



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ABC Radio kicks off four-network approach. p42
Next at networks: every night at the movies. p53
A year of controversy on fairness starts. p54

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*CAROL Y...
11/2/67
p166*

CONCORDIA COLLEGE
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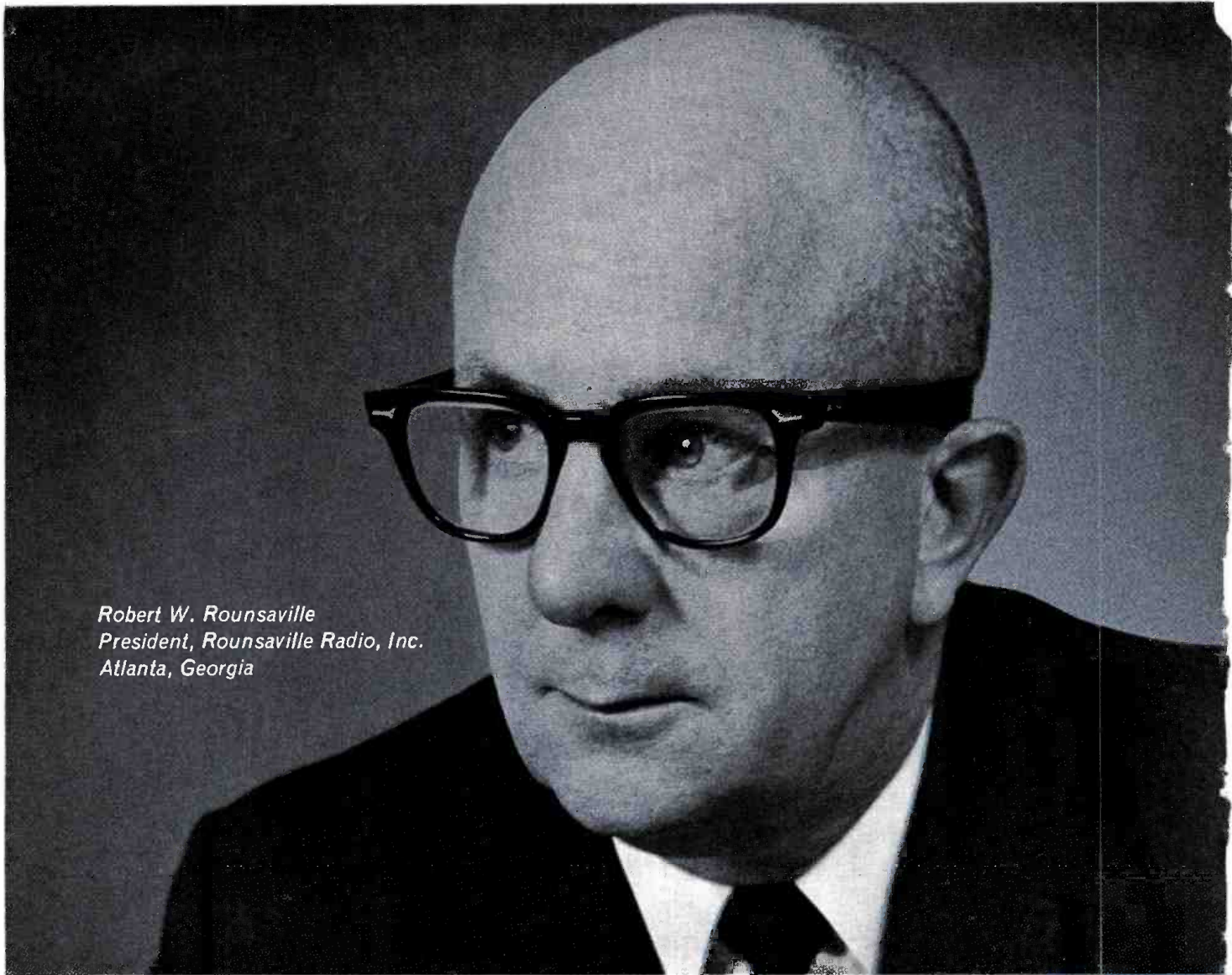
NEWSPAPER

Give the gang our best.



EDWARD PETRY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"



*Robert W. Rounsaville
President, Rounsaville Radio, Inc.
Atlanta, Georgia*

"CATV broadens broadcasting by promoting Color TV"

"No doubt about it, the best demonstration system for Color TV sets is a local CATV system, for to see Color TV on CATV is to want to own a Color TV set. Gone are all the ghosts, the snow, the smears . . . the whole gamut of problems that potential customers think are inherent with Color TV sets. And the extra channels on CATV make a Color TV set investment even easier to take in the eyes of the customer.

"Today, CATV provides crystal clear reception, in black and white as well as in color, regardless of the terrain or the obstructions. These sharp,

clean pictures help sell more TV sets and help make broadcast station quality pictures go a longer way. In the long run, CATV makes audience potential far more realistic.

"CATV complements the television industry by giving more people more dependable reception and greater program variety. I'm for it."

This statement courtesy of Rounsaville Radio, Inc.

JERROLD ELECTRONICS CORPORATION

THE BIG MOVIE

8:30 PM SAT.
1:00 PM SUN.

38.4%

**SHARE OF
AUDIENCE***

G

258,833

TOTAL HOMES*

Clark Gable in *The Tall Men*, Rock Hudson in *A Gathering of Eagles*, Marlon Brando in *The Ugly American*, Ingrid Bergman in *Inn of the Sixth Happiness*—blockbuster films that catch the fancy of movie-loving St. Louisans.

For the best movie buy in St. Louis look to

KTVI abc **2**

HR

ST. LOUIS

*Webman 3/4/70
12661-201*

Figures based on NSI, November 1967. The share figure is an average of Saturday and Sunday showings, total homes is an average of Saturday and Sunday.

In the Dallas-Ft. Worth Market... KRLD-TV delivers more in PRIME TIME*...

28.3% more Homes than the second station.

31.2% more Women than the second station.

14.2% more Men than the second station.


9.5% more Teens than the second station.

36.5% more Children than the second station.

Contact your H-R representative for a most efficient prime time schedule on KRLD-TV, the station that delivers more.

* October 1967 ARB Television Audience Estimates
Average Quarter-Hour 6:30 P.M. - 10:00 P.M. Sunday thru Saturday.



represented nationally by  HR

The Dallas Times Herald Station

CLYDE W. REMBERT, President

There's concern, and no little indignation, among TV stations and reps about series of five-minute sports films that Ogilvy & Mather, agency for Shell, has been offering to TV stations. They say it contains "billboards" and quickie middle "commercial" for Shell and is offered in obvious hope it'll be carried free and scheduled three to five times weekly—preferably in or near newscasts—though in some cases O&M has agreed to pay at least nominal fee. They say it isn't explicitly offered as condition for getting spot schedule, but in some cases it has been offered along with call for availabilities for Shell's 1968 campaign.

O&M executive said stations are paid "some of the time" but that it's matter of "private negotiation, so I don't want to discuss it." There have been reports, unconfirmed, of stations having Shell campaign cancelled after rejecting film. When asked whether there was tie-in between it and Shell spot account, O&M executive replied: "I'm not going to discuss it." New series of films reportedly is being produced by Sports Illustrated.

Movie v. movie

Advertising agency buyers are speculating that ABC-TV may also schedule movie on Monday night to counterprogram NBC's new movie night next season (see page 53). ABC officials say their current Monday-night schedule is "doing fine" but do not discount possible move to movie on Monday. There's talk that ABC might start its movies at 8:30 p.m. NBC said Monday movie would start at 9.

With NBC expanding to three movie nights next season, and prices networks must pay for pictures escalating, agency officials also predict that NBC may be inclined to resurrect its proposal to increase commercial minutes in movies from current 14 to 16. NBC earlier this year said it would "reserve the right" to boost minutes to 16 in current season if economics forced network to do so, but later decided to drop proposal in face of strong station and advertiser opposition.

Tooling up

* Intense interest of political candidates in radio-TV is expected to bring automatic creation of new FCC unit

to handle equal-time and fairness-doctrine complaints in this year's nationwide elections. Complaints go to Complaints and Compliance Division, but anticipated activity is deemed certain to force separate election unit—possibly with staff of four to function under William B. Ray, with legal guidance from general counsel's office.

FCC is expected to instruct unit to adhere to letter of law and of its regulations dealing with Section 315 cases, feeling that majority of complaints can be disposed of that way. But where new questions not covered by precedent are involved, FCC must itself rule. Because of time factor, election inquiries require expeditious handling.

Ratings standards

There's serious concern among Broadcast Rating Council members over questions raised in recent weeks about credibility of local rating reports, and some feel time has come—for sure—for council to start setting minimum standards, including specification of minimum sample sizes on which those box-car numbers on product usage should be based. Question of methodology improvement has been pushed before, but apparently there's disagreement over legality of council's imposing minimum standards, and feeling is that before moving into that area now it should try again to get policy rulings from Federal Trade Commission and Justice Department.

Informal efforts have been made in past, with FTC officials indicating they would support council efforts to set minimum standards but with Justice authorities refusing to take position, saying in effect, "go ahead and do it, and if we don't like it we'll sue you." Present plan is to submit more formal request in hope it'll produce more positive results.

Answer man

American Research Bureau's president, Dr. Peter Langhoff, may hold seminars for broadcasters in several major cities to explain ARB's local-market TV reports, now containing 57 columns of demographic and marketing data as well as ratings and shares. He thinks he can show how

new research can help stations sell time. He also feels seminars would help answer objections raised about new reports (BROADCASTING, Dec. 25).

Tightening the wire

If Supreme Court upholds FCC's contention that agency has authority to regulate CATV systems, question that commission will then face is whether it can impose tougher and swifter measures than it now employs in enforcing CATV rules. Commission now uses cumbersome cease-and-desist order, which is enforceable by court but requires hearing to give system chance to show why stop order should not be issued.

Some at FCC would like to refer violations to Justice Department, which can get injunctions and prosecute systems under law providing for fines of up to \$500 for each day violation occurs. However, it agreed that Justice would refuse to take cases unless Supreme Court resolves pending jurisdictional question in Commission's favor. Some feel that department may be reluctant even then. However, one source said, reasonably united commission, acting on "solid rules would get cooperation.

Sports and smokes

Apparently anti-tobacco advertising drive by Senator Robert F. Kennedy (D-N.Y.) didn't sway National Collegiate Athletic Association's TV committee and ABC negotiators in setting new TV pact for 1968-69 (see story page 52). ABC discloses that in joint talks with NCAA last fall it was agreed to "specifically permit tobacco sponsors" to buy into 1968-69 coverage. NCAA President Marcus L. Plant last November in letter to Senator Kennedy asserted he'd "use every influence possible to reduce and eventually eliminate appearance of such advertising" on NCAA schedule (BROADCASTING, Dec. 11, 1967). ABC is now offering to tobacco people and other sponsors NCAA package at reported \$48,000 per commercial minute, in slightly changed form with more games added under renegotiated contract.

**Color tape to color
film transfers are dull,
fuzzy and not worth
the trouble.**

Horse radish!

And any other expletive you wish to use.

Because if you believe that, you haven't seen Reeves Color Videofilm* transfers.

Color Videofilm* transfers are alive with sharp, clear images and pure, true-to-the-tape color.

Color Videofilm* transfers are worth every moment of the considerable effort that Reeves puts into each and every one. From the playback of the tape on the best videotape recorder money can buy, all the way to packing the final reel. But you expect that kind

of effort from Reeves. It's that extra quality Reeves has been adding for the past 34 years.

And Color Videofilm* transfers are inexpensive. An unexpected, happy bonus.

Still unconvinced about color transfers? Horse radish!



REEVES
SOUND STUDIOS

A DIVISION OF REEVES BROADCASTING CORPORATION
304 EAST 44TH STREET, NEW YORK, N.Y. 10017. (212) OR 9-3550

*TM Reeves Sound Studios

BROADCASTING, January 1, 1968

WEEK IN BRIEF

1967 no banner year for radio-TV billings. Highlights: CPB created, fairness rule applied to cigarettes, spectrum use under special study, Supreme Court hears CATV-copy-right and Red Lion fairness cases. See . . .

RADIO-TV HOLD THEIR OWN . . . 21

House Commerce Committee set for fairness doctrine discussions during second session of 90th Congress. Views of agencies, advertisers, print-media experts, commercial and ETV broadcasters will be sought. See . . .

ADMEN TALK FAIRNESS . . . 38

ABC Radio inaugurates its four-radio-network operation today (Jan. 1) with 600-station lineup. Net President Schwartz thinks 1968 could turn into profitable year as advertisers become familiar with new approach. See . . .

600 STATIONS SET . . . 42

FCC waives chain-broadcasting rule to give one-year approval to ABC's four new specialized American Radio Networks plan, wants comprehensive report on proposal every six months. See . . .

FCC'S GREEN LIGHT . . . 44

Combined Communications Corp., Phoenix-based combination of radio-TV stations, outdoor advertising companies, is formed by KTAR Broadcasting's Louis and Eller, president of Eller Outdoor-Advertising. See . . .

NEW SOUTHWEST GROUP . . . 48

FCC, Midwest Video (KFBM-TV), All-Channel Television Society file briefs with Supreme Court in San Diego CATV case. FCC argues CATV is "clearly engaged" in interstate communication by wire, subject to regulation. See . . .

MORE CATV ARGUMENT . . . 49

Movie fans can look forward to feature films seven nights a week in 1968 as NBC schedules its third movie night on Monday. Agency officials see in move further demise of new program series. See . . .

EVERY NIGHT AT MOVIES . . . 51

ABC-TV renews its football contract with National Collegiate Athletic Association for 1968, 1969 seasons. Tab is \$16.5 million; more flexible scheduling of important games in sight. See . . .

ABC-TV KEEPS NCAA . . . 52

Equal-time, fairness doctrine applications to political candidates promise to give FCC headaches in 1968. Senator McCarthy complains; FCC generates unprecedented response to newspaper columnist's criticism. See . . .

1968: CONTROVERSIAL YEAR? . . . 54

RCA reports new sales-profits records in 1967 with color TV being major contributor. RCA's President Sarnoff cites sales peak of over \$3 billion, 1967 as sixth straight year of new highs for volume, earnings. See . . .

RECORD YEAR FOR RCA . . . 57

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

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

WEEK'S HEADLINERS



Mr. Hoffman

Robert M. Hoffman, VP, marketing and research, elected senior VP of Television Advertising Representatives, New York. **Arma E. Andon**, director of special projects for TVAR, elected VP, and **Robert**

has been with rep firm since 1962, and Mr. Stuart originally served with company as account executive 1964-65, subsequently becoming sales manager of KP1X(TV) San Francisco, and in 1966 was named to KYW-TV post.

stein to founder-chairman, member of executive committee and director (BROADCASTING, Dec. 25, 1967).

David A. Donnelly, **Loomis C. Irish** and **Robert S. Levinson** elected VP's of BBDO in realignment of TV programming department. Mr. Donnelly has been with BBDO since 1958 and has been director of TV sports programs since 1963. Mr. Irish, director of news and public affairs, has been with agency since 1964. Mr. Levinson joined BBDO in 1960 and in 1964 was appointed director of network services.



Mr. Andon



Mr. Stuart

A. Stuart, general sales manager for KYW-TV Philadelphia, rejoins Westinghouse Broadcasting's TV rep as assistant to president. Mr. Hoffman joined TVAR as director of research in 1959 when WBC rep was formed. Mr. Andon



Mr. Strauss



Mr. Meyer

Herbert D. Strauss, president of Grey Advertising since 1961, elected to new post of chief executive officer and chairman of management committee. Mr. Strauss, 58, is succeeded by **Edward H. Meyer**, 40, who became executive VP in 1964. Mr. Strauss joined Grey in 1939, was elected executive VP in 1956. Management changes—all effective today (Jan. 1)—included move of **Arthur C. Fatt** to chairman of executive committee; **Richard S. Lessler** to board chairman; **Lawrence Valen-**



Mr. Plant

A. L. (Fred) Plant, VP-advertising for Block Drug Co., Jersey City, N. J., elected treasurer of Association of National Advertisers, succeeding **Edward S. McKay**, manager, marketing and public relations

administration for General Electric Co., New York. Mr. Plant, ANA board member for two years, was chairman of ANA's television advertising committee 1965-67.

For other personnel changes of the week see FATES & FORTUNES

Henry asking agencies reconsider ARB use

Alan Henry of Sonderling Broadcasting said Friday (Dec. 29, 1967) he was sending letters to top 100 agencies asking them to reconsider use of American Research Bureau's local radio rating reports and certainly not to use them as measures of ethnic and FM radio audiences.

With request, he said, he was including copies of new letter and two earlier ones he had sent to ARB quoting ARB authorities as "admitting" certain deficiencies in measurements (BROADCASTING, Dec. 25, 1967).

Douglas, Americans to headline banquet

Mike Douglas and Young Americans have been signed to entertain at annual banquet during National Association of Broadcasters' Chicago convention March 31-April 3. Banquet is run by

first time is supplying entertainment.

Mr. Douglas is host of daily TV show syndicated by WBC Productions. Young Americans, singing group of more than 100 youths, is best known for participation in *Up with People* TV special.

Switches in convention agenda has

also led one major trade association to move its annual meeting from Sunday of convention to Tuesday morning. Association of Maximum Service Telecasters is taking advantage of newly opened time on Tuesday to hold its membership meeting.

Most-wanted spot returns to 'The FBI'

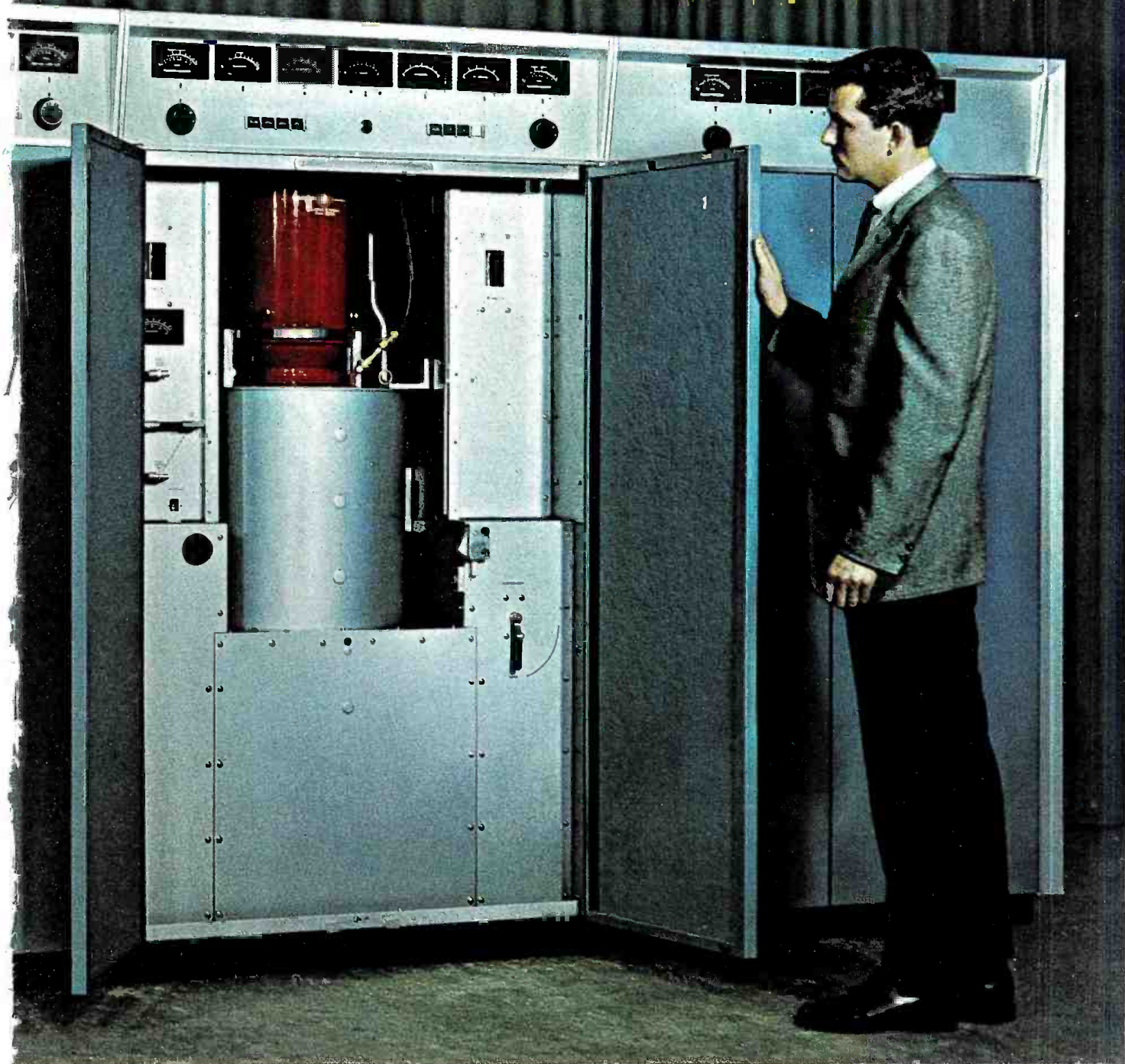
ABC-TV's *The FBI* and nation's Federal Bureau of Investigation are drawing closer together. Once each month, viewers of television series will be asked to help track down one of FBI's 10-most-wanted fugitives. In one-minute spots, first of which was to run at end of Dec. 31, 1967 show, still photographs were shown and description of suspect given. Reportedly, FBI Director J. Edgar Hoover worked out this plan of enlisting public cooperation with QM Productions, which produces series in association with Warner Bros.-Seven Arts.

Plan is follow-up to similar ar-

angement tried for time during first year of *The FBI*, which is now in its third network season. Technical problem that cropped up in first test—deletion of 10-most-wanted announcement if suspect is caught before air date—will be solved by supplying stations with substitute tape.

Decision to go ahead with FBI spot announcements on regular basis was result of Audience Studies Inc. research that was said to indicate that public was much in favor of it. One-minute for announcement will be taken from dramatic portion of hour program rather than from commercial segment

110-KW TRANSMITTER ... for maximum power UHF



ANTENNA CHOICES. RCA offers you a choice of Pylon and Panel Antennas for use with this new Transmitter. You get the kind of Antenna that suits your needs—directional or non-directional—as well as your power requirements.

COMPLETE LINE OF UHF TRANSMITTERS. There are three high-power integral-cavity vapor-cooled klystron transmitters: 30KW, 55KW and 110KW. Also two lower-power air-cooled transmitters: 2KW and 10KW (the 2KW is easily expanded to a 10KW).

YOU GET SO MUCH MORE FROM RCA—RCA offers the only full-line of broadcast equipment. RCA's long experience, engineering skills and improved products mean better performance.

From RCA you get matched system design, overall warranty responsibility, single supplier coordination and complete service. It all adds up to greater value.

For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

DATEBOOK

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

of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference

■ Indicates first or revised listing

Programming or Counter- Programming

Truth or Consequences

Two years of first-run product. For strip programming five times weekly. Now in more than 60 markets. Boasting a 100% renewal record. Proven audience puller in daytime, early evening and early prime-time slots. Produced by Ralph Edwards and Metromedia Television. In color, on videotape.

And look at this:

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>Rating</u>	<u>Share</u>	<u>Viewers</u>
Detroit	WJBK-TV	7:00 pm	18	33	542,000 (Nov '67)
New Orleans	WWL-TV	noon	12	43	101,000 (June '67)
Peoria	WIRL-TV	6:00 pm	20	37	80,000 (Nov '67)
Cleveland	WJW-TV	7:00 pm	18	39	416,000 (Nov '67)

All above stations strip T or C Monday through Friday!



The Alan Burke Show

All talk shows are not alike:

"With Burke, you can enjoy the program . . . always moments of humor and levity . . . Burke is capable of matching wits and ripostes with a guest . . ."

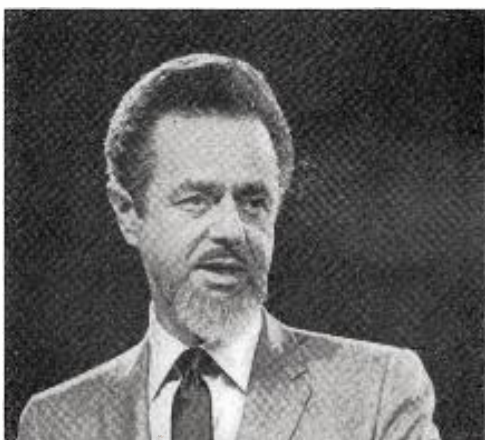
Arizona Daily Star

This two-hour weekly talk-show is, above all, entertaining.

Now in 23 markets. 52 two-hour programs with no reruns.

First run, in color, on videotape.

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>Day</u>	<u>Rating</u>	<u>Share</u>	<u>Households</u>
New York	WNEW-TV	11:00 pm	Sat	5	14	278,000 (Oct '67)
St. Louis	KPLR-TV	9:00 pm	Sun	3	5	22,000 (Nov '67)
Indianapolis	WTTV	10:00 pm	Sun	2	6	17,000 (Nov '67)



My Favorite Martian

A proven performer. Three-season CBS Network success. For use now on a strip or weekly basis. 107 half-hours (32 in color). Bought by CBS o&o's in Philadelphia & St. Louis.

<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>Day</u>	<u>Rating</u>	<u>Share</u>	<u>Households</u>
Seattle/Tacoma	KOMO-TV	5:30 pm	M-F	11	28	71,000 (Oct '67)
Washington	WTTG	6:30 pm	M-F	10	23	137,000 (Oct '67)
Los Angeles	KTTV	5:00 pm	Sat	5	20	140,000 (Oct '67)



WE KNOW YOUR MARKET IS DIFFERENT. LET US SHOW YOU WHAT THESE SHOWS HAVE DONE IN OTHER MARKETS, WITH THE SAME COMPETITION YOU'RE PROGRAMMING AGAINST.

This is decision time for the "second season." We've got the information . . . and the product . . . to help you make the RIGHT decisions.



WOLPER TELEVISION SALES/A Metromedia Company
485 Lexington Avenue, New York, New York 10017 (212) 682-9100
8544 Sunset Boulevard, Hollywood, California 90069 (213) 652-7075

Data are NSI estimates and are subject to qualifications described in said reports.

A message is much more than words and pictures

Some years ago I estimated that the average metropolitan adult in the U. S. is bombed by 1,600 messages each day—via newspapers, magazines, signs, radio, television and all our communication tools. With that mess of message directed at the consumer every day your advertisement had better be good. It had better be well aimed. It had better be consumer-oriented rather than advertiser-oriented, because this harried consumer is not about to do any favors, even for a friendly neighborhood corporation. He's got worries of his own.

It has been estimated by the American Association of Advertising Agencies that of the 1,600 ads daily aimed to the public only 80 are noticed. And only 12 provoke some reaction.

Of course—and this is important—we cannot measure the subconscious effect. Few products have consumers bursting your doors the next morning. Nor is there any measure of the cumulative effect of good advertising—repeated until the message hits home and is there when the product need arises.

Hanging On ■ So don't be leary of repeated good advertising. Too often, in my experience, the advertiser becomes bored with an advertising campaign long before the message has penetrated the public. He gets off a winner.

I remember television commercials we did for one of the country's largest and most successful corporations. One day, sitting with our advertising committee, a member said: "Don't you think maybe we could use some new commercials?" "Hard to say," I replied. "These haven't run yet."

What had happened, of course, was that the committee had seen the commercials perhaps a dozen times, in storyboard, answer prints, had made changes and then more changes, until they were bored with the finished product—before the public had even seen it. As a matter of record, when those commercials finally ran, they did an excellent selling job.

The terrible attrition of advertising in the communications jungle points another moral for all of us. Don't begrudge marketing research and copy-testing charges. No longer (if it ever could) can the eventual effectiveness of an ad be determined by personal opinion or holding a wet finger to the breeze. Today at MJ&A we know that advertising needs every scientific aid it can get, and if it doesn't get it, well, the advertiser has entered a mule at Santa

Anita.

Communicating with millions of people or indeed with a single person today not only is an art, it is well nigh a miracle. Today's person is the product—we might almost say victim—of his times. That he functions so well makes it reasonable to suppose that he is of tougher fiber than any others in history—and more cynical.

The public has erected an inattention curtain in self-protection against the torrent of communication directed at him. The consumer has plenty of worries without taking on yours.

Basic Rules ■ Granted that what is being communicated merits communication—that we are not just playing with the machinery—is there a manner of approach that gives you reasonable assurance that somebody will listen? I think there is and I believe we have found it in advertising as practiced by my agency. So here are the seven MJ&A yardsticks for an effective advertising communication, all based, of course, on the over-all precept that what you want to say must be worth saying.

■ *Is the communication based on a single selling idea?* To communicate you do not fire wildly like a near-sighted machine-gunner. You determine where your audience's main interest lies and that determines your basic approach. Don't demand the time and attention you would be unwilling to give.

■ *Does the idea have a definite objective?* Your objective as a communicator is to inform, not distract. Lord knows, your audience has a built-in distraction. Know where you're going and what you intend to do when you get there.

■ *Is your approach fresh and differ-*

ent? Try to say it differently. Much communication today is a rag-bag of cliches and rhetorical rubbish which obscures the message, if indeed there is one.

■ *Is the idea presented in a provocative manner?* Certainly you don't try to bore your audience into surrender. Too much communication is painfully dull and about as entertaining as a broken leg. And if you need professional help in being entertaining, get it. As Sam Goldwyn once is supposed to have said of a bad script: "Give me three good writers and I'll fix it myself."

■ *Is the idea communicated with clarity and speed?* You are busy. You must pay your audience the compliment of assuming he also is busy. Your mother thinks you are the most brilliant person in the world—so ramble all you want when you communicate with her.

■ *Is the message believable?* Credibility is your greatest asset and sincerity will cover a multitude of communication sins. In fact, credibility in both high and low places is one of our most serious problems.

■ *Is there an attitude, tone of voice and spirit that make the reader, listener, or viewer warm up to and like the communicator?* There is no magic formula, of course. But we have found that an advertisement that creatively comes closest to matching the basic elements of effective personal communication has the best chance of getting through.

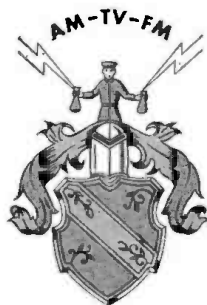
Somebody is listening out there. It is all a matter of finding his wave length, of understanding his position as the most important end of the communication cycle, of remembering that the American public today is over-communicated with and under-understood.



Ernest A. Jones is chairman of the board and chief executive officer of MacManus, John & Adams Inc., a worldwide \$100-million advertising and marketing complex based in Bloomfield Hills, Mich. Mr. Jones, 51, was born in Jamestown, N. Y., and joined MJ&A in 1939 after graduation from the U. of Michigan. He was appointed VP in 1950, executive VP in 1953 and president two years later. In 1967 he became chairman of the board, the agency having doubled in size during his term as president.

That's the spirit

“Business needs more of the PROFESSIONAL SPIRIT. The professional spirit seeks professional integrity, from pride, not from compulsion. The professional spirit detects its own violations and penalizes them.” Henry Ford said it. We agree, and try to fulfill his spirit.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

HAPPY OLD YEAR



1967 was the most successful year WNEW-TV ever had.

The "10 O'Clock News" exploded on the scene, changing viewing habits for millions—and our Action Reporter was honored for his service to the community by the National Academy of Television Arts and Sciences.

Merv Griffin moved to 8:30 PM, and became one of New York's favorite prime-time entertainers.

We launched a live afternoon program called "The New Yorkers"; gave Alan Burke a new nightly show; and started the Woody Woodbury series from Hollywood.

An innovating mayor agreed that one of the best ways to bring government to the people was in our studios—so we started "With Mayor Lindsay."

And, among many specials, we televised heart surgery from Maimonides Hospital; toured haunted houses; presented Louis Nizer in a challenge to critics of The Warren Commission; rocked with Steve Paul's psychedelic scene; and cheered when Jerry Lewis broke fund-raising records on his Labor Day telethon.

1967, in short, was the year people really talked about what was happening at Channel 5 ... and we don't intend to let them stop now.

HAPPY NEW YEAR

METROMEDIA TELEVISION IN NEW YORK / WNEW-TV **MM5**

Radio, TV hold their own in 1967

All advertising in doldrums as broadcasting levels off; fairness law is applied to cigarettes; CPB created; spectrum use is under special study

The leveling off of the radio and television billings curve was one of 1967's most far-reaching developments.

While no official figures were available as the year closed it was apparent that dollars spent for the two media would not increase at the rate for 1966 when television's gross was up 12% to reach \$2.2 billion and radio's up 10% to \$872 million.

Generally it was expected that the two media would do well if they showed an increase for the year—though most industry spokesman estimated that overall television might show a 2% increase and radio possibly a percentage point more. All other advertising media were hit by the cut-back, some to a much greater extent than radio and television.

The American Broadcasting Co.-International Telephone & Telegraph Co. merger was the continuing story of the year.

Early in January 1967 the Justice Department asked the FCC to hold a full hearing on the proposed merger of ABC into ITT. In the waning days of December ABC, ITT, Justice and the FCC were anxiously awaiting a decision of the U. S. Court of Appeals in Washington on whether the merger should be allowed.

That story was one of the highlights of a year that also saw:

- President Johnson propose and later sign into law a bill creating a Corp. for Public Broadcasting.

- The FCC make the fairness doctrine applicable to cigarette advertising.

- The President create a special task force to study spectrum use.

- The FCC's top-50 market TV ownership rule seemingly interred by its creators.

- The Supreme Court agree to hear the United Artists-Fortnightly CATV-copyright case and Red Lion's fairness doctrine appeal.

- The United Network come and go—almost in the same breath.

The apparently unending saga of the ABC-ITT merger began early in the

year when two days before the merger was to be consummated, the Justice Department asked the FCC for a full hearing. Justice contended that the FCC's December 1966 approval, on a 4 to 3 vote, was based on insufficient evidence. Justice got its full hearing and in June the FCC, by the same 4-to-3 vote, reaffirmed its earlier stand. A month later Justice announced it would appeal the commission's decision to the federal courts. That hearing has been long over, but as of last Thursday (Dec. 28) the court's decision remained a mystery.

Plan for ETV ■ In January the blue-ribbon Carnegie Commission on Educational Television unveiled its master plan for ETV that would result in 380 interconnected stations with the money

coming from a manufacturer's excise tax on TV sets.

A month and a half later, the President unveiled his own plan for public television, which seemed to be a toned-down version of the Carnegie report. As Mr. Johnson proposed it, the Corp. for Public Television (it later became Public Broadcasting) would have a 15-member President-appointed, Senate-approved board of directors; it would have an initial fund of \$9 million for 1968. Although the president signed the CPB bill in November, the money still has not been formally requested by the administration.

Early in the year Mr. Johnson also proposed a major study of spectrum usage. This was tied in to an FCC budget request of \$520,000 for engi-



Cigarette advertising came under a one-two federal attack last year with the FCC putting it under the fairness doctrine and the Federal Trade Commission coming out for much stronger regulation. Opponents of smoking began more strenuous efforts, assured

they would get additional exposure on radio and television. The scene above is from a 20-minute satirical anticigarette film produced by the National Tuberculosis Association. NTA also produced a series of eight radio-TV spots at the same time.

MAJOR NEWS DEVELOPMENTS OF 1967 continued

neering studies and frequency allocation.

Those lofty ambitions expressed by Daniel Overmyer in 1966 when he announced creation of the Overmyer Network ran into trouble before its April target date. With new money, most of it from Mutual Broadcasting System owners, the Overmyer Network became the United Network last March. But even with fresh money, the lack of uniform clearance time on 106 stations spelled disaster for United.

After only 31 nights of programing a three-hour Las Vegas program, network brass hoisted the white flag. That one-month attempt at creating a fourth network resulted in a \$2.3 million loss for United. But later in the year network spokesmen were talking about resuscitation efforts in the form of Robert Pauley, former ABC Radio president, who was brought in to try again with United.

Cigarette Ruling ■ The FCC dropped a bomb on broadcasters in June when it supported a young New York attorney, John Banzhaf, in his contention that stations carrying cigarette advertising should give anticigarette forces air time under the fairness doctrine since cigarette smoking is a controversial subject. Mr. Banzhaf, however, maintained that the commission's action didn't reach far enough and he went to a federal court in Washington to prove his point. Broadcasters tried to move into a federal court in Richmond to have the case overturned, but the Banzhaf appeal took precedence.

Elsewhere in the courts, the U. S. Supreme Court moved into both the fairness and CATV pictures in December, although the government's official attorney, the solicitor general, asked the court to let the CATV matter wait awhile. The high court, however, bypassed that request and agreed to study the case in which United Artists has maintained that it should be paid copyright fees for its programs that have been carried on the CATV's operated by the Fortnightly Corp.

The fairness case before the court centers on Red Lion's denial of free rebuttal time to Fred J. Cook, who was allegedly attacked in a program on WGBB-AM-FM Red Lion, Pa., in 1964 by the Reverend Billy James Hargis. Mr. Cook had asked for free time and Red Lion offered to sell time only. Last June the U. S. Court of Appeals upheld an FCC ruling that Red Lion had erred.

The subject of fairness and equal time was also coming to a big political head as the final week of 1967 bowed in. Senator Eugene McCarthy (D-Minn.) found himself going to the FCC in an attempt to get network time to re-

but statements made by President Johnson the week before. The Minnesota senator intends to fight for the Democratic presidential nomination and has contended that since the President is already a candidate (although he has not formally announced) his opponents should be given equal time.

Buyers, Sellers Keep Busy ■ In 1967, stations were being sold for big prices and with some of the bigger sales went still more waivers of the FCC's top-50 market ownership policy, which has never been made into a rule. With each sale the chances of the rule coming into being seemed ever more remote. Among the sales which required waivers of the policy were Capital Cities' purchase of KTRK-TV Houston and sale of WPRO-TV (now WPRI-TV) Providence, R. I.; Kaiser's purchase of 50% of WKBF-TV Cleveland; U. S. Communications Corp.'s purchase of WPHL-TV Philadelphia and five construction permits from Overmyer Communications.

In technology, the year past saw CBS Laboratories announce a broadcast version of its electronic video record system, a system designed to bypass conventional film and tape and be low in cost as well. Equipment firms also unveiled new color cameras: RCA showed a lightweight studio camera; Ampex and Norelco showed hand-held color cameras.

It was also the year of the American Federation of Television and Radio Artists strike against ABC, CBS and NBC, and of the National Association of Broadcast Employees and Technicians strike against ABC.

And in its 11th hour, 1967 went down in history as the year NBC added movies to Monday night prime-time programing, making feature films network staples every night of the week.

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1967 and, in order to offer fuller continuity, the last months of 1966.

Advertiser-Agency Relations
Account changes in 1966—2/13/67; in first half of 1967—8/14/67.
Agency profits rise—7/31/67.
Advertiser-Broadcasters Relations
Equitable Life wants more merchandising from radio stations—9/26/66.
Procter & Gamble contest requires watching a program, raises rating questions—10/3/66.
Kemper must pay ABC-TV for broadcasts cancelled after Hiss appearance—11/14/66, 12/25/67.
Advertisers see need for improvement in TV operation—11/21/66; charge TV rates favor large advertisers at expense of smaller firms is denied by networks—12/19/66, but reasserted—3/20/67; ANA finds

cut-in charges illogical—1/16/67.
Drinking sequence in TV special bothers American Motors, sole sponsor—12/26/66.
Radio promotions should benefit station as well as advertiser—1/2/67.
More co-op money available for radio-TV—1/23/67.
Ford asks ABC-TV affiliates to forego station breaks in *The Robe*—1/23/67.
Insurance Co. of North America cancels sponsorship of *Pursuit of Pleasure*—5/8/67.
Commentator Dan Smoot sues sponsor for breach of contract—5/15/67.
Admiral Corp. drops TV advertising, blaming poor program quality, commercial clutter—6/12/67; ABC-TV reminds that advertisers have responsibility too—6/19/67, 6/26/67, 8/7/67.
General Foods ponders TV policy changes—8/7/67.
Sealtest moves into spot-TV with annual outlay up to \$10 million—12/25/67.
Right of WMAQ-TV to reject commercials for *The Penthouse* motion picture upheld in court—11/13/67.
Advertiser-Government Relations
Truth-in-advertising bill—9/12/66, 9/26/66; watered-down version passes House—10/10/66; wins in Senate-House conference—10/24/66.
Advertising Council reports \$236 million worth of advertising contributed to public service campaigns in past year—11/14/66.
USDA condemns Armour promotion—12/5/66.
House bill would create government agency to test non-food products—1/16/67, 2/13/67; expanded bill would establish department of consumer affairs—3/20/67.
Truth-in-lending bill could rule out broadcast ads for loan companies—12/4/67.
Advertising can be element in Sherman Act complaints in Dept. of Justice view—2/13/67; idea worries Hill & Knowlton's Gross—4/24/67.
Betty Furness named presidential assistant on consumer affairs—3/13/67, 5/8/67.
House bill would limit food advertising expenditures to 10% of gross receipts—3/20/67.
Advertising needs louder voice in Washington, AAAA chairman asserts—4/10/67.
FTC appeals reversal of ban on Procter & Gamble-Clorox merger to Supreme Court—10/24/66, 2/20/67, which orders P&G to dispose of Clorox—4/17/67; P&G and FTC agree on plan for P&G to acquire J. A. Folger & Co.—2/27/67; court upholds FTC order for General Foods to dispose of S.O.S.—11/20/67.
FTC orders American Home Products to stop claims for Preparation H—11/14/66; tells group of hemorrhoid product makers to stop advertising them as cures—1/19/67.
FTC says Bristol-Myers uses misleading advertising for Bufferin—1/30/67, 3/6/67; dismissal urged—12/4/67; FTC issues blanket order against B-M making any claims of efficacy or any drug product—6/26/67; proposes tougher rules for all analgesic advertising—7/10/67; ANA, AAAA oppose these rules—11/20/67.
FTC dismisses complaint against Carleton Fredericks—3/6/67; limits use of "new" to six months—4/24/67; monitors half million commercials in 1966—5/1/67.
FDA issues rules on advertising of prescription drugs—5/29/67.
FTC moves to make rules for advertising of transistor radios—7/24/67.
Iowa legislature passes bill putting 3% tax on advertising—7/17/67; enforcement delayed—10/2/67, 10/9/67.
Pennsylvania 5% ad tax bill is tabled—10/2/67.
Advertising
AFA-AAW prepare for merger—9/19/66, into American Advertising Federation—11/28/66; elects officers—1/30/67; holds government relations conference—2/31/67.
AAAA plans educational foundation—1/30/67.
U. S. advertising volume will total \$17.8 billion in 1967, McCann-Erickson predicts—3/6/67. NYU professor estimates \$30-billion billings by 1977—9/18/67.
ANA's Blackman report refutes charge that advertising contributes to high prices, monopoly—4/3/67.
Commercials on value of advertising go on 110 TV stations—4/3/67.
Sexy ads here to stay, AAF hears—7/10/67.
Agency-Broadcasters Relations
J. Walter Thompson is biggest radio-TV buyer for ninth consecutive year—11/28/66, and for 10th—11/27/67; is tops in TV network billing—4/17/67.
SRA tells agencies to put orders in writing—10/10/66.
Centralized buying at Ted Bates boosts spot TV for Colgate-Palmolive—10/17/66.
TV station research of little value, AAAA reports—10/17/66.
TVB one-day seminar for timebuyers—10/31/66.
TVB "Systems of Spot" aimed at making spots easier to buy, Bates' Sawyer re-

ports—12/19/66.
 How D-F-S gets commercials on air on time—1/9/67.
 Burnett bases media buying on gross rating point levels—10/10/66; sets up Media/Agency Reciprocal Internship Plan—2/20/67.
 BBDO, B & B, Campbell-Ewald curtail Hollywood operations as advertisers buy TV network minutes rather than sponsor programs—5/8/67.
 BBD's "Preseason Predictor" rates program before they go on air—1/16/67, 1/30/67.
 Doyle Dane Bernbach opens own TV studio—9/4/67.
 Foote, Cone & Belding centralizes national media research—9/11/67.
 Veteran media executives leave Ted Bates, "disemployed" by automation—10/16/67.
 Computer technology presages revolution in media buying—11/27/67.

Allocations

New study of spectrum allocations recommended by Dept. of Commerce panel—10/24/66, 11/7/66, 12/5/66, 12/12/66, 1/30/67; NAB opposes giving Dept. of Commerce this authority—9/11/67; home service by wire might alleviate channel shortages—11/21/66; President's telecommunications advisor urges immediate steps to save spectrum from "choking stagnation"—2/27/67, is asked whether government can't release some of its channels—5/8/67, says some users of space will have to use wire instead—5/29/67; FCC seeks funds for spectrum management—11/14/66, plans long-range study—5/1/67, investigates frequencies above 18 gc—5/8/67, will study new specialized communications developments—7/10/67. President Johnson names task force to make broad spectrum study—8/21/67, 8/28/67, 11/27/67, 12/4/67; proposal that spectrum space be sold to highest bidder advanced—9/18/67.

Satellite bands might interfere with microwave relays, FCC finds—4/3/67.
 AMST urges FCC to protect TV channels 4 and 5 against interference by railroad radio—1/9/67.

All television will be UHF band within decade, IEEE's Fink tells NAB—4/10/67.
 Drive to let land-mobile services share TV frequencies is pushed, opposed, UHF exploration urged—8/22/66, 10/3/66, 4/3/67; broadcasters urged to cooperate—9/26/66, 10/17/66; congressmen berate FCC for failure to act—10/3/66; so do industrialists—10/24/66, 11/21/66; FCC moves to ease jam—12/5/66; broadcasters protest—1/16/67, 3/27/67; hear unyielding opposition may not work—4/10/67, may offer ch. 70-83 to land mobile—6/12/67; government industry committee calls for more spectrum space for land mobile—12/4/67, 12/11/67.

Land-mobile sharing with TV test city won't be Los Angeles—1/16/67, but Washington—2/20/67; manufacturers withdraw 4/3/67, rejoin test—4/24/67; tests begin—6/12/67, 10/16/67.

Admitting that situation stems from mistaken allocations policies in 1949—3/6/67, FCC undertakes intensified study of land-mobile spectrum needs—4/17/67, 5/1/67, 5/8/67, promises some TV space to land-mobile—5/22/67 which includes wide range of services—6/26/67.

House bill would forbid more than 50 kw power for any AM station—9/5/66.

Battle over break-up of clear channels continued. 25-year-old dispute between WABC New York and KOB Albuquerque over 770 kc gets congressional attention—9/5/66; examiner recommends full-time II-A authorization on 1120 kc for KPIR Eugene, Ore.—11/28/66, and for KGYN Guymon, Okla.—7/31/67; CBBS affirms opposition to clear channel duplication—4/10/67; WHAM Rochester asks FCC to revoke II-A grant to KOFI Kalispell, Mont., on same channel—5/8/67.

FCC gives KGYN Guymon, Okla. II-A status—12/11/67.

Daytime stations protest delay in permission to use pre-dawn hour—9/19/66; Canadian treaty poses problem—12/12/66; NAFMB asks for reopening of record—5/1/67; FM approves 6 a.m. sign on—7/3/67, 7/10/67; nobody likes new rule—8/21/67, but FCC reaffirms it—10/16/67; gets 3,000 applications—9/4/67, issues 1,600 permits—10/23/67; WHEN Buffalo goes to court—10/16/67; so does Association on Broadcasting Standards—10/30/67; injunction issued—11/20/67, 11/27/67; other daytimers disagree—11/6/67; clear-channel stations oppose softening presunrise rules—11/27/67, 12/11/67; FCC rejects five waivers—12/4/67.

Hawaii gets 18 UHF channels—9/4/67.
 KUAM Agana, Guam, seeks 250 kw—9/25/67.

Audience

Audit Bureau of Circulation may measure radio-TV audience—10/25/66.
 Radio All Dimension Audience Research

(RADAR) launched by the four radio networks—1/2/67, 12/11/67.
 Census Bureau doubles sample size for 1967 TV home count—7/10/67.
 Nielsen estimates 56 million TV homes as of Sept. 1—9/4/67, 10/9/67.
 Viewing levels for 1966-67 season about same as for 1965-66, NBC reports—5/15/67; averages 5 hours, 52 minutes per day—10/9/67.
 Charges that people with more education, more money than average have stopped watching TV are vigorously denied by NBC—10/10/66, 10/24/66, repeated by Xerox executive—11/21/66, rebutted by TIO 1/9/67, asserted by Harris poll—1/23/67, challenged by Nielsen—3/6/67, 3/27/67; Bruskin study shows upper income, higher educated group watching more, not less—5/1/67.

Right of TV as mass medium to appeal to mass audience upheld by FCC's Loevinger—10/17/66, but FCC's Cox says it's not enough—10/31/66.

Public looks longer, depends on TV for news, approves of editorializing, but thinks there is too much advertising, Roper reports—4/10/67.

Fiscal habits of viewers-listeners surveyed by Radio Advertising Representatives—5/29/67.

Better educated, higher income families own more radios, NAB finds—5/29/67.
 Radio actively involves most listeners, CBS study shows—11/13/67.

BPA and TVB present first annual awards for TV sales presentations—11/7/66.
 International Film and TV Festival awards—10/30/67.

Broadcast Economics

Broadcasting's contribution to gross national product hard to measure, but NAB tries—9/12/66.
 TV commercials called important to U. S. economy—11/21/66.

Fewer stations change hands in 1966, but for more money—2/27/67.

Most TV station owners have other interests; most stations run by employees with no substantial ownership interest, Seiden survey shows—6/12/67.

Joint study of TV problems by advertisers, agencies and broadcasters proposed by ANA TV committee head, accepted by TVB—11/21/66, pondered by AAAA—11/28/66.

ARB-BAR combine services so advertisers can compare impact of their TV advertising with that of competing products—11/28/66; ARB lists top-100 TV markets—10/9/67; BAR to duplicate TV reports for radio—10/16/67, to report market-by-market variations in network TV brand activity—10/23/67.

Media survey finds gaps in distribution of nationally advertised products—10/31/66; TVAR reports on brand preferences in eight major markets—11/21/66, 11/20/67.
 Milwaukee Advertising Laboratory reports on progress—10/10/66.



It was the year for educational television: the Carnegie Commission report, the creation of a Corp. for Public Broadcasting and a \$10-million bankroll from the Ford Foundation to the Public Broadcast Laboratory for two-hour Sunday night shows on National Educational Television stations. The PBL team is headed by Av Westin, director (seated on desk).

Others at a staff conference (clockwise): Robert Hoyt, senior producer; John Wicklein, national editor; John Osmundsen, science editor; Ben Kurbasik, PBL associate director; Joseph M. Russin, social sciences editor; Edward P. Morgan, PBL senior correspondent; Jane Rosen, foreign affairs staff; Robert McCabe, foreign affairs editor.

In daytime, New York radio audience tops TV's, Pulse reports—2/20/67.

Men of 35 and over are heaviest in-car listeners, ARB finds—3/13/67.
 Negroes listen to Negro-programmed stations; whites do too—11/7/66.

Middle-of-road programed stations have high-income audience—10/23/67.
 Farm radio stations penetration highest among high income farmers—10/9/67.

Awards
 duPont awards may move to Columbia U.—1/23/67, 1/30/67.

Emmy awards emphasize specials—6/12/67; failure to make musical awards causes composer resignation—6/19/67; Hollywood board asks for revision of judging procedures—6/26/67; new rules for news awards—9/18/67.

NCTA institutes "Abel" awards for CATV program originations—6/26/67, 7/3/67, and awards for best TV shows—12/4/67.

Peabody awards face loss of Broadcast Pioneers affiliation—4/24/67, keep it—6/12/67.

BAR files antitrust suit against LNA—10/16/67.

Chicago's 30 radio stations 1966 billings predicted—9/26/66, TV stations too—12/5/66.

New York City Suburban Group organizes to solicit national advertising—9/19/66, 11/21/66.

Radio has record year in 1966—12/25/67.

TV has record year in 1966—9/26/66, 2/27/67, 8/28/67, top spenders—4/17/67, billings by product categories—4/17/67; FCC city-by-city breakdown for 1966—8/28/67; top-100 national advertisers spend most on TV—9/11/67.

TV network billings go up and up—2/13/67, 3/20/67, 4/10/67, 4/17/67, 4/24/67, 5/8/67, 5/22/67, 8/7/67, 8/14/67, 10/16/67; daytime sales, profits mount—10/10/66, 9/4/67; advertisers buy heavily into 1967-68 season—3/13/67; top-50 network advertisers—10/23/67.

What TV network participation cost—2/6/67.

MAJOR NEWS DEVELOPMENTS OF 1967 continued

TV spot billings set new record in 1966—9/5/66, 10/10/66, 12/12/66, 1/16/67, 3/13/67, top spenders—4/3/67; rate of increase eases off—1/16/67, 3/20/67, 5/15/67, 7/3/67, 7/17/67, 10/2/67, 10/30/67.

Spot TV advertising equaled \$15.94 per family in 1966—9/11/67.

ANA study shows TV cost trends—12/4/67.

TVB's "System of Spot" to make spot buying easier, less expensive—9/25/67; gets immediate support, opposition—10/2/67.

Broadcast activities of airlines—2/6/67, 2/13/67, 6/28/67, 7/10/67; United—8/28/67; appliances—6/19/67; automotive—9/26/66, 3/6/67, 4/3/67, 4/17/67, 7/3/67; General Motors—9/19/66, 2/6/67, 3/13/67, 5/15/67; Ford—5/8/67, 9/11/67; 9/18/67; Chrysler—9/4/67; beer—8/14/67; carpets—3/27/67; cleansers: P&G—2/13/67, 7/17/67, C-P—6/12/67; coffee-tea—9/26/66; corporate ads—10/24/66; foods—5/15/67; games—3/6/67; gas and oil—8/28/67; insurance—7/17/67, Liberty Mutual—9/18/67; mouth washes—7/10/67; pet foods—9/12/66; retailers—12/5/66, Carson Pirie Scott—10/17/66, 1/16/67, Sears—2/13/67; soft drinks—7/3/67; supermarket products—6/26/67; toys—11/27/67.

S. C. Johnson & Son is top TV advertiser—9/4/67.

Top newspaper advertisers spend more on TV—5/29/67; TV's inroads on magazines—6/5/67.

CATV ad lab—12/19/66, seen as strong possibility by ARF—7/10/67, to be operated by Adtel Ltd.—10/16/67; Television Testing Inc. to market CATV testing services—10/23/67.

Harrisburg media jointly promote market—2/27/67; Rochester TV stations cooperate in market promotion—5/1/67.

Negro market attracts more advertising—11/7/66.

Spanish language market worth cultivating—9/19/66.

Blair TV stations in major markets test new rate formula based on 30-second spots—11/28/66; agencies don't like—12/5/66, but Blair makes it base figure—12/26/66; WKRC-TV Cincinnati tries it—12/26/66, with great success—3/29/67; NBC-TV considers it—3/20/67, 12/11/67; Bates Vitt calls it new trend—3/27/67.

Commercial clutter continues a problem for TV, N&S' Zeitner points out that there's lots of nonentertainment time devoted to other things than commercials—1/23/67; Interpublic's Bunker proposes isolating commercials in capsules—3/6/67; Pety proposes new commercial limits—3/27/67, with mixed reaction—4/3/67, 4/24/67; networks have own plans—4/3/67, 5/15/67; so does Westinghouse—4/17/67, SRA—5/3/67, Storer—5/8/67, Burnett—5/15/67.

Tougher time standards for TV urged by Corinthian—10/3/66; TV code board studies problems—10/10/66; other changes proposed—11/26/66; TV code board moves to simplify time standards—2/27/67.

NAB Code Authority queries stations—3/27/67; TV code board recommends limiting time, number of interruptions—5/22/67; advertisers, agencies don't agree—5/29/67, 6/19/67, 7/3/67, 7/17/67; TV board postpones action—7/23/67; special committee agrees on limits—7/24/67; agencies argue—9/18/67, but committee approves original recommendations—9/25/67, with minor changes—10/2/67, 10/9/67; ANA president calls code "arbitrary"—11/6/67, networks are critical—12/11/67.

Move toward more commercial minutes in network movies displeases agencies—2/13/67; NBC-TV plans—2/20/67, 3/6/67, 3/20/67, disturbs ANA—3/27/67, 4/24/67, and AAAA—4/10/67, and Westinghouse stations—4/17/67; NBC-TV says no increase now—8/14/67.

Radio billings keep rising—9/19/66, 9/26/66, 10/17/66, set new record in 1966—10/24/66, again in 1966—2/27/67 and in 1967—10/16/67; network radio gains—9/26/66, 10/17/66, 2/6/67, 8/17/67; top spenders in network radio—5/15/67, 10/16/67; all network radio advertising in 1966—8/7/67; spot radio also grows—11/21/66, 5/8/67, 8/14/67; top spot radio clients—5/8/67, 8/14/67.

FCC reports on 1965 radio billings by markets—10/24/66.

Heavy radio listeners are big beer drinkers, CBS finds—10/31/66.

Middle-of-road stations are longtime successes—10/23/67.

Radio needs larger supply of personnel—10/17/66.

Want-ad station, KADS Los Angeles, surveys listener needs—11/7/66, finds place 8/14/67, but loses money—8/21/67. FCC proposes rule change to waive sponsor identification requirements for classified ads placed by individuals—3/6/67, 3/27/

67.

Radio Expenditure Reports planned for national and regional radio advertisers—1/30/67.

Katz Agency to expand "Motorally" on-air auto promotion—3/27/67, 9/4/67.

New York retailers take new look at radio after World Journal Tribune folds—5/15/67.

Buying habits of Chicago Negroes surveyed by WVON Chicago—5/22/67.

Southern California stations hit by slump in auto sales—5/8/67.

Marketing Information Bank, computerized facility, provides data on stations represented by Westinghouse—9/19/66; Katz forms electronic data processing department—10/10/66; Cox computer analyzes and bills—12/12/66, 6/19/67; H-R links stations directly to computer—3/13/67; Y & R demonstrates computer use—4/10/67; Ted Bates adds computer, drops executives—10/16/67. Speedata computers track weekly movement of goods from warehouse to store—6/5/67, Media Comp system to automate TV station inventory—8/14/67.

Agencies - Media - Performers - Sponsors (AMPS) proposed to keep track of TV commercial proof-of-performance, billing, payment of talent—1/23/67; subsonic audio coding system to be field tested—1/30/67; three companies offer national service—9/11/67, 9/18/67.

Utica stations do more business in newspaper strike—7/31/67. Monthly market reports show TV ad trends—8/28/67.

Broadcaster-Government Relations NCTA president asks for complete overhaul of Communications Act—7/3/67; chairman of House Communications Subcommittee calls for new act—11/6/67.

A status report on broadcaster-government relations—2/27/67.

Dept. of Communications proposed—6/12/67.

89th Congress passes little broadcasting legislation—10/31/66; safety-at-sea bill which did pass contains clause which NAB feels would hurt cruise advertising—2/13/67, 4/3/67.

Bill to put networks under FCC regulations introduced in House—6/5/67.

Bills to permit radio-TV coverage of House debate opposed—9/12/66, favored—9/26/66; public favors—10/17/66, TV test coverage of Senate wins praise—9/5/66; coverage amendment offered—2/20/67; TV lighting tested 3/13/67, 3/20/67.

First live colorcast of President's news conference—3/13/67.

President objects to TV's three-man control—10/24/66.

Role of "communications industry" in influencing public opinion and its responsibilities questioned by chairman of House Commerce Committee—3/20/67.

House Commerce Committee proposes probe of programs, profits and trafficking in licenses—4/24/67.

House small business subcommittee urges FCC to investigate network and group station practices that may hurt small stations—1/2/67; studies UHF affiliation problems—7/10/67.

Interior Dept. asked what right communities have to determine time status, standard or daylight—2/13/67; station survey helps put Kansas on DST—3/6/67; states with two time zones present problem—3/13/67; 46 states to have DST—4/24/67, 5/1/67.

Dept. of Justice charges General Tire with trying to coerce suppliers into buying time on RKO General stations—3/6/67.

Request to have USA information made available for domestic distribution—3/13/67, 5/1/67, rejected by Senate Foreign Relations Committee—5/15/67, and by Senate—6/19/67.

Senate approves nomination of WTOP's Hayes as ambassador to Switzerland—9/5/66, 10/10/66; group owner Strauss nominated assistant administrator of Agency for International Development in charge of African affairs—4/24/67; Senate confirms—5/17/67; Chancellor resigns as director of Voice of America—5/29/67; What's My Line moderator Daly to succeed him—6/5/67, 9/25/67; Kintner leaves White House post for cataract operation—6/19/67; MBS correspondent Costello named ambassador to Trinidad, Tobago—8/21/67.

Radio-TV questions for 1970 census—5/29/67.

FCC turns down station plan to supply background music and in-store commercials to retailers—10/17/66.

FCC chairman tells broadcasters special rate cut not made public is unfair competition—11/1/66.

FCC investigates station claims about audience—3/20/67, and rating hyping—7/17/67 and rate structure—5/8/67.

Maryland senate kills bill prohibiting contest

promotions with winner based on chance after broadcaster protest—2/27/67.

Bill in California assembly to assess 4% tax on gross advertising receipts of radio and TV stations—3/27/67, is expanded to apply state sales tax to all radio and TV commercials—4/24/67; Illinois state sales tax of 4% on advertising and radio-TV time sales proposed—5/22/67, 6/12/67.

Missouri broadcasters attack restrictions on covering state house—1/23/67, win partial victory—2/6/67; some states allow state house coverage by radio-TV, some do not—2/13/67.

ABC-TV discussion of premarital sex contributed to delinquency of minors, district attorney charges—9/19/66.

NBC News special on investigation of New Orleans district attorney into assassination of President Kennedy evokes demand for equal time—8/26/67, 7/17/67.

WDAU-TV Scranton-Wilkes-Barre, Pa. reveals voting frauds—6/26/67.

Reno's licensing of broadcasting stations held unconstitutional—10/24/66.

KSON San Diego proposes use of Emergency Broadcast plan for other emergencies than enemy attack—1/2/67.

Assertion that stations may deduct as charitable contributions of free time given to religious and charitable organizations is questioned by FCC—6/19/67, denied by IRS—7/31/67.

Corinthian Broadcasting Corp. challenges IRS ruling on amortizing network affiliation—11/6/67.

FTC orders TV networks to disclose data on sale of prime time programs—8/7/67.

Cigarette Advertising Uneasy position of broadcasters between cigarette advertisers and antimoking forces grow even more uncomfortable. Request to match cigarette ads with anticigarette spots—12/12/66, is rejected by WCBS-TV New York—1/9/67, 1/23/67, 2/20/67, but FCC rules that reasonable time to answer ads must be given—6/5/67, extension of fairness doctrine into advertising that draws immediate protests from advertisers, broadcasters and others—6/12/67, 6/19/67, 6/26/67, 7/3/67, 7/10/67, 7/17/67, 7/24/67; FCC won't reconsider—9/11/67, 9/18/67, 9/25/67; court hears argument—11/20/67; Banzhaf wins round—12/4/67; TV stations meet FCC guide line—10/2/67; Congress may overrule FCC—7/31/67; WCTU plans attempt to get similar ruling for anti-wine and beer sports—6/26/67; National Tuberculosis Association prepares anti-cigarette TV spots—7/10/67.

FTC asked to investigate tar and nicotine content of cigarettes—9/5/66; tests start, technique criticized; HEW's Gardner backs move to require statement of tar and nicotine content in all cigarette advertising—1/16/67, 1/23/67; Sen. Magnuson (D-Wash.) introduces bill—5/26/67, 8/21/67, 8/28/67; cigarette ads may quote FTC tar-and-nicotine test results—10/30/67, which get mixed reactions—12/4/67.

Request of Sen. Moss (D-Utah) for ban on showing people smoking in TV commercials—2/20/67, rejected by TV code board—2/27/67.

FTC asks for legislation requiring strengthened health hazard warning to be included in all cigarette advertising—7/3/67, 7/10/67; bill introduced—7/31/67, 8/7/67, HEW agrees—7/17/67; could end fairness doctrine application, Rep. Moss (D-Calif.) notes—8/2/67; Cigarette Advertising code blasts FTC's report—8/21/67; Rep. Wolff (D-N.Y.) to fight for health warnings in ads—12/4/67.

U. S. Public Health Service spots on dangers of smoking requested by over 800 radio stations—10/24/66; American Anti-Smoking Association seeks time for public service spots—10/24/66; American Cancer Society blasts cigarette commercials in animated film—1/9/67; Tobacco Institute asks for free time to answer antimoking spots—9/11/67, 12/25/67; WQJZ St. George, S. C., airs "Smoke Up" spots—9/18/67; ACS prepares radio "scare" campaign—10/2/67, calls for full stop of all cigarette advertising—10/23/67; so does former ad man Foote—12/11/67.

TV code board tightens guidelines on cigarette commercials—10/10/66, 10/17/66, 7/24/67.

Eventual loss of cigarette commercials "inevitable," NAB officials tell state presidents—3/6/67; Stanton urged CBS to eliminate them, Friendly says—3/27/67.

Cigarettes are major advertisers on network TV—2/13/67, 7/17/67; but American Tobacco cuts back on TV—1/9/67; so does Reynolds—5/15/67, 5/22/67, 5/29/67.

American Tobacco Co. leaves Cigarette Advertising Code—8/28/67.

Public Health Service report on smoking hazards attacked by Tobacco Institute—8/28/67.

Sen. Kennedy (D-N.Y.) would ban cigarette commercials on football telecasts—11/27/67, and on all broadcasts before 10 p.m.—12/4/67; NCAA president supports idea; Sen. Erwin (D-N.C.) opposes it 12/11/67. Civil Rights

NARA assays role of Negro disc jockey—9/15/66.

Does Negro programming aid integration or divide white and Negro communities?—9/5/66; whites listen too—11/7/66.

Chicago Negro models win equal casting chance—9/19/66.

KTVU(TV) San Francisco revamps schedule for special baseball broadcast to ease racial tension—10/3/66, 10/10/66.

Broadcast equipment at scene of racial conflict can aggravate situation by mere presence—10/10/66, 7/31/67, 8/7/67.

Broadcast Skills Bank to help Negroes get into broadcasting—12/5/66, 4/10/67.

Media Workshop seeks daily 90-minute integrated TV show—12/12/66.

Church groups ask for FCC rule denying license to station with discriminatory labor practices—5/1/67, 6/19/67.

NAACP says too few Negroes are used in TV commercials—8/28/67.

CBS-owned TV stations seek jobs for unemployed—8/28/67; so do KATZ St. Louis and KTTV(TV) Los Angeles—9/4/67.

Plans for Progress gets strong broadcast support—9/4/67.

FCC Comr. Johnson urges more broadcast involvement in race-relation problems—11/27/67.

Color Television

Equipment makers look for year of catching up with color orders—1/2/67.

Converting a station to color costs \$300,000 on average, operating costs run \$30,000-\$40,000 a year—1/2/67.

Color cameras dominate NAB convention equipment exhibits—4/17/67; Cohu has miniature color camera—3/13/67; RCA has improved four-tube camera—4/3/67; all three TV networks order Philips color minicameras—10/23/67; Ampex makes hand-held camera for ABC-TV—11/6/67.

New lights for outside color pickups developed by Crouse—3/20/67, and General Electric—9/18/67.

TV Colorguard said to cut setup time for color monitors from hours to minutes—3/13/67.

Method for reproducing transmission color film at black-and-white costs under development at CBS Labs—2/6/67.

New German compact color film processor introduced by Television Zoomar Co.—3/20/67.

Ampex produces slow motion, frame-by-frame, stop-action color recorder for ABC-TV—3/27/67; MVR develops similar device for CBS-TV—3/27/67.

Home color TV recorder announced by Newell Associates—5/22/67.

Tape-to-film transfer method announced by Technicolor—2/27/67, and by Acme Film & Videotape Labs—5/29/67.

General Telephone & Electronics reports progress on full-color laser projection system—3/6/67; Texas Instruments develops laser-powered color system for military—5/15/67.

ABTO has process to give color pictures from black-and-white film—5/15/67; Color-Tel too—7/31/67.

WHEN-TV Syracuse charges 5% extra for color—11/28/66; agencies protest—12/5/66; station stands firm—12/12/66, but drops charge when it gets no industry support—2/6/67.

Color shows sell best in syndication—1/2/67; documentaries have wider appeal in color—1/2/67; NBC-TV programs 100% color—11/7/66; ABC-TV and CBS-TV expect to be all-color by fall—1/2/67, add more color in daytime—2/27/67, 4/3/67; much news in color—1/2/67, 8/14/67.

CBS-TV has new two-van color mobile unit—9/19/66; Sports Network designer builds four new color remote units—2/13/67; mobile color vans offered by Technical Material Corp.—3/13/67, 8/14/67.

New Eastman film lets stations do own color processing—9/5/66.

Color film processing in New York expands—3/13/67.

Major agencies produce most spots in color—9/5/66; color commercials now 90% of total—1/2/67; color commercials cost \$335 more common, color commercials lose impact—10/10/66; labels that look good on color TV look even better on store shelves—11/7/66; TVAR study on advantages of color commercials—5/8/67, is attacked, defended—5/15/67, 7/10/67, Carson Pirie Scott color test seen as starter for retailer rush to color—1/2/67.

More color sets, fewer monochrome, sold in 1966—3/6/67; sales decline causes price cuts—3/6/67, factory layoffs—3/20/67, but first quarter color sales top last year's—5/22/67; color tube sales up too—5/19/67; sets sales boom—9/18/67, 11/27/67; RCA ups prices—9/4/67.

Sony shows seven-inch color set—6/26/67; other small Japanese color sets—8/21/67.

7.1 million TV homes (13%) have color in August 1966, Census Bureau finds—12/19/66, 19.3% in August 1967—11/13/67; ARB puts figure at 9 million (17%) for November—1/2/67; color homes increased 82% in 1966, NBC reports—2/13/67; Nielsen finds color homes increased from 9% in March 1966 to 16% in March 1967—4/3/67; 18.7% of U. S. TV homes have color on April 1, NBC estimates—5/8/67, 20.2% on July 1—8/21/67, 22.6% on Oct. 1—11/13/67.

Sales of color sets continue to rise, but at slower rate, EIA reports show Jan.-Aug. 1966 color set sales up 88% from previous year's level—10/31/66; Jan.-Sept. sales up 73%—11/28/66; Jan. Nov. sales up 70%—1/23/67; full year 1966 sales of 4.7 million—1/9/67, up 71% over 1965—3/6/67.



Daniel Overmyer (I) and Oliver Treyz were all smiles over the prospect of creating a fourth TV network—the Overmyer Network. In March Mr. Overmyer was out of the picture, the network's name became United and two months later it had lost \$2.3 million and had stopped programming.

67; Jan. 1967 color sales topped Jan. 1966 by 35%; Jan.-Feb. increase was 25%—4/24/67; Jan.-March up 23%—5/22/67; Jan.-June up 8.6%—8/21/67.

Commercials

Chevrolet commercial takes festival honors—10/24/66; top IBA awards go to Bosco (TV) and Ford Trucks (radio)—3/13/67; Advertising Writers Association of New York honors Benson & Hedges 100 (TV) and Worst-Tex suits (radio)—4/24/67; Benson & Hedges also wins TV award at American Commercials Festival, with Coca-Cola getting top radio honors—5/15/67.

Commercial Film Producers Association resumes activity in Hollywood—4/17/67, 9/18/67; Broadcast Advertising Producers Society of America formed by New York agency commercial producers—6/5/67.

Trend is to tape, but most TV commercials still on film—1/2/67; soft voice, soft sell is commercial trend—1/9/67; mod spots suit today's audience, says C-E's Fish—3/13/67; more but shorter spots today, LNA reports—4/3/67; two-sponsor spots defended by FC&B's Stern—10/3/66; NAB approach called unrealistic by Weiss' Pinoff—11/21/66; SRA proposes standard station break ID's—12/19/66.

ABC-TV plans to lengthen some station breaks, shorten others—12/11/67.

Commercial placement, sequence study proposed as joint ANA, AAAA, TVB project—11/21/66; CBS-TV bunches commercials on cultural programs—12/5/66; sponsors of "specials" cluster commercials to reduce interruptions—8/5/67; viewers favor clustering—5/15/67; clustering hurts recall, Canadian study shows—12/11/67.

HF-TV offers do-it-yourself color film commercial kit for furniture stores—6/26/67. Scriptboards used in place of written scripts by Bates—5/29/67.

BAR tests Videomatic system of monitoring commercials—2/6/67, 2/20/67. Computer Talent Inventory uses computers to cast performers for commercials—2/27/67.

Overload commercials still a problem. CBS reference tapes may be answer—12/19/66; NAB to field test—1/30/67; shown at NAB convention—4/17/67; engineering committee reports on tests—8/19/66; San. Case (R-N.J.) asks FCC for report—5/8/67; CBS puts loudness controller on market—9/20/67.

First impression determines life of commercial—10/31/66.

TV commercials for youngsters analyzed at Chicago seminar—5/1/67.

American TV Commercials Festival adds radio commercial awards—1/16/67.

Corinthian study shows 30-second spots as effective as full minutes—10/23/67.

Imagery transfer works in radio for TV advertisers—11/6/67.

Radio commercials described in BROADCASTING include: Cup 'O Gold (candy bar)—10/9/67; Forest Lawn (mortuary)—10/23/67; National Shoes—5/29/67; Pacific Air Lines—5/8/67, 6/26/67; Wynn Oil Co. 5/22/67.

Television commercials described in BROADCASTING include: airlines: Continental—4/17/67, United—3/6/67; appliances: Singer—4/17/67; automotive: Mercury—9/19/66, Kenny Ross Chevrolet—8/14/67; Clark gasoline 12/5/66, Standard Oil of Kentucky—2/27/67; beverages: Duke beer—3/13/67, Fresca—9/11/67; International Coffee Organization—10/3/66, Olympia beer—1/16/67, Pepsi-Cola—10/31/66, 12/4/67; Schlitz malt liquor—7/10/67, Yuban coffee—8/7/67; cleansers: Clorox—6/5/67; clothing: Celanese (garments made with Celanese fibers)—3/27/67, Levi's—11/27/67; confections: Fifth Avenue candy bars—11/7/66, Playboy Bunny chocolates—10/24/66; financial: Citizens & Southern National Banks—4/24/67, Marine Midland Trust (credit card)—6/19/67, Metropolitan Life Insurance—4/10/67, Midwest Federal Savings & Loan—11/27/67; foods: Dairy Queen ice cream—3/6/67, Rath meats—1/2/67, Stella D'oro biscuits—11/7/66; toiletries: Abolene cream—7/24/67, Clairol—10/23/67; miscellaneous: AT&T—11/8/67; American Cancer Society (anti-smoking)—6/12/67; American Machine & Foundry (bowling products)—10/30/67; Boston Globe (newspaper)—3/27/67; El Producto Cigars—10/30/67; Gravy Train (dog food)—9/18/67; Hasbro (game)—9/4/67; Jerrold Electronics (TV antennas)—12/4/67; Marvess carpets—5/29/67; Muriel cigars—8/14/67; National Cystic Fibrosis Foundation—11/27/67; One-A-Day Vitamins—11/27/67; Stanley (tools)—9/4/67; Union Carbide (institutional)—1/30/67.

Community Antenna Television

CATV highly profitable, ARF study shows—10/16/67; "exciting diversification opportunity" for newspapers, ANPA reports—10/16/67.

FCC says any major change in CATV rules will have to come from Congress or courts—1/9/67, denies request to reconsider rules—1/23/67; Jerrold challenges FCC right to regulate CATV—2/6/67; ACTS urges CATV licenses—7/3/67; FCC asks for comments on CATV rules—9/11/67; ACTS seeks rule changes—12/11/67.

Group CATV owners surveyed by ASCAP—9/19/66; FCC urged to set limits on ownership—3/13/67; cross-ownership of CATV and broadcast stations studied by FCC—4/17/67; NAB asks delay—5/22/67; both groups oppose limitation—7/31/67; NTVTA opposes broadcast ownership of CATV systems—3/13/67; Connecticut bars joint ownership—3/27/67.

FCC right to regulate CATV to get court test—9/25/67, 10/16/67, 10/23/67. FCC can't keep up with CATV case load—9/11/67.

FCC passes to FTC complaint about CATV practice of giving discounts to subscribers who turn in their antennas—11/14/66, 12/12/66.

Proposed Philadelphia test of impact of CATV on broadcasting—7/24/67, opposed by Westinghouse stations—7/31/67; may be held in Goshen, Ind.—9/18/67, 10/9/67, 10/16/67, 11/6/67.

National Community Television Association opposes state regulation of CATV—9/26/66; adopts code of ethics—2/13/67; revamps organization—3/27/67; changes name to National Cable Television Association—6/12/67, 9/11/67; holds Chicago convention—7/3/67; prepares radio spots for use by local systems—10/16/67.

Ad hoc broadcaster-CATV committee tries to solve copyright differences—10/30/67, 12/11/67, 12/18/67.

FCC rules forbidding importation of signals from distant cities into top 100 markets cause many requests for waivers. Hearing on San Diego squabble 11/28/66, 12/19/66.

MAJOR NEWS DEVELOPMENTS OF 1967 continued

1/2/67, 1/16/67, brings Federal district court ruling that FCC can't bar importation as it lacks jurisdiction over unlicensed CATV systems—5/8/67; FCC appeals to Supreme Court—5/15/67, 5/22/67, 7/24/67, 8/21/67, 8/28/67; Supreme Court to review case—10/30/67; hearing examiner recommends removing restraints on San Diego CATV systems—10/9/67; FCC continues "temporary stay"—11/13/67, but will review proposal—11/20/67.

Proposal to bring distant signals into Cleveland suburbs—12/26/66, opposed by TV stations and National Football League—2/6/67, whose request to participate in hearing—5/22/67, is granted over opposition of FCC Broadcast Bureau—6/12/67; waiver request set for hearing—9/4/67, but football interests can't participate—9/11/67.

Other CATV program importation issues: Bluefield, W. Va., system ordered to show cause why it should not protect WCYB-TV Bristol, Tenn.—9/11/67; FCC CATV task force chief questions action—10/16/67; gets explanation—11/20/67; WFLD-TV Chicago asks FCC to halt relay of its programs to CATV systems in other markets—9/12/66; request for microwave service for Danville, Ill. set for hearing—9/12/66; Alabama stations ask that Chicago programs be kept out—9/28/66, 10/3/66; Maine systems ask court to overrule FCC 15-day duplication ban—9/25/67; Michigan relay gets stay of importation ban—9/26/66, 1/16/67; FCC grants some waivers, denies others—1/16/67, 1/23/67, 1/30/67, 2/6/67, 3/13/67, 5/8/67, 5/15/67, 5/22/67; backlog of cases piles up—2/13/67; settles 12 in Michigan—2/20/67, reconsider—6/19/67; grant of waivers in Harrisburg-Lancaster-Lebanon-York area—3/27/67, brings written dissent from Commr. Cox—4/3/67, 4/10/67, 4/24/67; federal court upholds FCC's order to stop importation of Michigan programs into Toledo—7/3/67. Owensboro, Ky., system stops importation, gets cease-and-desist order anyway—8/21/67; waiver request from Syracuse, N. Y., system owned by broadcaster-publisher leads FCC to enlarge issues to include concentration of ownership—10/9/67; Toledo system importation of Detroit signals set for hearing—11/27/67; examiner recommends cease-and-desist order to Willmar, Minn., system—10/9/67.

More waivers are asked to excuse CATV systems from nonduplication rules; some are granted, some denied—1/9/67, 6/19/67, 7/17/67, 7/24/67, 8/28/67, 10/16/67, 11/6/67, 11/13/67; FCC rules length of protection can be cut to one hour to avoid disruption of viewing habits—5/8/67; continuing three-year-old feud Springfield (Mass.) Television Broadcasting Corp. complains that Pioneer Valley Cablevision refuses nonduplication protection—5/8/67, 7/17/67, 8/14/67, 8/21/67; Capital Cable Co. of Austin Tex., owned by family of President Johnson, fight nonduplication rule—5/8/67, 6/5/67, 8/26/67, 7/10/67; Liberal Kan., CATV system gets stay against FCC order to halt program importation—3/7/67; Wheeling system protests 24-hour protection rule—8/21/67; Dalton, Ga., system, whose waiver request is opposed by TV stations, gets right to examine confidential financial records—7/3/67, 11/6/67; New York systems told to stop pre-release of Canadian signals—12/4/67.

FCC considers rule change to allow CATV systems to carry signals of other stations in market if required to carry any—5/16/67; Commr. Cox dissents—5/22/67; industry divided—7/17/67.

AMST asks FCC to stop waivers—5/15/67, is charged with illegal ex parte pressure 5/22/67, 6/5/67, 6/12/67, 6/19/67, 7/10/67, is absolved—7/31/67, 9/11/67, 9/18/67, 11/13/67; Bluefield, W. Va., CATV subscribers swamp Congress with mail protesting ban on importation of programs—5/8/67; FCC raps operator for soliciting ex parte contacts—5/28/67.

NAB would eliminate distinction between top 100 and smaller markets, apply same rules to all CATV systems—4/10/67; small-market TV stations want same protection—6/5/67.

FCC plans to exempt ETV programs from top 100 market importation ban—7/17/67, opposed—8/28/67.

Westinghouse proposal for consolidated hearings of all CATV bids in same market—10/31/66; approved by UHF stations, opposed by CATV—12/19/66; FCC continues on case-by-case basis—4/3/67.

Connecticut Public Utilities Commission awards CATV franchises—3/27/67, 4/24/

67, 5/22/67, 12/11/67, two groups plan Massachusetts systems—9/11/67; Asheville, N. C., referendum—2/6/67, rejects CATV—3/20/67; reverses vote against franchise—8/14/67; Ashtabula, Ohio, caught in court tangle—5/29/67, 6/5/67; Bradford, Pa., system raises rates, loses franchise—8/28/67; Bucyrus, Ohio, city council revokes CATV franchise—2/13/67; Charlotte, N. C., franchise holders fight over facilities—3/7/67, 8/21/67; Colorado Springs has tough rules—8/26/67, city adopts ordinance—7/3/67, 8/14/67, gives franchises—8/21/67; Daytona Beach, Fla., voters approve CATV franchise—4/24/67; Jefferson City, Mo., grant to International Telemeter raises protests—11/6/67; controversy in Kansas City ends with sale of minority interest to protesting TV station—9/11/67; Lakewood, Calif., CATV franchise seeker offers free sports for year—10/17/66; Long Island CATV would be one of country's largest—5/22/67; Los Angeles grants CATV franchises—9/26/66, 11/21/66; Philadelphia too—12/5/66, 8/7/67; Raleigh, N. C., voters approve CATV franchise—5/8/67; Point Barrow, Alaska, gets northernmost system—8/21/67; 36-channel CATV system proposed for Seattle—10/7/66; Trenton, N. J., city council gets CATV preview—10/9/67; Southwest Cablevision, Tucson, Ariz., proposes coverage of major sports from Los Angeles—1/9/67; other applicants protest council grant to Southwest—3/20/67; Wichita council grants franchise to H & B American—4/3/67, new council rescinds it—4/24/67; KWWL-TV Waterloo-Cedar Rapids gets better spot on CATV—5/1/67.

In New York, Manhattan Cable starts service—9/12/66; Teletypewriter tests over-air service—11/7/66, asks for band above 18gc for local microwave service—2/6/67; AT&T and Comsat oppose—3/13/67, 3/21/67; Comtel master antenna system viewed as unlicensed competitor—1/28/66, 12/5/66, 12/12/66; mayor names committee to evaluate city's CATV status—7/31/67; Alphabetic News offers CATV display service—11/20/67.

American Television Relay asks for microwave system to take Los Angeles programs to South Texas—2/20/67; broadcasters ask for hearing—3/27/67; NAB opposes ATR plan—4/24/67, 5/15/67; ATR revises plan—12/4/67; Southwest CATV signs agreement with KRGV-TV Westlaco, tells ATR it doesn't want microwave service—7/31/67; NAB opposes plan to take New York programs to West Virginia—6/19/67; FCC charges Black Mountain Telecable with relaying programs to Pennsylvania CATV without station permission—9/12/66, orders halt—12/5/66, grants stay—1/30/67, is asked to reconsider denial—5/29/67.

FCC won't assume full-power VHF station in all UHF market to determine CATV status—2/6/67.

WHVR Hanover, Pa., takes CATV operator to court on monopoly charges—3/20/67.

Rochester, Minn., system blasts TV station in on-the-wire editorial—10/16/67.

Dal-Worth, producing programs exclusively for CATV, applies for microwave service—9/5/66, 9/12/66, 10/24/66, 11/14/66; FCC refuses permission—7/17/67; NCTA considers code on program origination—9/26/66, 4/16/67; FCC Commr. Loevinger endorses idea—10/17/66; broadcasters asked to help—12/5/66; Lakewood Ohio, CATV holds seminar—3/20/67; FCC Chairman Hyde says CATV must decide whether to relay or originate—5/1/67; Cable Television Network provides daily program service—6/26/67; CATV operators report successful daily programs originations, sale of time—7/3/67; feature films offered by International Artists—7/3/67, bought by Texas CATV group—7/10/67; Programming Corp. of America offers feature films to CATV—10/16/67; Seattle system originates five hours a day—9/18/67; FCC Commr. Johnson urges CATV to compete with broadcasters in local programming—10/9/67, but FCC proposes rule barring microwave relay of locally originated programs to CATV—10/23/67; CATV operators protest—12/4/67.

CATV equipment shown at NAB—4/17/67, and NCTA—7/3/67.

NCTA tells FCC that AT&T is trying to kill CATV as independent business—10/17/66; hearing ordered—10/24/66; charges groundless, says AT&T—11/21/66; other phone companies agree—11/26/66; Bell companies say they want to serve CATV, not own it—11/7/66; New England CATV group asks FCC to order phone companies to make pole attachments available

—11/14/66; Bell companies object to CATV intervenors—12/12/66; FCC calls new hearing—1/16/67, 2/13/67, 3/13/67, 3/27/67; NAB seeks to intervene—5/15/67.

Independent telephone companies increasingly become CATV operators—2/13/67, 5/15/67.

Warrensburg (Mo.) Cable Co. files suit to force FCC to act on petition concerning dispute with local phone company—5/22/67.

Conventions

Major meetings of organizations, associations and unions directly or indirectly connected with broadcasting, as reported between Sept. 1, 1966, and Dec. 11, 1967.

ABC Radio Affiliates—4/3/67, 9/4/67; ABC-TV Affiliates—4/3/67, 4/10/67, 6/26/67; Advertising Research Foundation—10/10/66, 11/20/67; All-Channel Television Society (ACTS)—4/3/67, 4/10/67, 5/22/67, 5/29/67, 7/3/67; American Advertising Federation—2/13/67, 6/19/67, 7/10/67; American Association of Advertising Agencies—10/24/66, 10/31/66, 4/17/67, 4/24/67, 5/1/67, 10/16/67, 11/6/67; American Bar Assn.—8/14/67.

American Society of Composers, Authors & Publishers—10/3/66, 4/3/67, 10/2/67; American Women in Radio and Television—10/17/66, 4/24/67, 5/8/67, 5/15/67; Associated Press Radio-Television Association—9/19/66, 9/25/67; Association for Professional Broadcasting Education—4/10/67; Association of National Advertisers—8/19/66, 10/31/66, 3/6/67, 3/27/67, 11/6/67; ANA-RAB Workshop—2/26/67; Audio Engineering Society 5/1/67.

Broadcast Industry Conference—5/1/67; Broadcast Pioneers—3/27/67, 4/10/67; Broadcasters Promotion Association—11/21/66, 5/29/67, 10/23/67; Catholic Broadcasters Association—4/10/67; CBS Radio Affiliates—9/26/66, 9/25/67; CBS TV Affiliates—6/5/67, 6/12/67; Clear Channel Broadcasting Service—4/10/67; Committee for Full Development of All-Channel Broadcasting—4/3/67, 4/17/67; Country Music Association—10/31/66.

Daytime Broadcasters Association—4/10/67; Electronic Industries Association—10/24/66, 6/5/67, 6/12/67, 10/30/67; Federal Bar Association—9/12/66; Federal Communications Bar Association—11/21/66; Florida Association of Broadcasters—5/8/67, 6/19/67; Georgia Association of Broadcasters—6/26/67; Illinois Broadcasters Association 11/6/67; Institute of Broadcasting Financial Management—9/26/66, 10/2/67; Institute of Electric and Electronic Engineers 9/26/66, 3/27/67, 6/12/67.

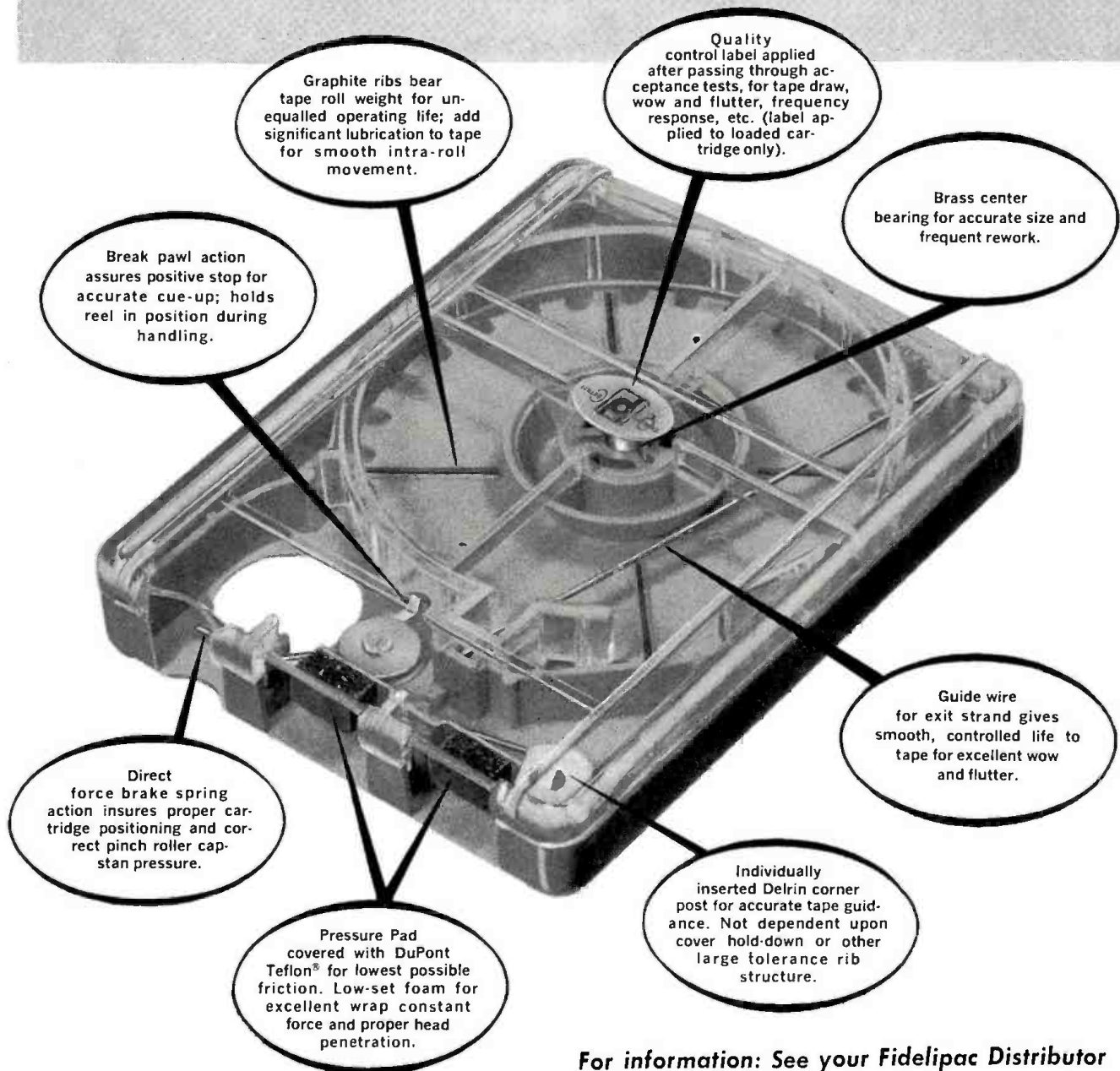
Interamerican Association of Broadcasters—6/26/67; Intermountain Network—9/5/66; International Broadcasters Society—9/4/67; International Radio & Television Society college conference—4/17/67; International Television News Directors Guild—11/6/67; International Writers Guild—10/17/66, 11/7/66; Iowa Association of Broadcasters—5/15/67; Joint Industry-Government Committee for Full Development of All-Channel Broadcasting—9/25/67; Louisiana Association of Broadcasters—9/18/67; Maine Association of Broadcasters—9/18/67; Magazine Publishers Association—6/5/67; Maryland-District of Columbia-Delaware Broadcasters Association—7/3/67; Media Workshop—12/4/67; Mississippi Broadcasters Association—4/27/67; Mutual Affiliates Advisory Committee—5/15/67; MBS Affiliates—11/21/66.

National Agricultural Advertising & Marketing Association—2/20/67, 4/3/67, 10/9/67; National Association of Broadcasters: national convention—3/27/67, 4/3/67, 4/10/67; state presidents conference—3/6/67; regional meetings—10/17/66, 10/24/66, 10/31/66, 11/21/66, 11/28/66, 10/23/67, 10/30/67, 11/20/67, 11/27/67; board meetings—1/23/67, 1/30/67, 6/26/67, 7/3/67; radio program clinics—5/22/67, 5/29/67, 6/12/67; National Association of Educational Broadcasters—10/31/66, 3/6/67, 3/13/67, 10/13/67; NABE-EIA-EMC Instructional TV conference—4/24/67.

National Association of FM Broadcasters—10/31/66, 3/27/67, 4/3/67, 4/10/67, 8/28/67; National Association of Farm Directors—12/5/66, 12/4/67; National Association of Television Program Executives—5/15/67; National Broadcast Editorial Conference—8/7/67; NBC Radio Affiliates—10/24/66, 11/6/67; NBC TV Affiliates—3/20/67; National Community Television Association—10/17/66, 10/31/66, 6/5/67, 6/26/67, 7/3/67, (now National Cable Television Association) 10/9/67, 10/16/67, 10/30/67, 11/20/67; NCTA of Canada—5/29/67; National Educational Television Affiliates—4/24/67.

National Industrial Conference Board—10/31/66; National Religious Broadcasters—2/6/67; National Retail Advertising Conference—1/23/67; National Retail Merchants Association—1/16/67; National TV Translator Association—3/13/67; Nebraska Broadcasters Association—7/10/67; New

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MAJOR NEWS DEVELOPMENTS OF 1967 continued

- Jersey Broadcasters Association—10/17/66, 10/31/66, 5/15/67, 10/9/67; New York State Broadcasters Association—7/24/67; North Carolina Association of Broadcasters—6/18/67.
- Ohio Association of Broadcasters—5/29/67; Pennsylvania Association of Broadcasters—5/22/67; Pennsylvania CATV Association—11/7/66; Radio Advertising Bureau—9/19/66, 10/3/66, 10/10/66, 10/17/66, 9/25/67, 10/2/67; Radio Television News Directors Association—10/3/66, 9/18/67; Sigma Delta Chi—11/20/67; Society of Broadcast Engineers—4/10/67; Society of Motion Picture and Television Engineers—10/10/66; Society of Television Pioneers—4/10/67; South Carolina Broadcasters Association—7/17/67; Southern CATV Association—4/24/67; Speech Association of America—12/26/66, 1/2/67; Syracuse U. International Broadcast Seminar—9/4/67.
- Television Bureau of Advertising—11/21/66, 11/13/67, 11/20/67; Television Film Exhibitors—3/27/67, 4/10/67; Television Stations Inc.—10/17/66, 10/2/67; Tennessee Association of Broadcasters—10/31/66; Texas Association of Broadcasters—10/17/66; Theater Owners of New England—9/4/67; West Virginia Broadcasters Association—4/24/67; Western States Advertising Agencies Association—5/29/67; Westinghouse Broadcasting public service conference—10/31/66; Wisconsin Broadcasters Association—2/6/67; World Conference on Smoking and Health—9/18/67.
- Copyright**
Bill to amend copyright law has long journey through Congress—9/12/66, 10/3/66, 10/10/66, 10/24/66, 2/13/67, 3/6/67, 3/27/67, 4/10/67; House passes bill that kills CATV exemptions—4/17/67; bill still in Senate—4/24/67, 5/15/67, 5/29/67, 6/5/67, 8/14/67, 8/26/67; ACTS supports legislation requiring copyright payments from CATV—7/3/67; CATV operators, broadcasters and nonbroadcasters discuss copyright problems—7/17/67, 7/24/67, 8/21/67, 8/28/67; NAB, AMST favor exemptions for CATV—9/4/67; SAG does not—9/11/67; legislation to extend copyrights expiring at end of 1967 for one year—10/9/67, cleared by Congress—11/13/67.
- Fortnightly Corp. asks U. S. Court of Appeals to set aside lower court decision that its CATV systems had been guilty of copyright infringement in picking up broadcasts of feature films—1/16/67; court of appeals upholds lower court—5/29/67, 9/18/67; Supreme Court will review case—12/11/67; Disney sues Alaskan CATV system for copyright infringement—8/21/67; producers turn to FCC—9/4/67.
- CBS considers royalty charges for CATV—6/12/67.
- NCTA drafts plans for negotiating CATV copyright licenses—9/4/67; committee meets with film producers—10/16/67.
- TV's bill for royalty and performance rights exceeds \$125 million a year—10/10/66.
- ASCAP income rises in 1966—10/3/66.
- In court battle, TV stations ordered to show ASCAP all financial records since 1959—9/19/66; negotiations—11/7/66, fail—11/14/66; summaries proposed—5/8/67; ASCAP wants all FCC reports—5/15/67; Judge Ryan sets Nov. 1 as cut-off date for pre-trial proceedings—8/12/67.
- Three-year-old litigation to fix reasonable fees for radio stations ends as ASCAP and All-Industry Radio Station Music License Committee agree on terms—3/27/67; Georgia Association of Broadcasters objects—4/3/67, 6/26/67, 7/17/67, 9/25/67; meet with ASCAP—12/11/67.
- U. S. Court of Appeals upholds lower court ruling that Washington state broadcasters must get ASCAP licenses if they use ASCAP music—1/23/67; ASCAP members sue KZUN Opportunity, Wash.—3/6/67; ASCAP sues KREN Renton, Wash.—4/24/67.
- BMI signs consent decree, ending government antitrust suit—12/5/66, 1/2/67; stations accept increased BMI payments—10/24/66.
- BMI infringement suit against KAVR Apple Valley, Calif.—7/17/67.
- All-Industry Radio Station Music Licensing Committee plans civil suit against SESAC, charging price-fixing and block booking—4/10/67, 6/26/67; six radio stations file \$15 million antitrust suit against SESAC—10/16/67.
- National Committee for the Recording Arts seeks copyright protection for performers and record producers—3/6/67, 3/13/67, 3/27/67, 4/3/67, 4/17/67, 5/1/67.
- Editorializing**
Public likes broadcast editorials but thinks stations should not endorse candidates, NAB survey shows—10/24/66; TIO-Roper survey shows 54% favoring candidate endorsement—4/10/67.
- King stations editorialize against U. S. actions in Southeast Asia—1/9/67.
- Most stations editorialize, few endorse candidates, NAB finds—3/7/67.
- Editorial blackout for three days before elections proposed—10/23/67.
- KABC Los Angeles editorials score 16 wins, nine losses—10/9/67.
- WXOX-AM-FM New Rochelle, N. Y., protests warning to stations to avoid controversial issues—10/9/67.
- Educational Broadcasting**
Financing continued a major problem. NABE sees \$392 million needed for capital expenditures by 1971, plus \$285 million a year for operating costs—12/26/66, asks NAB help—12/26/66; NAB board approves grant of \$15,000—1/30/67; FCC's Lee thinks commercial broadcasters should support ETV—2/20/67; CBS contributes equipment—3/20/67; so does NBC—5/15/67; owner gives KFIF Tucson to U. of Arizona—4/24/67; Ford Foundation gives \$6 million to NET—11/13/67.
- Ford Foundation plan to use revenue from satellites for ETV is argued—9/12/66, 9/19/66, 12/5/66, 12/19/66.
- Carnegie Committee considers excise tax on sets—9/12/66, 10/3/66, releases blueprint for noncommercial TV system, financed by excise tax plus government funds—1/30/67; President promises bill with government support for ETV—1/16/67; Carnegie proposal approved in general but with objections to proposed methods of financing, operation—3/6/67, 2/13/67, 2/20/67, 2/27/67; President proposal includes radio too—3/6/67; is endorsed by educational broadcasters—3/13/67; Sen. Tower (R-Tex.) orders study of project—3/20/67; broadcasters may be taxed—4/3/67; NAB presents plan to aid ETV, avoid government propaganda role for Corporation for Public Television—4/10/67, recommends local and state control of funds—5/1/67, 7/3/67; name change to Corporation for Public Broadcasting urged by educational radio forces—4/17/67, adopted by Senate Communications Subcommittee—5/8/67; bill approved by Senate Commerce Committee—5/15/67, and by Senate—5/22/67; House Commerce Committee holds hearings—7/10/67, 7/17/67, 7/24/67, 7/31/67, 8/7/67; approves modified bill—8/14/67, with minority dissent—8/21/67; House Rules Committee sends bill to floor—9/18/67; bill passes House—9/25/67, 10/2/67; compromise—10/9/67, is accepted by House—10/23/67, and Senate—10/30/67, and signed by President—11/13/67. Financing a question—9/25/67; CBS, Carnegie pledge \$1 million each, UAW \$25,000, U.S. Government \$9 million—11/13/67.
- National Citizens Committee for Public Television—12/4/67.
- House cuts funds for HEW grants to ETV—5/29/67.
- Advertisers donate programs to ETV—10/10/66, 1/23/67, 1/30/67, 9/18/67; foundations give cash—10/10/66, 1/23/67, 3/20/67, 7/17/67; Ford's emergency grant keeps WCET(TV) Cincinnati alive—1/30/67, 2/6/67; WHY-TV Philadelphia starts drive for funds—4/24/67; Connecticut ETV's get state funds—7/10/67.
- Public Broadcast Laboratory for research in broadcast news, financed by \$10 million grant from Ford Foundation—12/26/66, 1/2/67, 1/23/67, 2/13/67, 3/20/67; news control center—5/15/67, to originate weekly 2-3-hour news shows—5/22/67, 6/5/67, 6/19/67, 10/16/67, 10/30/67; first program gets mixed reaction—11/13/67; mostly praise after first month—12/4/67; request to networks for help—9/18/67, is rejected—10/16/67, 10/30/67.
- NET network—12/5/66, 12/12/66, feeds President's State of Union message to 70 ETV stations—1/16/67, is U. S. distributor of first global telecast—5/22/67, 6/26/67; NET-EEN network plans—9/25/67.
- New York Network, state-financed ETV hookup—2/13/67, orders microwave equipment—2/20/67; Pennsylvania governor names committee to create ETV network—5/22/67; KCET(TV) Los Angeles, ETV station, and Los Angeles school system compete for city's second ETV channel—4/24/67, 8/14/67; Baltimore gets ETV grant—5/29/67.
- ETV audience has doubled in last five years, NET survey shows—4/3/67.
- Educating, instruction by FM multiplex, leased to stations by Triangle—1/23/67.
- TV tape replaces films for army training—10/17/66.
- Subliminal TV seen as educational tool—11/7/66; experiments at Wayne State U.—6/5/67.
- Early educational radio stations—3/6/67, 3/27/67.
- National Educational Radio opens public affairs office in Washington—4/10/67.
- Educational radio has good future if funds available, status study shows—4/10/67.
- Columbia U. Graduate School of Journalism inaugurates two-year honors program—5/29/67.
- Equipment and Engineering**
Hertz is new term for cycles-per-second—1/16/67.
- Set sales rise in 1966—1/9/67, EIA breakdown—3/6/67; drop after start of new year—4/24/67, 5/22/67; electronic exports increase—12/12/66, 5/22/67; so do imports—4/10/67, 9/18/67, 11/27/67.
- Equipment shown at NAB convention gets more interest, fewer orders than year before—4/10/67, 4/17/67; CATV hardware shown at NCTA convention—6/26/67; FM equipment changes—7/31/67; studio gear shown at NAB meeting—11/13/67.
- GE finds radiation leak in some color sets, remodels them as safety precaution—5/22/67; manufacturers concerned—6/5/67, 7/31/67; House gets bill for radiation control—6/19/67, 7/3/67; U. S. Public Health Service to make tests—7/10/67; GE reports 90% of faulty sets repaired, but 9 thousand still not located—7/24/67; House probe—8/7/67, 8/14/67, 8/21/67, 8/28/67, 9/4/67, 10/2/67, 11/20/67; PHS check shows radiation still present in some shielded sets—12/11/67.
- FCC Chairman Hyde asks set makers to eliminate TV interference themselves—7/3/67; Sen. Magnuson (D-Wash.) introduces bill to give FCC power to set standards for manufacturers—7/10/67; FCC tells FM stations how to avoid causing TV interference—9/4/67.
- New way to get color picture from black-and-white film explored by ABC and Technical Operations—12/19/66.
- Air Force miniature antenna seen adaptable for TV—5/1/67; mini-TV camera developed by RCA—7/17/67; Sony shows one-inch TV screen—6/26/67.
- CBS wants to use microwave tone transmission for TV camera—7/17/67.
- Trans-Lux leases "read-out" system of stock market quotations for TV stations—12/26/66.
- Breakthrough for three-dimensional TV seen at U. of Michigan—10/16/67.
- FCC may ease difficulties in taking 3d-class license exams—10/2/67.
- FCC proposes new remote control system—11/20/67.
- Western Union develops "sight radio," to deliver weather, time, sports scores by FM to visual displays—1/16/67.
- 20-channel CATV system shown—8/26/67, 7/3/67.
- Laser beams used to paint TV picture—10/3/66; proposed as CATV link—12/12/66; future discussed at IEEE conference—6/12/67.
- American Enka introduces combination phone-CATV dropoff line—9/5/66.
- 3M readies electron beam recording as kinescope replacement—9/12/66.
- Documentor, recording up to 24 hours of audio material on nine-inch disk, goes on sale—10/3/66.
- Electrovote system demonstrated—10/17/66.
- RCA shows tubeless camera—11/28/66.
- CBS Labs establishes new educational technology department—11/28/66.
- Proposed 110-story World Trade Center in New York would affect TV reception of more than 500,000 viewers—3/13/67; stations may move transmitters from Empire State Bldg.—4/24/67, 5/8/67; move set for October 1971—5/22/67; FCC to hold hearings—6/5/67, 7/31/67, 8/14/67; WJNU-TV to stay on Empire State Bldg.—6/12/67, decides to move after all—7/10/67; New York City Board of Estimate holds hearing—6/19/67, favors plan—6/26/67; suit of Empire State Building to halt move—4/17/67, is denied—8/7/67.
- RCA asks permission to test facsimile transmission via TV signals—6/19/67; FCC gives it—7/3/67.
- CBS Labs introduces low-cost, EVR cartridge video recording playback system—8/28/67, which has adaptations for broadcast use—10/23/67, 12/4/67, and perhaps for home movies—11/20/67.
- RCA elects Robert Sarnoff president—11/6/67, realigns major divisions—11/13/67.
- CBS Labs develops desk-top device for displaying audio and video material from single cartridge—10/30/67.
- Receivers for use in time of emergency developed by National Industry Advisory Committee—10/23/67.
- Ex Parte**
Since 1958, when ex parte (off-the-record) contacts between applicants for broadcast licenses and individual FCC commissioners were suspected to have influenced votes on those grants their validity has been argued before FCC and in court. In year, Sept. 1, 1966-Aug. 31, 1967, BROADCASTING reported:

Jacksonville, Fla., ch. 12—FCC sets competitive hearing for channel occupied since 1957 by KFGA-TV—7/10/67.

Orlando, Fla., ch. 9—Orange Nine withdraws leaving six applicants—9/5/66; Mid-Florida continues as interim operator as FCC orders hearing—4/3/67.

Federal Communications Commission FCC rules advertisers must not be compelled to buy time at forced combination rate—12/25/67.

Chairman Hyde reports on 1966—1/9/67, 3/6/67.

Congressional budget cuts aggravate FCC money problems—9/5/66; so does presidential economy order—9/26/66; increase hoped for in 1968—10/17/66, 12/5/66, 1/2/67, 1/30/67; funds sought for spectrum studies—5/1/67; House actions—5/22/67, 7/24/67; House-Senate conference committee—10/23/67; FCC gets \$19.1 million for fiscal 1968—1/13/67; faces cut—12/11/67.

FCC gets new home—9/4/67, 11/13/67, 12/4/67.

House Commerce Committee asks about travel expenses—5/15/67.

Commr. Lee may leave FCC—7/10/67, agrees to third term at President's request—7/17/67. Senate hearing—8/7/67; Senate approved—8/14/67; Lee starts new term—8/21/67.

Newest commissioner, Johnson, becomes FCC's severest critic—10/24/66, 10/31/66, 12/5/66, 12/19/66, 12/26/66, 2/6/67, 2/13/67, 4/17/67, 5/1/67, 5/29/67, 6/5/67, 9/18/67.

Commr. Loevinger calls TV programs "literature of lowbrow"—10/17/67, gets prompt rebuff from Commr. Cox—11/1/66; they also debate FCC jurisdiction over CATV—1/23/67; Loevinger's comment that government tinkering with programming would hurt more than help—4/3/67, raises senatorial questions—5/1/67, 5/8/67; Loevinger to leave FCC in June 1968—9/18/67.

FCC CATV task force needs more space—9/5/66, is swamped with cases—2/13/67.

Legislation for longer station licenses dies—9/19/66; Chairman Hyde urges reconsideration—10/10/66.

New TV reporting form—9/19/66, 10/3/66, issued—10/10/66.

Proposal to modify hearing procedures gets qualified support—9/12/66.

FCC letters are not orders, court rules—11/28/66, 12/5/66, 1/2/67; U. S. Court of Appeals says they are so orders—3/20/67.

U. S. Circuit Court upholds FCC denial of power increase to WCHA Chambersburg, Pa., under 10% rule (where 10% of audience to be added would get interference from other stations)—12/19/66.

Plan to codify call-letter procedures—5/29/67, criticized by broadcasters—7/10/67.

Proposal to waive trial period for AM remote control operations—11/21/66, opposed by NABET—1/2/67, is adopted—3/20/67, amended—8/28/67.

Collins Radio asks for rule making on automatic, unattended FM transmitters—3/20/67.

Proposal to let translator operators use AM microwave for program import gets little support—9/5/66; rules for FM broadcast translators requested—4/10/67, wider use proposed—6/12/67; WDCA-TV Washington gets CP for translator in Baltimore—1/3/67; TV translator rules clarified—8/7/67; competitive hearing in Montana—8/14/67; stations favor proposed rule changes—10/30/67.

FCC revises Emergency Broadcasting System procedures—7/10/67.

ABC and Wometco, charged with unfair competition by theater owner—11/7/67, say it is not FCC's concern—11/28/66, 12/12/66; Wometco stations get conditional renewals—8/7/67.

When tower move would violate rules on separation—1/23/67, burden of proof placed on applicant—1/30/67.

NAB, networks, ask FCC to order AT&T to take advantage of tax laws and pass savings along to broadcasters—3/27/67, 4/24/67; AT&T reduces rates for TV lines in early morning—4/24/67; FCC orders AT&T to cut interstate rates, limit profits—7/10/67; Comr. Johnson calls for in-depth study—8/7/67; FCC grants AT&T request for increase in base rates—9/18/67; AT&T plans to cut color charges, boost monochrome rates—10/30/67; broadcasters will enter FCC probe—9/25/67; FCC Common Carrier Bureau calls for revision of TV-line charges—11/13/67; AT&T wants cost-plus rates—12/4/67.

Fairness doctrine, fiercely debated all year, was extended into cigarette advertising in move vigorously protested—8/5/67, 6/12/67, 6/26/67, 7/3/67; added requirement that person attacked on air must not only be notified but sent transcript or tape of attack along with invitation to reply—5/22/67, is formalized in rule—7/10/67, whose constitutionality is challenged in court actions and House bills—7/31/67; news programs are exempted—8/7/67; networks challenge rules—9/11/67; RTNDA, CBS NBC file briefs in federal court in Chicago

—11/27/67, 12/18/67; congressmen question FCC Chairman Hyde—11/27/67, 12/11/67. Institute for American Democracy urges prominent citizens to demand free time to answer attacks—8/14/67.

Station view on fairness sought—10/31/66; Senate hearing planned—2/20/67.

Fairness doctrine was central issue in renewal hearing of WKUR Media, Pa.—9/5/66, 1/30/67, 3/13/67, 4/3/67, 5/15/67, 6/5/67, 9/18/67, 10/16/67, 10/23/67, 11/6/67, 11/13/67, 11/20/67, 12/11/67.

WGCB Red Lion, Pa., also challenges fairness doctrine in court—10/3/66, 11/14/66, 11/21/66, 11/28/66, 12/5/66, 1/2/67, 4/24/67; U.S. Court of Appeals holds doctrine constitutional—6/19/67; WGCB takes fight to U.S. Supreme Court—9/11/67, 9/18/67, 10/9/67; networks ask delay until their case



There are often pickets in front of the White House, the Pentagon and the State Department. So when the FCC gets picketed the action seems like another typical Washington occurrence. In May the Rev. Dr. Carl McIntire (right foreground) led a picket line in front of the FCC's old offices to protest the fairness doctrine. Holding sign at his right is Dr. Charles Richter, known to listeners of Dr. McIntire's '20th Century Reformation Hour' as 'Amen Charlie.' Man in bow tie is Donald Waite, associate director of 'Reformation Hour.'

is decided—10/16/67, but court agrees to review WGCB case—12/11/67.

Atheist charges fairness doctrine improperly used to promote religions—8/28/67.

Air attack on author of article on hate groups brings recommendation that 10 stations be found guilty of fairness doctrine violation—9/19/66.

WLBT(TV) Jackson, Miss., license renewal protested by United Church of Christ because of alleged discrimination—9/16/66, 10/17/66, 11/28/66, 5/8/67, 5/22/67; Broadcast Bureau recommends renewal—7/31/67; issues restated—8/7/67; hearing examiner recommends renewal—10/23/67; church protests—11/27/67.

Antidefamation League of B'nai B'rith charges anti-Semitic broadcasts on KTYM Inglewood, Calif.—1/2/67, 1/9/67; FCC refuses to reconsider renewal of license—1/23/67; ADL goes to court—2/27/67, 3/20/67; ADL protests sale of KAIL-TV Fresno, Calif., to KTYM owner—10/10/66, 10/31/66, but FCC approves it—12/26/66; ADL goes to court again—10/30/67.

Institute for American Democracy complains about Richard Cotton broadcasts—3/13/67, 3/27/67, 5/15/67, 6/19/67; IAD request for time to answer Dr. McBlirnie called unwarranted—3/27/67.

Local 880, Retail Clerks International Association charges four Ohio stations with refusing to take their commercials on dispute with retail chain—8/14/67; stations deny unfairness—9/4/67.

United Church of Christ asks FCC to deny license renewal to any station with discriminatory employment practices—5/1/67; stand is supported by other religious, labor, civil rights groups, opposed by NAB—6/19/67.

National congress planned on rights and responsibilities of public in broadcasting—12/19/66.

WHAM Rochester, accused of racist propaganda in complaint to FCC, asks name of accuser—1/23/67; FCC protects complainant's wish to remain anonymous—3/13/67, draws criticism—3/27/67.

South Carolina asks NBC for time to answer Huntley-Brinkley criticism—7/3/67.

Michigan theaters protest station campaign for daylight time—9/4/67, 10/9/67.

FCC investigates payola charges against KFWB Los Angeles—10/24/66, 11/7/66, approves sale to Westinghouse—12/12/66; Los Angeles court dismisses payola suit—11/13/67; New York stations are investigated—1/23/67; record promoter sues stations, record companies, for payola conspiracy—5/1/67; renewal of license of WAME Miami held up for failure to explain measure to prevent payola—11/27/67.

Plan to limit multiple ownership of TV stations in top-50 markets opposed by group owners, who find no danger of concentrated control—9/19/66, 10/10/66, 11/7/66, 12/12/66; sale of WKHR-AM-FM-TV Boston to Kaiser—10/17/66, approved despite rule—10/24/66, also Kaiser acquisition of WAFT-TV Cleveland—9/25/67. In other concentration of media ownership cases, U. S. Court of Appeals hears argument over grant of FM station to WDWL Vineland and denial to WWBZ Vineland because WDWL daytime, WWBZ fulltime—1/23/67; Paris-Bourbon Broadcasting, Paris, Ky., gets FM license although it owns town's only AM station and only newspaper—2/6/67; review board overrules examiner's recommended grant of Columbus, Ohio, TV license to Peoples Broadcasting, decides in favor of Farragut Television—9/26/66; Peoples protests—10/31/66; FCC gives grant to Nationwide Communications (formerly Peoples)—5/29/67; top-50 rule appears moribund—12/18/67.

FCC questionnaire on stations' commercial time plans—10/17/66, 10/31/66, draws NAB protest—11/7/66, 11/21/66; FCC Chairman Hyde says NAB code limits will be used as benchmarks only and emphasis will be on reasons for exceeding standards, with stations given chance to explain—3/6/67; stations in Florida asked to report—3/6/67, 4/24/67, 5/22/67; Carolina—3/27/67, Alabama and Georgia—4/4/67.

FCC tells MBS affiliates network spots carried free must be counted as commercials—11/14/66.

Mutual funds pose problems for 1% ownership rule enforcement—10/2/67.

Overcommercialization charges bring short-term renewals to KEEN San Jose, Calif., KFOR Lincoln, Neb., KTKT Tucson, Ariz.—11/7/66; KFOX Long Beach, Calif., short-term renewal upheld—11/14/66; other short-term renewals went to WCHS Charleston, W. Va., for promotional methods—9/12/66; WDLF Panama City, Fla., for unjustified use of "so-called audience survey"—1/9/67; WEEP-AM-FM Pittsburgh for a number of technical violations and failure to give proper sponsor identification—12/19/66; WKWK Wheeling, W. Va., for improper use of facilities—1/9/67; recommