren is sole owner of cork products company and 50% owner of building concern. Ann. June 22.

KPLX-FM San Jose, Calif.—Seeks assignment of CP from John F. Malloy to KPLX Inc. Principals: J. F. Malloy, president (100% before, 50% after) and Georgiene A. Malloy, secretary-treasurer (none before, 50% after). Mr. Malloy is president and 54% owner of KSAV Inc. licensee of KSOL San Francisco. Incorporation. Ann. June 28.

WDEE Hamden, Conn.—Seeks transfer of control from Stuart M. Cadan and Richard S. Greene to Hamden Broadcasting Corp. Principals: H. Theodore Quale, president, Noel Cote, first vice president and secretary, Frank DeLino, second vice president and treasurer (each 15%) et al. Mr. Cote is ac-

count executive of WICC Bridgeport, Conn. Mr. DeLino is program director of WICC. Mr. Quale is general sales manager of WICC. Consideration \$400,000 including adjustments. Ann. June 26.

WSBR Boca Raton, Fla.—Seeks assignment of license from BOCA Broadcasters Inc. (Dr. Fred S. Greenwald, president) to Burbach Radio Inc. for \$100,000 plus \$5,000 brokerage fee. Principals: John L. Laubach, president, D. Larry Deitch, vice president and Robert H. Burstein, treasurer (each 33 1/3%). Mr. Laubach owns WESA Charleroi, Pa. and is attorney, president of leasing equipment company and partner in investment company. Mr. Deitch is officer of two scrap metal processing companies. Mr. Burstein is president and 100% stockholder in metal brokers and partner in two investment firms. With this application is petition for waiver of Sec. 1.597 of rules. Buyers recently purchased WVGQ Erie, Pa. for \$200,000 which is waiting FCC approval. Ann. June 22.

WSPB Chattanooga, Fla.—Seeks transfer of control from Emory L. and Grady E. Pope to Roscoe Fleetwood and Charles F. Devane. Principals: Mr. Fleetwood is secretary-treasurer and Charles F. Devane is vice president and each have 26% interest in WSPB. Emory L. Pope, president, retains 38% ownership. Ann. June 28.

WJBS Deland, Fla.—Seeks assignment of license from Radio Deland Inc. to Cosmopolitan Communicators Group Inc. for \$142,000. Principals: Bill D. Ross, president (51%) et al. Mr. Ross is assistant vice president of public relations of International Paper Co., New York. Ann. June 23.

WMEN Tallahassee, Fla.—Seeks assignment of license from WMEN Inc. to WPFA Radio Inc. for \$209,137.29. Principals: Thomas E. Gibbens, chairman of board (40%), Kevin P. Reilly, president and W. G. Switzer, vice president (each 15%), Marvin James Jr., secretary-treasurer (10%) and Mrs. Charles Lamar Jr. (20%). Mr. Gibbens has interest in and director/vice president of real estate firm, is director of insurance company, and is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge and permittee of WAFB-FM also Baton Rouge. Mr. Reilly is president and board member of Lamar Advertising Co. of Louisiana Inc., president and board member of real estate firm, vice president of Lamar Advertising Co. and vice president, Lamar West Florida, both Pensacola, Fla., board member of bank, investment firm, root beer company, liquor store, and sales rep firm, president and vice president respectively of two land companies and publisher of newspaper. Mr. Switzer is chairman of board and has 25% interest in advertising company and real estate firm and member of board and has 50% interest in bank. Mr. James is vice president, general manager and has 5% interest in advertising firm. Mrs. Lamar Jr. has interests in advertising firms and is president (50%) of two land companies. Ann. June 28.

KCHE Cherokee, Iowa—Seeks assignment of license from Cherokee Broadcasting Co. to C & H Broadcasting Inc. for \$149,590. Principals: J. Alan Cramer, president (75%) and Charles K. Hutchinson, secretary-treasurer (25%). Mr. Cramer is 100% owner of Wayne Herald in Wayne, Neb. Mr. Hutchinson has no other present business interests indicated. Ann. June 28.

KANS-AM-FM Larned, Kan.—Seeks assignment of license from Don H. Hoagland c/o KANS Radio to Hillis F. Bell Jr. for \$150,000. Principal: Mr. Bell is sales manager of KANS-AM-FM. Ann. June 23.

WTXL West Springfield, Mass.—Seeks assignment of license from Telecolor Corp. to Communication Industries Inc. for \$200,000. Principals: Zachary W. Oislander, president (50%), David Ratner, treasurer (38%) et al. Mr. Oislander is assistant general manager and general sales manager for WHYD-AM-FM-TV Springfield, Mass., but will resign with approval of this application. Mr. Ratner owns package liquor concern. Ann. June 28.

WELY Ely, Minn.—Seeks assignment of license from North Central Video Inc. to Northern Lakes Corp. for 8,800 shares of common stock and \$35,000. Principals: Vincent T. and Elaine J. Hallett, president and secretary-treasurer, respectively (each 50%). Mr. Hallett is 11% owner of North Central Video Inc., licensee of KWEB-AM-FM Rochester, Minn. and has CATV systems in Ely and Babbitt, both Minnesota. Mrs. Hallett is housewife. Ann. June 28.

KBIL Liberty, Mo.—Seeks transfer of control from Floyd Tyson to Major William H. Martin. Principal: Mr. Martin, president and 20% stockholder of licensee Clay Broadcasters is purchasing 67 shares at \$110 per share, giving him 33 1/3% ownership. Other 13 1/3% owners include R. F. Sevier, Joe H. Capps, Ralph W. Brant, G. W. Bedinger and C. H. Parrish. Ann. June 28.


(Continued on page 70)

WEATHER INSTRUMENT



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(Colorful dials for color TV)



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DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.
- **DISPLAY ads** \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO—Help Wanted

Management

General Manager—AM in Top 15 market. Thorough working knowledge of local sales plus professional skill in administration and programming. Outstanding staff requires drive and maturity of a competent leader. Will consider applicants from medium markets. Salary and profit sharing plan. Outstanding opportunity. Box F-237, BROADCASTING.

Station manager wanted in 60 days for new station in good medium market in Alabama. Excellent opportunity with group operation. Station building and equipment is all 100% and well equipped. Box 569, Carrollton, Ga.

Sales

Solid sales position offering guarantee up to \$160.00 per week in community of 30,000. Let's talk. Box F-173, BROADCASTING.

Sales opportunity; must be service minded, creative, play by play desirable. Management opportunity—Send complete details and photo. AM-FM located in Midwest. Box F-179, BROADCASTING.

Needed—Experienced combination salesman & announcer. Good future, security, living conditions, hours & pay. Excellent recreation. Southeastern location. Box G-12, BROADCASTING.

Spanish programed station needs: Sales Manager, salesman, combination salesman-announcer. Employees know of this ad. All replies acknowledged. Box G-24, BROADCASTING.

Expanding R&B programming. Need Combination announcer-salesman. And sales staff. All replies answered. Northeast. Box G-25, BROADCASTING.

New FM station on Cape Cod needs salesman. Other experiences helpful. Excellent opportunity. Box G-52, BROADCASTING.

Young man experienced in sales, can be Assistant Manager in a year or less. Salary and Commission. Small market, Northeast Iowa. Write, Box G-71, BROADCASTING.

You want good money, we have the opportunity. We need an ambitious young salesman to join our staff. No promises, just facts. Why not check us out. KVBR, Brainerd, Minnesota.

Chicago suburban. Permanent, Top earnings. Opening for experienced man plus trainee. Stable profitable operation, same management ownership, 21 years. Complete details. WEAW, Evanston, Illinois.

Announcers

Wanted immediately—morning announcer with 1st class FCC license. Major market, strict good music station. Fringe benefits—a great opportunity for right man. Send tape, and resume with first reply immediately to Box F-82, BROADCASTING.

Immediate opening at N. C. station for mature staff announcer. Must be able to sell on air. Box F-169, BROADCASTING.

Experienced announcer heavy on production Ohio AM-FM operation. Soon closed circuit TV opportunity. Send details and photo, salary open. Box F-178, BROADCASTING.

1st phone announcer for Top 40, 5,000w station in major Carolina market. Good pay scale, short air shift. No maintenance. Major market Top 40 DJ needed. Box F-236, BROADCASTING.

Top 40 MOR swinger. Needs first phone announcer afternoon shift. Better deal if you can sell. City of 300,000. Send tape and complete resume to Box F-238, BROADCASTING. Solid future for a solid citizen.

Announcers—(cont'd)

Talk show personality. Courageous but courteous. Major market group operation offers stability and above average salary. Resume, photo and tape to Box F-243, BROADCASTING.

Illinois power house has immediate opening for experienced, talented afternoon performer. Commercial voice necessary. Send air check, resume and salary requirements. Box F-252, BROADCASTING.

Two top forty jocks, one for six to midnight with first phone, one mid-day. Top 100 market. Send tape and resume to Box F-253, BROADCASTING.

Immediate opening for first phone ann. with 5000 w daytimer C&W station in Georgia. Send complete data. Box F-265, BROADCASTING.

Announcer with third needed immediately in Negro-programmed Georgia station for R&B announcer. Send complete data. Box F-268, BROADCASTING.

Arkansas AM-FM needs experienced announcer for August First vacancy. Experience, salary, marital status first letter. Tapes returned. Reply Box F-276, BROADCASTING.

Mature announcer, must be able to give better than average commercials, news and DJ performance on easy listen top 40 FM station. Better than average wage scale, excellent fringe benefits . . . Michigan area. Send complete resume and tape. Write Box F-281, BROADCASTING.

Solid sounding contemporary music station is looking for a DJ who is on the way up. This is the stepping stone opportunity to the Top 25 markets. (But we sound better than some). Impressive list of alumni upon request. Midwest metro market. Excellent facilities. Send tape and resume to Box F-285, BROADCASTING.

Montana network station needs first phone announcer who wants to develop his ability and income potential by joining a solid broadcast organization. Send resume including photo and references to Box F-286, BROADCASTING.

Jocks/newsmen! Mid-America station group growing. We want mature management-oriented men. Send tape, bio today to Box F-290, BROADCASTING.

Experienced announcer for responsible aggressive station in Texas growth area. Excellent pay, recreation opportunities, wonderful climate, chance for rapid advancement. Full details in confidence in first letter. Box F-295, BROADCASTING.

Eastern Major market top 10 needs non-screaming DJ personality-production man. Station is largest in state and No. 1 for nine years. Excellent opportunity. Rush picture tape, resume Box F-312, BROADCASTING.

Spanish—See ad for Box G-24, under Help Wanted Sales, BROADCASTING.

R&B—See ad for Box G-25, under Help Wanted Sales, BROADCASTING.

Announcer-producer wanted by non-commercial Midwest big-eight university station. 5,000 w AM plus FM stereo facilities. Applicant must have minimum B.A. level degree. Recent graduates with meaningful educational radio experience considered. Must have a working knowledge of classical music and intense interest in public affairs production. \$8,000 start in pleasant university atmosphere. Resume, tape and picture to Box G-32, BROADCASTING.

Up-tempo morning and rockin' night man—tickets—medium market—no hurry for right man. Midwest. Box G-50, BROADCASTING.

Announcers—(cont'd)

Announcer. East coast station has opening for experienced announcer with production ability and 3rd ticket. Good voice and commercial delivery. Intelligence required for this adult station. Night and Sunday shift. Box G-63, BROADCASTING.

Experienced announcer for Mid-Atlantic NBC affiliate programing modern MOR format. Salary negotiable for right man to start on our 6 to 12 p.m. shift. Rush tape, photo and resume to Box G-72, BROADCASTING.

Two experienced announcers with third license. One morning, one night. MOR and standard music format. Heavy news and sports schedule. Net affiliate AM with FM stereo. Mid-Atlantic state. \$110 for forty hour week. Box G-74, BROADCASTING.

Announcer . . . First class . . . Sales Experience? . . . Salary? KHLI, Willcox, Ariz. Radio announcer technician. Immediate opening at station KOH, Reno, Nev.

Looking for competent announcer with third. Good pay and excellent opportunity to advance. Contact Ron Westby, KOKX, Keokuk, Iowa.

Wanted top MOR man with sales ability. Guaranteed top salary and 15% commission. Immediate opening. KVBR Radio, Brainerd, Minnesota. Send resume, tape, and photo.

Middle of road format station needs announcer. Would like sales experience but not absolutely necessary. Congenial working conditions on 5000 watts fulltime. Send tape to KWEW, Box 777, Hobbs, New Mexico.

KWTK Radio has an immediate opening for morning announcer. Need mature stable individual who is strong on production. Some TV work also available. Prefer man with Southwest background. Interested in coming with good stable organization and likes adult-oriented radio. Contact Frank Fallon, P. O. Box 7128, Waco, Texas.

"Good music" format needs experienced-deep voiced-colorful delivery announcer immediately. Send tape and resume to KXYZ, Houston, Texas.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale, WAYS, Charlotte, North Carolina.

Immediate opening . . . Good music operation . . . Top 50 market Northeastern Ohio looking for a talented mature morning personality . . . must be experienced . . . salary open . . . send tape and resume to WCUE, Akron, 44313.

Experienced combo — heavy news/sports MOR. Salary \$150. first phone. WHMC, Gaithersburg, Maryland.

Immediate opening for first phone at M.O.R. expanding market station. No maintenance. Good pay and conditions. WINU, P.O. Box 303, Highland, Illinois.

Experienced fulltime announcer needed immediately. Pay commensurate with ability. Radio Station WKSC, Kershaw, S. C. 475-8585.

Immediate opening for experienced announcer for FM. Send resume and tape to WMFC, Monroeville, Alabama.

"Top 40" announcer. One of Wisconsin's largest markets. Numbers on our side. Send tape and resume to PD. WRIG FM/AM, Wausau, Wisconsin.

Mature news production man, experienced, salary open, bonus and insurance—Call 1-513-773-3513 for manager.

First phone, announcer/news, Walker chain, Mid-west family. Exceptional advancement. Excellent salary plus talent fees. WYFE, Rockford, Illinois.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 189, Shelby, N. C. 28150.

Announcers—(cont'd)

Needed immediately—experienced announcer with first phone. Good permanent position with opportunity for advancement. \$150 per week, \$5 raise every six months. 45 hour air-shifts, 48 hour total. Car necessary. Radio Station WTOR, Torrington, Connecticut. 203-489-4181.

Immediately, . . . opening for announcer with first phone. . . . Permanent position, 5 kw daytimer, covering Michigan's thumbland. Starting salary based on experience. Phone days 313-664-8555. Nights 313-664-8293.

Announcer first phone. Good music station 60 miles from NYC. Phone 914-831-1260. No collect calls.

Wanted: Experienced newsman or announcer looking for news position. 5 kw Midwest CBS affiliate. Call Phil Nash, Area code, 314-Phone 471-1520. No collects.

Announcer, 5 kw openings mornings. Experienced, stable, mature voice for MOR. \$100.00 per week, New York State. Call 607-324-2001.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

Chief engineer, West Coast bay area, AM-FM station. Must have thorough knowledge of automation stereo, directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box F-125, BROADCASTING.

Need Chief Engineer for 50,000 watts of standard broadcasting transmitter in Florida. Applicants must have high power experience. Box F-180, BROADCASTING.

Engineer announcer \$700.00 per month to qualified man. Maintenance plus some announcing. Full time AM with CP for FM. Excellent equipment. Michigan lower peninsula. Resume and tape. Box F-293, BROADCASTING.

Chief engineer for 5,000 watt daytimer with fulltime facility in New York state. Must have first class license, must report August 7. Starting salary \$150-160 a week. 3 weeks vacation, hospital plan benefits, plus life insurance coverage. Box F-308, BROADCASTING.

First phone operator, energetic man who would like to be chief. Exp. not as important as desire to learn. Some announcing ability helpful. Start \$125 per week for 48 hours. Box F-310, BROADCASTING.

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Going 5 kw competent technician interested in augmenting income on commission basis. Near Grand Canyon mountain pines. Snow bowl winter. Trout streams and lakes abound, hunting, Heart of vacationland. Immediate opening for right man seeking permanent radio home. Call 774-5231. Bob Early or Guy Christian, KAFF, Flagstaff, Arizona.

First phone engineer needed. 1 kw directional. Experience not necessary, but must be able to learn duties with minimum of training. Contact Chief Engineer, KMNS Radio, 921 Pierce Street, Sioux City, Iowa, or phone 258-0628.

Wanted man with first class license who has some maintenance experience. Chance to really learn under our MIT graduate chief. Apply WBUD, Trenton, N. J.

First phone with or without experience for regional fulltime station in Massachusetts. Combo possible for right person. Contact Stuart W. Underwood, WBSM, New Bedford, Mass. 617-993-1767.

Chief Engineer—AM—Send resume to Box 389, Williamsport, Pennsylvania or call 717-322-4676. You'll like our city.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

NEWS—(Cont'd)

Illinois state capital, second newsman needed. Will train beginner with third class ticket. Some boardwork. Send tape and resume. Box G-30, BROADCASTING.

Wanted: Experienced newsman or announcer looking for news position. 5 kw Midwest CBS affiliate. Call Phil Nash, Area Code 314-Phone 471-1520.

Production—Programing, Others

Man with program and sales experience for small market. Must have car. State salary. Box F-242, BROADCASTING.

Wanted: Experienced young woman for continuity writing. Advertising copy. Willing to train recent graduate, major English or journalism. Small market, good living, old established station. Give full particulars in letter. Box F-280, BROADCASTING.

Girl Friday, single, for Central Florida small market. Need someone who knows full operation of small station, including typing, billing, payroll copy, air work, PD, Medium pay but lots of experience and wonderful living. Resume with photo. Write Box F-303, BROADCASTING.

Staff Writer. National health agency seeking candidates with proven experience in writing original materials for use in national public relations and education programs. Must be creative to hold interest as well as inform. Experience in writing and production of television, radio and films essential. Ability to work independently and harmoniously with others. Excellent starting salary and fringe benefits. Send complete resume and some samples plus salary requirements to Box G-14, BROADCASTING.

Experienced mature individual to assume responsibility for financial reporting, budgeting, corporate taxes and supervision of accounting staff. Experience five years or more in public and or private accounting with demonstrated management and technical ability. Permanent position in a growing Southwest radio and television organization. Salary open and dependent on experience. Box G-19, BROADCASTING.

Experienced copywriter, male or female, WLD5, AM & FM, Jacksonville, Illinois.

RADIO

Situations Wanted—Management

General manager with solid broadcast and agency background available for Northeastern operation. Sales and administration. 10,000 plus incentives gets a hardworking family man. Box F-260, BROADCASTING.

Need help? Aggressive sales/eng./production/annrc, needs station. Buy in or lease necessary. Prefer Southeast, Box G-5, BROADCASTING.

Employed executive seeking change for solid reasons. General Manager or Sales Manager. 39, family, 16 years experience. Excellent track record. Box G-17, BROADCASTING.

Strong General Sales Manager Top 100 TV station. Long tenure. Seeks position General Manager Radio Station with opportunity to earn ownership. Box G-35, BROADCASTING.

Successful Midwest broadcast executive, 35, 15 years experience, excellent references. Interested in General Manager's position in larger market that offers new challenges. Presently general manager small market. Background . . . Program Director, Sales Manager, announcing, sales, major market; creative sales, programing. Married, college, first phone. Write Box G-40, BROADCASTING.

Sales minded broadcast management executive with solid experience on the national and local level seeks change to better make use of a well rounded background. Presently employed—will relocate. Box G-41, BROADCASTING.

Young aggressive broadcaster with heavy promotion and Sales background. Sales Manager of powerful AM-FM stations located Eastern U.S. Young ideas, hard work. Box G-57, BROADCASTING.

Successful. Experienced. Creative. General or Sales Manager. Strong personal salesman, who leads, trains, manages, develops, programs. Have decent job now, but seeking higher mountains to climb. Write fully because I will be just as selective as you. \$15,000 plus override. Box G-65, BROADCASTING.

Management—(Cont'd)

Very unusual—A Modest former PD- and announcer! Box G-66, BROADCASTING.

Sales

Radio and TV sales Executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box F-176, BROADCASTING.

Announcers

Third phone DJ, tight board, solid news commercials. Box F-168, BROADCASTING.

Veteran sportscaster. Would like to relocate. Reporting and play-by-play. Some TV. Box F-249, BROADCASTING.

Experienced hard rock jock—Nut—Medium market—Young sound for young audience. Box F-270, BROADCASTING.

First-phone announcer. Ten years experience. Colorado only! Box G-7, BROADCASTING.

1st phone; announcer: five years experience, smooth, former news director: Pennsylvania, New Jersey. Box G-8, BROADCASTING.

Ready to move now! 23 and a 1st phone willing to move into your operation and grow with you. Ohio or Michigan. Let's talk it over! Box G-9, BROADCASTING.

Experienced play-by-play sports announcer. Broadcasting school graduate. Married. Military obligation fulfilled. Looking for permanent position with future. Box G-10, BROADCASTING.

Talented dedicated air man. 4 years experience at 5 kw MOR station. Strong on music, sports, production. College degree, military behind me. Single, but no drifter. Tape and resume available. Box G-16, BROADCASTING.

Available: Young MOR announcer with two years experience including Top 100 markets, Box G-20, BROADCASTING.

Mature pro . . . stable . . . family . . . "Mild Winters" . . . Immediate availability . . . \$150 . . . (212) FI 7-3994. Box G-21, BROADCASTING.

Available August 15th—Draft exempt—4 years experience—Married—Currently in 100,000+ market—1st class license. Box G-23, BROADCASTING.

Announcer: Young, aggressive, experienced, draft free. Presently employed as News Director. Want Top 40—Medium market. Write Box G-44, BROADCASTING.

Contemporary DJ—6 months experience all music formats. Will go anywhere immediately. Box G-46, BROADCASTING.

Personality—Top 40 now Top 10 market. Wishes to relocate. 5 years experience, 3rd phone endorsed. Family man, very strong teen personality. Box G-48, BROADCASTING.

Experienced sports-news announcer seeks medium-large market. Box G-49, BROADCASTING.

Stand by Southern California—Rock or Soul personality, now top 10 market, 3rd endorsed. Ready to upset Cal.! Great rating. Box G-51, BROADCASTING.

Top 40 screamer—personality . . . young voice . . . 2½ years small market experience . . . college graduate . . . qualified. Box G-55, BROADCASTING.

New England, Deejay-pro-witty—talented. Also I lie a lot. \$\$\$\$. Box G-58, BROADCASTING.

One years' experience, some college third, draft deferred. Box G-60, BROADCASTING.

Negro announcer DJ, newscaster wants break into broadcasting. Radio school trained, tight board. Box G-64, BROADCASTING.

MOR jock—newsman, writer seven years Philadelphia, Pa. PD, production—traffic manager. Play by play, sales TV MC. Will trade experience for warm place to raise family and enough money to do it. Box G-70, BROADCASTING.

First phone announcer. One year's experience. Tight board. Completely independent despite wheelchair. Prefer MOR. Terry Smith, 206-871-0353.

Announcers—(cont'd)

First Phone DJ—C&W specialist. Top audience rating and response. Community minded. Metro and rural experience as PD, CE, RFD. Sober, mature family man. No "fast-buck" deals. Minimum start \$175 weekly. Available on two week notice. Write: First Phone, 161 Cassandra Place, San Ramon, California 94583.

Best announcer in West mature—Want all night show or MOR—Jazz. Third ticket, Ed "Beetlebro" Black. 339-Healy, Ogden, Utah, or 801-394-3438. 12:00 to 5:00 p.m.

Radio school announcer—DJ, 33, with a relaxed approach, desires a spot with a high type MOR station. Third endorsed, Sal Raguso, 350 Geary St., San Francisco, Calif.

Very simply . . . I want to move! Am employed (4 years same station) would like position in Top contemporary or country station in town about 100,000 population. Wit, personality, perseverance, creative copy, crack production, voices, lovable nut on air. (no screamer) Feel ready to move. Want more? Drop a line . . . No Hurry . . . But would like to move this summer. Write Rod Church, Box 875, Clinton, Iowa.

Beginner—Broadcast grad—third, single, Prefer Top 40, or news announcing. After six-41-371-2384.

Attention! 13½ months on-air experience in FM stereo willing to learn any format, preference for Top 40, draft classification 1-Y. Reason for leaving relocate in South-west or Hawaii. Write Fred Boorman, 1320, Hathaway, Owensboro, Ky.

Telephone-Talk is my business. I'm one of the best. If you're tired of music getting you nowhere I'm your man. Proven smash in Kansas City and Milwaukee. Seeking drive time or night time talk show. Minimum \$250 weekly. This ad appears only once. Hurry! Call 414-342-8724 or write: Apt. 307 at 920 North 28th, Milwaukee.

Announcer (23), married, over year commercial experience. Jerry Smith, 1880 Parkline Drive, Pitts. Pa. 15227.

Mature experienced announcer, 3rd phone endorsement. Service complete. Presently Mgr. Authoritative news, Married, East or Midwest. Call Wm. F. Warker, 717-843-7728, York, Penna.

Lively D.J.—Two years experience, first phone license, family man, looking for stable opening. Ronald Rich, 196-31, 53rd Ave., Flushing 65, New York.

Technical

Self-study got first phone. Combo experience. Active ham, 23, draft exempt. Box F-181, BROADCASTING.

AM-FM engineer Technical director seeks advancement. Strong on AM-FM maint. light on announcing. Experience includes installation from the ground up both high power AM and FM Stereo. Request Southeast. Box F-282, BROADCASTING.

Michigan. 1st phone. college, experienced. Radio or television, Box G-26, BROADCASTING.

First phone, Radio, television experience. Night transmitter shift preferred. Draft exempt. Go anywhere. Box G-28, BROADCASTING.

Chief engineer six years experience. Construction, operation, maintenance administration. Prefer East. Box G-62, BROADCASTING.

2nd class ticket, 21, married, military completed. Desire on the job training any electronics field. Relocate Western states. Mark Worley, 1402B Riverside, Mt. Vernon, Wash. 98273.

NEWS

News director. Eighteen years experience. All phases of radio, first phone. Prefer Western states, Alaska, overseas. Box F-197, BROADCASTING.

Minneapolis newscaster desires job in Top Ten market. Box G-6, BROADCASTING.

Newsman, six years experience, currently News Director, First Phone. East Coast. Box G-36, BROADCASTING.

Experienced newsm:n seeks newsminded station. Willing to relocate immediately. Larry Moniz, 357 Farm St., New Bedford, Mass.

Production—Programing, Others

Knowledgeable, well-seasoned top 40 pd-air performer could be in your market, if you're in the market for a mature "yet youthful" pro with proven ability and impressive track record. Grass-roots-up background . . . experience-over 11 years—all phases . . . including group operations, and indies. Box F-159, BROADCASTING.

For Sale: 17 years experience, including management, sports, sales. Prefer sports. Reliable, dedicated, minimum \$200. Box F-279, BROADCASTING.

Modern Country Music Authority, seven years all phases. 1st phone. Desires Program Director/Music Director position, larger market. Box G-37, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news, better music. Currently employed. Box G-43, BROADCASTING.

Doctor's orders . . . Due to family illness . . . Copywriter must leave North Central area of smog and pollen for West Texas, Western Oklahoma, New Mexico or Arizona immediately. Have third. Location more important than wage. No TV. Box G-59, BROADCASTING.

Writer, producer, director, in Peabody winning documentary series available immediately due to cutback. Experienced cameraman, creative editor. James Culp, 246 Manor Drive, Mill Valley, California 94941.

TELEVISION—Help Wanted Management

Program Director, Reeves Broadcasting station, Huntington-Charleston, W. Va. 45th TV market. Need man experienced in all phases production, film buying, and program department operations. Salary open. Send resume with photo to O. W. Meyers, WHTN-TV, Huntington, West Va.

Technical

Immediate opening for engineer-first phone Television Station, operation—no announcing. Location—Northern Lower Michigan. Box F-204, BROADCASTING.

Midwest market TV needs 1st phone engineer for operations. With or without experience. Permanent position. Send complete resume to Box F-223, BROADCASTING.

Full power VHF station located in Rocky Mountains has immediate permanent position open for first class engineer. Experience helpful but not necessary. Desire to learn and advance essential. Excellent working conditions and benefits. Box F-251, BROADCASTING.

Al Legum, where you? Write us. Rudy, John, Ed, Bud, Hugh, George. Box G-11, BROADCASTING.

Television engineer wanted for studio maintenance and operation. Full power NBC affiliate VHF station in one of the top 65 markets. Operate and maintain the latest live color cameras and high band video taperecorders. Pay above average for market and commensurate with experience, all replies confidential. Liberal fringe benefits include company paid life insurance, retirement plan and major-medical insurance. Ideal climate four seasons with no extremes. Box G-15, BROADCASTING.

Director and switcher wanted for Southeastern regional television station. Good opportunity for right man. Please send photograph and complete details in first letter. Address to Box G-31, BROADCASTING.

Chief engineer, TV and AM to maintain 3 hop M/W system. Studio, mountain top transmitter with Dumont equipment. AM studio with R/C transmitter. Write KBLU, 1322 4 Ave., Yuma, Ariz.

Wanted experienced first ticket to assume assistant chief's position. Excellent opportunity for advancement. Excellent compensation, fringe benefits and working conditions. New equipment includes color film chain, VTR's, and special effects switcher. Apply to R. Vincent, Manager, KCND-TV, Box 191, Pembina, North Dakota, 701-825-6292. A McLendon Station.

Unlimited opportunity. Must have first class FCC license—studio switching and transmitter operation for growing station. Contact Chief Engineer, WBJA-TV, P. O. Box 813, Binghamton, N. Y.

Technical—(cont'd)

Two television technicians experienced in studio operations. Knowledge of VTR and color desirable. Credit allowed for prior TV experience towards salary. Apply: Glenn Lahman, Chief Engineer, WBZ-TV, 1170 Soldiers Field Road, Boston, Mass. 02134.

Immediate need for experienced video engineer capable of assuming position of Studio supervisor in full color VHF operation. Permanent position in excellent environment. Contact Chief Engineer WJBF-TV, Augusta, Ga.

TV technicians for permanent position. Experienced in video tape, film and live color, and/or transmitter. Will pay right man \$190.00 per week to start. Excellent fringe benefits and retirement. Three weeks vacation after one year. Send resume to: Chief Engineer, WKRC, 1806 Highland Avenue, Cincinnati, Ohio 45219.

Studio engineer with first phone permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

WSVA-TV has opening for first phone engineer. Willing to train inexperienced engineer in all phases of TV operation. If you are interested in permanent employment with a growing group operation, send complete resume and salary requirements to Chief Engineer, WSVA-TV, Harrisonburg, Va. 22801.

TV engineer with first class license interested in gaining knowledge through experience with latest high band color video tape equipment and plumbicon color cameras. Equipment on hand and installation to commence within a few weeks. Get in on the beginning. Call the Chief Engineer collect, 313-239-6611.

NEWS

Female TV reporter-newscaster. Major Eastern TV station in Top 10 market seeks experienced woman journalist to work as reporter and newscaster. In one of the nation's major news operations. Send resume, photo and tape. Box G-2, BROADCASTING.

Public affairs and news producer for major East Coast public television station. Must be seasoned journalist who can deal substantively with international, national, and local issues. Experience on the Washington, D. C. scene valuable. Experience in both television program and film documentary production helpful. Salary open. Begin immediately. Send resume and salary requirements to Box G-61, BROADCASTING.

Wanted—Fetzer Television, Inc., WWTV/WWUP-TV, Cadillac, Michigan desires News Director for TV and Radio. Our present department head is leaving to enter other fields of activity. Contact Gene Ellerman, Vice President and General Manager, Fetzer Television, Inc. Cadillac, Michigan.

Production—Programing, Others

Promotion manager needed immediately. Familiarity with print layout and production techniques a must. Most important is strong desire to be an asset to growing community. Primary network affiliate. We're in the Midwest and would prefer that you were too. Box F-210, BROADCASTING.

Producer/Director full time independent TV station in major Eastern market with heavy live studio/remote schedule offers creative challenge to aggressive man, experienced in all phases of television producing/directing. Complete production control requires own video switching. Emphasis on imaginative commercials, but man must be able to produce and direct all types of shows and remotes. Rush audition tape and complete resume to Box F-222, BROADCASTING.

Art Director for TV station in Nation's Capital. Head up our well-equipped and functioning art/photo department, with no ceiling on your creative talent. You will be responsible for station's entire graphic look, including sets. Send portfolio and resume to Box F-225, BROADCASTING.

Production—Programing, Others

Announcers

Top television station in first 10 markets seeking qualified on-air meteorologist weatherman. Salary open, if interested, send photo and resume. All replies confidential. An equal opportunity employer. Box F-254, BROADCASTING.

TV Art Director. Immediate opening for creative experienced all round man to take over art department. Top independent UHF in major east coast market. Send resume and salary requirement to Box F-263, BROADCASTING. An equal opportunity employer.

Need August 15: (1) Studio Supervisor (2) Producer-Director for expanding ETV, VHF all-new color facility. Position (1) requires experience in lighting, staging. Color experience preferred. Position (2) requires directing experience, minimum BA degree. Excellent climate, state benefits, working conditions. Faculty status. Reply with resume references. Box F-288, BROADCASTING.

Full-color VHF in major Midwestern market has opening for Operations Director who will have full control of production functions. Serious considerations will be given candidates who have experience in solving production problems and ability to get others to accept ideas. This is an excellent opportunity with a group-owned station. Send resume to Box G-18, BROADCASTING.

Milwaukee ETV stations, WMVS/WMVTV, have immediate opening for experienced, creative TV producer-director. College degree required. New facilities, fully color capable, remote unit, film unit. Excellent opportunity for stimulating work and professional growth. Write or call Otto Schlaak, 1015 North 6th Street, Milwaukee, Wisconsin.

TELEVISION

Situations Wanted

Management

General Manager opening? Finely honed executive, presently general sales manager top 100 station. Ready to move up. Box G-34, BROADCASTING.

Aggressive assistant manager (AM-TV) ready for new challenges as General Manager. Age 37, Master's Degree, Family man, sober, active in community, experienced in all phases of Broadcast management. Box G-54, BROADCASTING.

Experienced professional career broadcaster with thirteen years creative and leadership experience seeks new challenge, as manager. Background includes UHF mixed-market programing new station development, and independent station management. Equipped with Master's degree, uncommon versatility and ability in many creative skills, and successful record. Box G-73, BROADCASTING.

Sales

Best results with ideas! Creative sales management. Contact me now! Box F-150, BROADCASTING.

Technical

College graduate this June, married, 30, experienced as chief of small B&W, TV, FM and high powered AM, desires position of technical responsibility. Energetic, capable of both leading and following. Resume and letters of recommendation available. Box F-262, BROADCASTING.

Chief of VHF-TV and directional AM plant desires to move into Top 50 market, preferably in South. College graduate (BS Engineering Physics), 12 years experience in all phases of broadcast engineering. A proven administrator. Early 30's. Best references. Box G-42, BROADCASTING.

NEWS

News Director for your medium market with top market experience, ability, ideas. Broad background and talent, available now. Box G-29, BROADCASTING.

NEWS—(Cont'd)

Authoritative, experienced newsman ready for larger market. Box G-56, BROADCASTING.

Production—Programing, Others

Film Director . . . Experienced in all phases of film production and editing, single, will go anywhere. Box F-296, BROADCASTING.

17 years with same AM-TV chain has given me experience in broadcast accounting, traffic sales, service, administration, and 11 years of CATV. Currently manager of personnel and administration in charge of all training procedures and systems. Supervised every phase of accounting: budget preparation and control, income and expense projections, for; financial institutions and stockholders such as proform as source and application of funds, etc. Experience with EDP and computers. Written operating and training manuals for every job classification. New challenge and location more important than money or fancy fringe benefits. I still take shorthand and would consider secretarial position for busy executive who needs someone who can save him time help him organize work, draft letters, etc. Write Box F-268, BROADCASTING.

Ambitious man with both Masters Degree and two years experience in TV production in major market is ready to move up. Seeks challenging position in production/directing in large Eastern market. Let me show you my resume. Box G-33, BROADCASTING.

Director, 32, First phone, ready for Program Director, experienced production and technical direction. Now on West Coast will relocate. Box G-38, BROADCASTING.

Director, 32, first phone, experienced on full hour news, sports, remotes. VTR spots, switching, TD background. Now on west coast, will relocate. Box G-47, BROADCASTING.

Very unusual, a modest former PD and announcer! Box G-87, 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 78040.

Wanted: Older FM transmitter. 3 kw up. Any condition for cash or part cash and new professional Magnecord 1028 two track stereo record two and four stereo play. 600 ohm input-output. Rack mounting adapter. New in factory sealed cartons. Box F-255, BROADCASTING.

Wanted: FM transmitter GE 4BT4B or BF2A. ITA or other older transmitter. Cash. Box G-1, BROADCASTING.

Equipment for commercial/religious/educational small market UHF. Outright gifts or very low payments. Box G-3, BROADCASTING.

We are interested in the purchase of a weather radar system for use in TV weather presentations. Please give complete information regarding condition of equipment, manufacturer and cost. Box G-22, BROADCASTING.

Wanted used freq. & mod. monitor for FM station. Prefer HP335B will consider others. Beverly Kruger, Rt. 1, Box 337-6, Kenosha, Wis.

FOR SALE—Equipment

Television radio transmitters, monitor tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Tower lighting kits. Hughey & Phillips No. 2C1-2A. Complete with 300mm Beacon flashers, spare bulbs, etc. New-Unused. \$350.00 set. S. W. Electric—Box 4688, Oakland, Calif. 94623.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3/4 coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

FOR SALE—Equipment—(Cont'd)

3-260 ft. galvanized angle iron AM broadcast towers, complete with two Austin transformers. Knocked down. Will erect or ship. T. L. Harris, Able Steeplejack, Co., Inc., Box 302, Pasadena, Tex. 77501-GR 3-3440.

2 Neumann condenser microphones, power supply and complete—like new. \$300.00 cash. WHHY, Radio, Montgomery, Alabama.

Mosely studio transmitter Link model PCL-2B with crystals for 946 megacycles. Complete unit less antennas in A-1 operating condition. Write Irv Laing, WQTE Radio, P.O. Box 306, Monroe, Michigan 48161.

Two Sarkes-Tarzian solid-state microwave transmitters and receivers. Model TMT-1000 (10 watts at 2GHZ) Contact Arden Ramsey, 812-232-9504 — WTWO-TV, Terre Haute, Indiana.

Commercial crystals. New or repairs for Gates, RCA, Billey, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eldson Electronic Co. Box 96, Temple, Texas 76501. Phone 817-773-3901.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 36763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Market brochures, coverage maps, custom broadcast sales aids, designed and created by the leader in the field. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

Program Directors—"The Weekly Prompter", Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Sample script. Exclusive.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 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. 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.

Announcing, programing, production, new-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. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training, Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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.

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 July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin July 31—Sept. 5—Oct. 9. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

JOBS! JOBS! JOBS! This week we have had requests from Stations in Northern N. Y., Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and many other states around the country for Don Martin trained personnel. To Succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the industry. Only the Don Martin School Of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of Broadcasting. We have a continuing flow of job opportunities for our students because of it. If you desire to succeed as a Broadcaster call or write the Don Martin School, 1853 No. Cherokee, Hollywood, Calif. HOllYwood 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, Memphis or Seattle. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286.

Professional Training in announcing and station management. Immediate enrollment. Bank financing. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

Help Wanted—Sales

SALESMAN

Top flite New Jersey station seeks successful small market salesman—preferably 25-32 years old with degree and five years radio experience. Excellent salary plus incentive. Replies Confidential.

Box G-45, Broadcasting.

RADIO

Help Wanted



WCOA
in
Pensacola

has gained a new dynamic Account Executive. Bill Tewell is the man they selected to sell the WCOA sound. Bill also serves as Sales Manager for WCOA-FM. Nationwide Broadcast Personnel Consultants of Chicago is happy to have helped Bill, WCOA and Pensacola.

Jerry Jackson
Vice President

Help Wanted—Management

SALES MANAGER WANTED!

L.A./Orange County Station looking for:

- ☆ Experience
- ☆ Aggressiveness
- ☆ Creativity
- ☆ Productivity
- ☆ Leadership

Ambitious men with Big League Abilities apply now!

Salary, commission, bonuses open for discussion.

Complete resume in first letter to:

William H. Weaver, General Mgr.
Radio KWIZ
3101 W. 5th Street
Santa Ana, California 92703

Help Wanted—Announcers

PROFESSIONAL ANNOUNCER

Outstanding opportunity available for experienced, competent news personality. Between 25-35 years of age at

WSM-TV

Nashville Market

Applicants forward resume and VTR or SOF to:

BRAD CRANDALL Box 100
Nashville, Tennessee 37202

Help Wanted

Announcers

RADIO TALENT

I am looking for the best, most creative and exciting radio personality in the country. This man will be offered a position with a major station programming to the 15-45 year old and will make 15-20 thousand the first year. If you are a highly experienced radio man with a proven record of rating success, send details and tape to:

Box G-75, Broadcasting.

LIGHTNING STRIKES TWICE

For the jock that has already made it to major market, you may be worth 5 to 10 thousand more than you are now making. It costs you nothing to be sure . . . and you can be sure that it's CONFIDENTIAL. Send your material to:

Don Kelly, Vice President, Nationwide Broadcast Personnel Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611.

Help Wanted—Technical

CUSTOMER SERVICE SPECIALIST

Opportunities for challenging technical work with a leading broadcast manufacturer. Customer Service Specialist handles technical problems for customers through field trips or telephone and written communication.

Must have at least one year resident technical school training plus First Class Radiotelephone license and two to five years broadcast station experience. Excellent salary and complete fringe benefits. Please send resume to:

Box F-275, Broadcasting.

ENGINEER

Capable of complete maintenance of DA system, Stereo & Automation. Degree desirable. . . Strong background in maintenance essential. Five figure salary. Location near Philadelphia.

Box G-53, Broadcasting.

TALENTED RADIO PEOPLE AVAILABLE

ATTENTION, STATION OWNERS-MANAGERS: An impending change of ownership of our station and anticipated radical change in format, makes immediately available a group of versatile, accomplished program people, including an exceptional "telephone talk moderator." These capable broadcast people can be an asset to any solid operation, except Top 40-R-R.

This announcement is placed by owner-management of a top-rated station in a major market. It is our wish that these people find connections suited to their outstanding talents. We recommend them without reservations.

Inquiries from top level executives are invited. Every response to this advertisement will receive a prompt reply. Write to Box G-69, BROADCASTING.

Production—Programing, Others

RADIO COMIC PERSONALITY

Available immediately with stock of original material. P.D. and production experience. Over 10 years in business. If you will pay a five figure salary for real radio comedy, write:

Box G-39, Broadcasting.

TELEVISION—Help Wanted

Production—Programing, Others

TELEVISION PRODUCTION SPECIALIST

TV Director or AD in production of live and recorded television programs for informational and educational purposes. Beginning Salaries: \$7696 per annum. Liberal benefits, excellent career opportunity.

Requirements: 5 years experience in fields of movie, television, or audio-visual communication, or experience in any combination of these fields that demonstrates ability to perform the duties of this position.

Write: Civilian Personnel Office, Meyer Hall Team, Fort Monmouth, N. J. 07703
Call: Mrs. Ruth Wilks, Area Code 201-532-2364

TELEVISION—Situations Wanted

Production—Programing, Others

AVAILABLE

Top rated TV show. Colorful Country and Western band with girl singer, leader, announcer and comedian. Show in TV since 1954 and rated top show at present. Doing six hours per week on TV Country Western variety and hymn show. Can send proof of performance immediately. Desire larger market.

Box G-13, Broadcasting.

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BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

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OVER 1,000,000 PEOPLE
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5 KW daytime. Grossed \$120,000 in 1966. Number one in the market. Priced at \$125,000. Good terms to qualified purchaser.

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- Full time AM-FM in thriving Colorado Town. Strong all-year market. Excellent living and working conditions. \$200,000.
- Kilowatt daytime with CP for 10KW-D, 1 KW-N. Great potential here. \$100,000.
- Money maker in medium single-station market. AM-FM. Relaxed adult format. Strong community Service record. Wonderful climate, station and deal.
- CP for 500 W-D in Western city of 45,000. \$8,500.00

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Midwest 5 KW. 800,000 coverage area. 2.7 million radio dollars in area. Under-radioed market. Valuable real estate included. Estimate appraisal \$120,000. Priced at \$480,000 cash.

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Fla.	medium	daytime	125M	cash
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Col.	medium	daytime	250M	29%
Maine	metro	daytime	160M	SOLD

CHAPMAN ASSOCIATES
2048 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 63)

KLTI Macon, Mo.—Seeks transfer of control from Russell R. and Ruth C. Fitch (39.67% before, none after) to Leland E. and Imogene Ebert (39.67% before, 79.34% after). Consideration \$7,861.03. Ann. June 26.

KICS-AM-FM Hastings, Neb.—Seeks assignment of license from K Bar J Inc. to Hastings Broadcasting Inc. for \$80,000. Principals: John A., Roy G., Gloria B. and Gretchen L. Dinsdale (each 25%). Mr. J. A. Dinsdale is secretary-treasurer of agriculture concern; chairman of bank; secretary-treasurer of grain concern, and vice president of another bank. Mr. Roy Dinsdale is president of agriculture concern, bank and grain concern and vice president of another bank. Misses Dinsdale have interest in agriculture concern. Ann. June 22.

WBRW Brewster, N. Y.—Seeks assignment of license from Willi D. Schmidt and James S. Ogsbury d/b as Taconic Broadcasters to Brewster Broadcasting Corp. for \$85,000. Principals: Morris S. Novik, president and director (40%), Frederick Lee Dill Sr., vice president and director (5%), Nobart Schapiro, secretary and director, (5%), Morris Davidson, treasurer and director, (10%) et al. Mr. Novik is radio and television consultant. Mr. Dill is 90% owner and president of retail building material firm and 33% owner of another retail building material firm, director and 5% owner of bank, secretary-treasurer and 25% owner of lumber company, and president and 33 1/2% owner of kitchen cabinet manufacturing firm. Mr. Schapiro is president and 50% owner of real estate corporation. Mr. Davidson is sales manager of ladies handbags business. Ann. June 23.

WMBL Morehead City, N. C.—Seeks transfer of control from Grover C. Munden to Robert Roger Pate. Transferee has been employed by WMBL and is presently manager of station. He will own 50% and other 50% will be owned by his father. Consideration \$61,000. Ann. June 26.

KHRT Minot, N. D.—Seeks assignment of license from E. P. Kephart, trustee in bankruptcy, to KHRT Broadcasting Corp. for \$108,000. Principals: Harold R. Christensen, president, Edwin Carlson, vice president, et al. Mr. Christensen is manager of KHRT Minot. Mr. Carlson is in trucking and sale of cement. Ann. June 22.

***WAUF-FM Akron, Ohio**—Seeks assignment of license from The University of Akron to The Ohio Board of Regents for the University of Akron. Licensee's status will change from municipal university to state university. Administrative authority will be transferred to board of trustees. Ann. June 28.

WTTO Toledo, Ohio—Seeks transfer of control from Darwin F. Doubrava to Patrick Cudahy Inc. Principals: M. F. Cudahy, president (100%). Mr. Cudahy is chairman of meat packing concern and president of investment company. Consideration \$18,000. Ann. June 22.

WASC Spartanburg, S. C.—Seeks assignment of CP from D. D. Foster d/b as Carolina Radio Broadcasting Co. to Carolina Radio Broadcasting Inc. Principals: George G. Beasley, president and general manager and D. D. Foster, secretary and treasurer (each 50%). Mr. Beasley is principal of high school and has minority interest in WKYX-AM-FM Paducah, WFMC Goldsboro and pending new AM in Lenoir, both North Carolina, and is owner of WKBY Chatham, Va. Mr. Foster has been sole owner of WASC since 1965, is owner of insurance agency and president of mutual insurance company. Ann. June 23.

WNAX Yankton, S. D.—Seeks assignment of license from Areawide Communications Inc. to Radio Suburbia Inc. Application is to effect merger. Radio Suburbia is licensee of WEBC Duluth, Minn. All stock of two corporations is owned by Red Owl Stores Inc. Consideration will be stock issuance of 3,500 shares without par value. Ann. June 28.

KFMK(FM)Houston—Seeks transfer of control from J. G. Bertman Jr., R. A. Buchanan, Joe D. Harris III and C. O. Roberts to Liberty Communications Corp. Principals: James A. Lammers, Vincent C. Bash Jr., E. Edward Reitman, Mark Love III, M. L. Herskowitz, W. Floyd Clark, Harold A. Clark, R. C. Plemons, Jack R. Terrel and Charles E. McGuckin (each 10%). Mr. Lammers is executive vice president of savings and loan association and owns insurance agency. Dr. Bash Jr. is in private medical practice, owns laboratory and is in real estate and security holdings. Mr. Reitman is owner of hospital and is clinical psychologist. Mr. Love is president and 50% owner of Holt and Love Advertising, Houston. Mr. Herskowitz is sports announcer for KPRC-AM-TV Houston. Messrs. W. Floyd and Harold A. Clark are partners in development company. Mr. Plemons is vice president of Texas Pig Stands Inc., Houston. Mr. Terrel is controller and assistant vice president of savings and loan association. Mr. McGuckin is self-employed certified public accountant. Consideration: Ann. \$110,000. Ann. June 23.

WHRN Herndon, Va.—Seeks assignment of license from Coastal Broadcasters Inc. to Three Towers Inc. for \$80,000. Principals: Christian Broadcasting Co. (100%). J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 50%). Christian is licensee of WCBC (FM) Catonsville, Md. Messrs. Brinsfield each own 40% of stock and are president and vice president respectively of Catonsville Broadcasting Co., applicant for new AM there. They also each own 22.5% of Christian Broadcasting Corp. (not the same as Christian Broadcasting Co.), a West Virginia corporation which is licensee of WCIR Beckley, W. Va. Requests waiver of Sec. 1.597 of rules. Ann. June 22.

KFHA Lakewood, Wash.—Seeks assignment of license from Radio Sales Corp. to Timnankin Inc. Principals: Robert D. Cooper, president (35%), Betty B. Banks, vice president (15%), James E. Hammer, treasurer (15%) et al. Mr. Cooper is general manager and vice president of KOL-AM-FM whose licenses have been transferred to Buckley-Jaeger Broadcasting Corp. of California. Miss Banks is clerk for aircraft company. Mr. Hammer is accountant-office manager of KOL-AM-FM, president and 50% owner of investment firm and 25% owner of real estate firm. Buyer will deposit \$3,000 which will constitute the first three and last three payments of \$500 per month and \$1,000 of \$3,000 has been deposited by buyer with escrow holder. Balance will be paid in 54 lease payments \$500 monthly. Ann. June 23.

ACTIONS

WCNT-AM-FM Centralia, Ill.—Broadcast Bureau granted assignment of license from Four County Broadcasters Inc. to Prairieland Broadcasters Inc. for \$87,000 plus \$50,000 covenant with option to purchase complete property at end of six years for additional \$60,000. Principal: James A. Mudd, executive vice president and general manager. Mr. Mudd has interest in WRAM Monmouth, Ill. Action June 28.

WTRE Greensburg, Ind.—Broadcast Bureau granted transfer of control from Oris G. Gowen (50% before, none after) to Lloyd E. Kanouse (25% before, 75% after) and Vivian Kanouse (25% before, 25% after). Mr. Kanouse is president of permittee Tree Broadcasting Corp. and desires to become

majority owner. Mr. Gowen desires to devote his efforts to his other business interests, including WTLO Somerset, Ky. Consideration \$3,500. Action June 20.

KHBV(TV) Henderson, Nev.—Broadcast Bureau granted assignment of CP from Charles Vanda to Nevada Communications Inc. Mr. Vanda (president and director of Nevada Communications) has proposed to give to Mr. Robert Guggenheim (vice president and director of Nevada Communications) 1 1/2% interest in the corporation. In return for stock to be issued to Mr. Vanda, he is turning over to the corporation all assets and the corporation is assuming all liabilities. Action June 20.

WJIC Salem, N. J.—Broadcast Bureau granted transfer of control from Paul W. Stoneburner (50% before, none after) to Vernon Baker (45% before, 95% after). Mr. Baker is president of Baker Broadcasting Inc., permittee of WBZI(FM) Xenia, Ohio. See WGIC Xenia. Consideration \$18,356.99. Action June 20.

KSWs-AM-TV Roswell, N. M.—Broadcast Bureau granted involuntary assignment of license from John A. Barnett, deceased, to Frances Maye Barnett, Paul B. McEvoy and Raymond E. Williams, special administrators of estate. Action June 20.

WGIC Xenia, Ohio—Broadcast Bureau granted assignment of license from Greene Information Center Inc. to Baker Broadcasters Inc. to effect merger. Principals: Vernon Baker, president. Baker Broadcasting is permittee of WBZI(FM) Xenia. Action June 20.

WCHE West Chester, Pa.—Broadcast Bureau granted assignment of license from Frank A. Robino Jr. to Robino Broadcasting Inc. Principal: Frank A. Robino Jr. (100%). Incorporation. No consideration. Action June 27.

WQSN Charleston, S. C.—Broadcast Bureau granted transfer of control from Sol Panitz to Barry Winton (50% before, 100% after). Consideration \$90,000 with \$10,000 additional to be paid not to compete, plus \$300 first year for consultant services. Action June 21.

KIII(TV) Corpus Christi, Tex.—Broadcast Bureau granted transfer of control from Clinton D. McKinnon (52% before, 50% after) to Michael Dee and Clinton Dan McKinnon (both 80% before, both 58.2% after). Transfer is technically from Mr. McKinnon to himself and his two sons. Other stockholders are Harold Garfield, Bernard Weinberg, Gloria Deverick and James T. Smith (no other broadcast interests). Action June 21.

KBOX-AM-FM Dallas—Broadcast Bureau granted assignment of license from KBOX, a joint venture to Group One Broadcasting Co. of Texas for \$1,225,000. Principal: Group One is wholly owned subsidiary of Summit Radio Corp., owners and operators of WAKR-AM-FM-TV Akron, Ohio. Roger G. Berk, president, et al. Mr. Berk is president and director of Group One Broadcasting Co., licensee of WONE-AM-FM Dayton, Ohio; vice president and director of Rogim Inc.; president and director of The Radio and Television Center of Akron Inc., and director of bank. Group One Broadcasting Co. owns 50.88% of Group One Broadcasting Co. of Texas. Knight Newspapers Inc. owns 49.14% of stock in applicant. Action June 22.

WBNB-AM-TV Charlotte-Amalie-St. Thomas, V. I.—Broadcast Bureau granted assignment of license from Island Teleradio Service Inc., New York corporation, to Island Teleradio Service Inc., Virgin Islands corporation. Robert Moss is president. Action June 21.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through June 28. 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.

Lakeport, Calif.—Lucerne TV Cable, Konocti TV Corp., Lake County Television Club and a firm represented by Donald Patten and Gene Reynolds have each applied for a franchise.

■ McFarland, Calif.—Kern Cable Inc. has

been granted a 20-year franchise. The city is guaranteed a minimum of 400 or 5% of the gross income. Monthly rate will be \$4.75.

Wasco, Calif.—Twin Cities Cable TV Co. has applied for a franchise. The city was offered 6% of the gross revenues.

Colorado Springs—Rocky Mountain Cablevision Inc. has applied for a franchise.

Fort Morgan, Colo.—Fort Morgan Video Inc. and Community Television Inc., multiple CATV owner, have applied for franchises. Each firm would pay the city \$2 per connection per year.

■ Pueblo, Colo.—Mountain States Video Inc. has been granted a 15-year franchise.

■ Wamac, Ill.—Able Cable Inc. has been granted a franchise. The city will receive 3% of annual gross revenues.

Newton, Iowa—United Transmission Inc., a multiple CATV owner and subsidiary of

United Utilities Inc., has applied for a franchise.

■ Menominee, Mich.—Marcus Theaters CATV Systems Inc. has been granted a franchise. The firm will pay the city \$500 per year plus \$1 per year per customer. Installation and monthly rates will be \$18.75 and \$5 respectively.

■ Hickory, N. C.—Comm/Scope Division of Superior Cable Corp. has been granted a franchise.

Norwalk, Ohio—Allan Shankman, vice-president and manager of Maxie Tire and Supply Co., has applied for a franchise.

■ West York, Pa.—Community Service Inc. and Susquehanna Broadcasting Co. have been granted franchises. The town will receive \$100 per year from each firm, plus 2% of customer rental fees. Monthly rate for each firm will be \$5.

STANLEY Stub Hubbard, 34-year-old executive vice president and general manager of the Hubbard stations, is a second-generation broadcaster who has come into his own.

His father, Stanley Eugene, was profiled by BROADCASTING 34 years ago almost to the day (July 1, 1933) as "an adventurous pioneer" in both radio and aviation. In 1919, he founded the nation's first commercial airline, the Ohio Valley Aero-Transport Co., which daily operated a five-passenger plane service between Louisville, Ky., and Cincinnati. In 1924, he opened one of the first radio stations, WAMD Minneapolis-St. Paul, which later merged with another station to become KSTP, still the flagship of the Hubbard group, the Gold Seal Stations.

Now, at 70, the senior Mr. Hubbard spends the fall and winter in Florida, occupying himself with his stable of race horses. Young Mr. Hubbard seems to have fused his pioneer heritage into a hard-driving administration of the family properties and a dynamic approach to corporate expansion along broadcasting lines.

A station broker, who many years ago offered to buy KSTP-AM-FM-TV, said he was turned down by the father "because the son said he wanted to hold onto it and build his own organization. At the time, I thought it was just an evasion, but he was serious and his approach turned out to be right."

Several years later, the same broker worked on the Hubbard purchase of KOB-AM-FM-TV Albuquerque, N. M., from Time-Life Broadcasting. "Young Hubbard was very enthusiastic about the prospects for expansion. They bought the stations for \$1.5 million. Time-Life was trading up, the market was too small for them. Now, of course, the stations are worth much more. He was right again."

UHF Venture ■ The current focus of young Mr. Hubbard's interest in expansion is the company's CP's for a UHF station and two satellites in St. Petersburg-Tampa, Fla.

In New York recently for a series of UHF conferences, he paced around his suite at the St. Regis, gesturing broadly as he outlined his plans for the stations. Finally, words failed him in describing his optimism. He went into the next room and came back with a sheaf of papers.

Intently, he pulled a coverage map out of the pile, and showed how the combined Hubbard area would exceed that of the competitive signals in all directions. "We're gonna swamp 'em," he grinned, "just swamp 'em."

What about the difficulties of UHF broadcasting? "We're going to succeed where others have failed," he said.

By his own description, young Mr. Hubbard was raised "eating, breathing

Pioneer's son honors tradition by expansion

and sleeping radio and news" in the transition-period between KSTP's radio success and the entry into television.

After graduating from Breck Military School in St. Paul in 1950, he entered the University of Minnesota and went to work as a file clerk in the station's news department. During his college years he worked at a variety of station jobs: in the news-photography lab, the promotion department and customer service.

Joe Cook, now information director for ABC News, was promotion director for KSTP then, and was assigned Stan Hubbard as his assistant.

"Stan was a willing kid, very polite. He called me Mr. Cook—he may be the last person who ever did—until I told him to cut it out. He worked hard."

Mr. Hubbard was involved as well in broadcast engineering. "That was valuable experience," he says now. "Engineers can con an inexperienced station manager right out of his wallet."

In the early television days, he even used "to set up the ring for the local wrestling matches, and then lie underneath it while the match was on to thump the signals for the wrestlers—

when to fall and so on."

Even with his work at the station, he was able to keep up a full college life. He learned flying from his father and got his license while still in college, and he was captain of the Minnesota hockey team, twice national champions.

He graduated from Minnesota in 1954, and became manager of the radio station the next year. By 1963, he had "more or less evolved into general manager of the television operation, too," he says, and has taken a gradually firmer grip on the reins since then.

Not to mention the other Hubbard stations, KSTP alone is a heavy responsibility. Profits from a closely held family company have been consistently plowed back into the properties, so that today KSTP news, for example, is a minor technical marvel.

KSTP has 18 radio and film remote units, dispatched by scrambled short-wave communications. "When we installed the scramblers, one of the newsmen on a competitive station complained of the 'unfair competition,'" Mr. Hubbard says.

The station news operations use a network of more than 400 stringers across a four-state area, and because of Minnesota's particular climate situation, its technical arsenal includes two snowmobiles, a radar set-up that enables on-screen tracking of approaching tornadoes, and a self-generating light truck with spots and mercury lamps.

In addition, the station has a helicopter and "we have a jet, a Hughes LOH [low observation helicopter] on order. It's been held up by demands of the Vietnam war," he says.

Pragmatic Approach ■ Mr. Hubbard obviously enjoys the equipment, the news operation (he monitors the short-wave system on a home set) and the whole Hubbard group. But his youthful pleasure is balanced by a coldly objective approach to the business.

The St. Petersburg-Tampa market for example has had a UHF station for nearly 15 years, and a current UHF penetration of about 70%. With the two-satellite coverage area and Hubbard capital and personnel, the company's new expansion doesn't represent a terrific risk.

And more generally, Mr. Hubbard spoke freely about his basic business attitude:

"The only thing that has made America and our system great is the philosophy of business. Broadcasting is a business and not a profession. Anybody who says different is just hoodwinking the public.

"The only way for broadcasting to succeed as a business is by serving the public, and the profits will take care of themselves. Awards don't necessarily win audience. The numbers tell how good a job you're doing."

WEEK'S PROFILE



Stanley Stub Hubbard—Exec. VP-gen. mgr., Hubbard Broadcasting So., St. Paul; b. St. Paul, May 28, 1933; A.B. University of Minnesota, 1954; mgr., KSTP St. Paul-Minneapolis 1955-63; gen. mgr., KSTP-AM-FM-TV 1963-65; m. Karen Holman June 5, 1959; children: Keri 7, Stan 6, Virginia 4, Robert 2; hobbies: flying and boating.

The spot problem

NOBODY needs to be told that 1967 has been, to this point, something less than the best year spot television ever had. There is new evidence about the extent to which the softness is being felt, however, and on balance it is perhaps a little less bleak than it has been popularly pictured.

The new evidence comes from a station survey conducted by BROADCASTING and is presented in detail elsewhere in this issue. It shows that more stations have fallen behind year-ago levels, and fewer have risen above, than in any comparable period in the six years that we have conducted these studies. That's pretty bleak. On the brighter side, half of the station respondents said their spot business was up and, although this will be small comfort to those enduring the opposite experience, there are also signs that total spot spending is modestly ahead of last year's pace.

Even at best, however, the current situation is a sobering experience for an arm of the business accustomed to 10-15% annual increases. It deserves thoughtful study of conditions and an imaginative search for solutions. Fortunately, this sort of thinking has already started.

The most widely publicized examples are the so-called Petry and Peters, Griffin, Woodward plans (BROADCASTING, March 27, June 12). Both are aimed at a realignment of relationships between networks and affiliates and, as such, represent admittedly long-range objectives. On quite a different front the Television Bureau of Advertising is working closely with reps on a program to publicize and promote spot as an individual and indispensable medium. Behind the scenes there is evidence of a great deal of study, self-examination and searching for new ideas.

The more thinking there is about spot, its problems and prospects, the quicker the problems will be isolated and solved and the prospects brightened. Spot television is not in dire straits. It has not ground to a halt. Its outlook is not dismal. It is, at the moment, in a period of slow growth, and its up and downs are more pronounced. It is not doing as well as it could or as it should. That, in short, is the challenge that everyone in it ought to come to grips with.

Who needs enemies?

AT hearings to begin July 11, the House Commerce Committee will have a look at the bill the Senate passed last May to create a Corp. for Public Broadcasting. Hopefully the House will look beneath the superficial promises of cultural uplift that so enraptured the Senate.

We share with advocates of subsidized broadcasting the yearning for an enrichment of television service, but we remain unconvinced that the apparatus to achieve that goal is a Corp. for Public Broadcasting. A federally chartered, federally financed bureaucracy would be so buffeted by political pressures that it would, at best, take refuge in bland neutrality or, at worst, be corrupted into an instrument of propaganda. As evidence that such fears are not imaginary, we cite statements by the bill's advocates themselves.

During the debate that preceded overwhelming passage of the bill for public broadcasting by the Senate, the bill's own sponsor admitted that he saw political opportunity in the development of a national system of noncommercial TV. The debate on the CPB bill had been side-tracked by several senators decrying the high costs of commercial television in political campaigning when Senator Warren G. Magnuson (D-Wash.), who had submitted the CPB bill, stepped in with reassurance. "We are trying to get educational TV up to a point where we can evaluate these things, and maybe

they can perform a service politically," said the senator.

And how would a CPB be brought into line if it sought to pursue a course of independence? The answer to that question was supplied, during the Senate debate, by another CPB supporter, Senator Norris Cotton (R-N.H.). Senator Cotton was replying to Senator Strom Thurmond (R-S.C.) who had expressed the fear that CPB would fall under the manipulation of the President or some "ideological minority." Senator Cotton asserted that if CPB got out of line, "we instantly and immediately can do something about it." He described the tactics to be used: "We can make very uncomfortable, and give a very unhappy experience to, the directors of the corporation." And if that didn't work, Senator Cotton added, the Congress, through its appropriations power, "can shut down some of their activities."

If these are the attitudes a CPB may expect from its most ardent friends in government, it is clear that a CPB can make no contribution at all to the improvement of broadcasting service. The longer the Senate talked about the subject, the more glaringly exposed were the fundamental defects of the CPB principle.

We hope that the House will consider, with more than the perfunctory reception it got in the Senate, the proposal that federal subsidies to noncommercial broadcasting be distributed to the states for redistribution to noncommercial stations, where programing power belongs.

By now the dangers of a centralized system run by a federally sponsored bureaucracy ought to be apparent even to the friends of noncommercial radio and television.

Down payment

THE directors of the National Association of Broadcasters made a good move last week in appropriating \$25,000 to hire special counsel to attack the FCC's fairness doctrine in the courts. It was, however, only a first move, and surely the broadcasters will underwrite other moves if, as is probable, they become necessary.

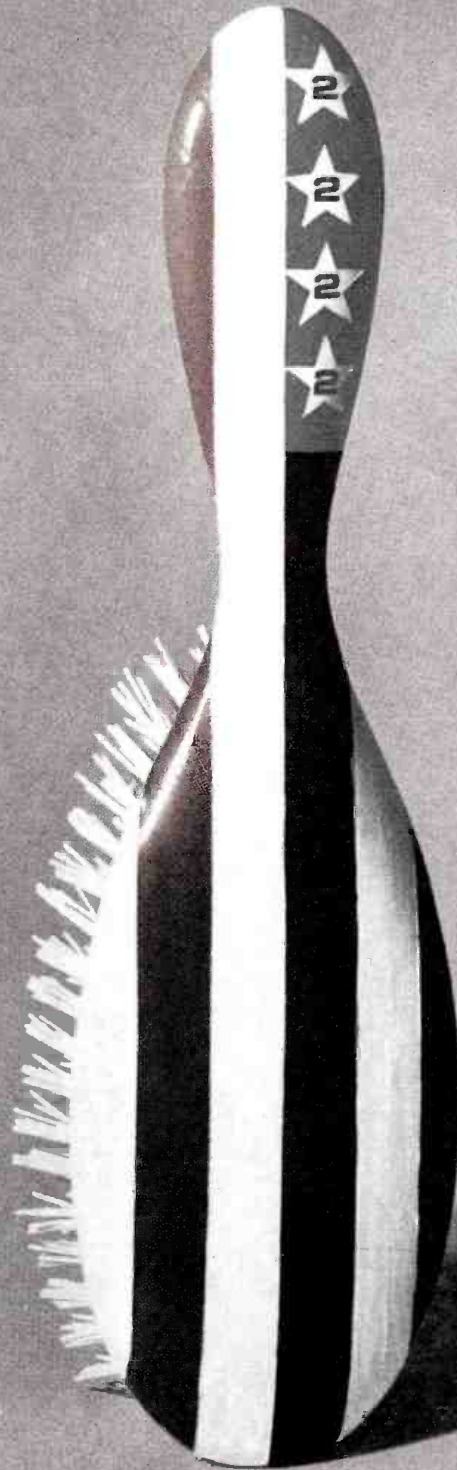
At the outset, of course, the NAB must hire the best law firm it can find for so basic a test of the constitutional status of broadcasting. The results of this test are vital.

Broadcasters themselves are to blame for letting the government gain so much regulatory control. Over the years they have ceded bits of freedom piece by piece for reasons of expediency. To reverse that unattractive history won't be easy now. Neither will it be cheap.



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 "That sponsor's emphasis on youth isn't confined to his program!"

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

Last year, the 1.1 million consumers of the 9-county Fresno market spent \$47,439,000 on drug supplies. To get a healthy chunk of this lively market, advertise your product or service on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations whose in-depth coverage can bring your message home to California's rich Inland Valley.

Data Source: Sales Management's 1966 Copyrighted Survey —
Effective Buying Income

McCLATCHY BROADCASTING
Katz Radio • National Representative



KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento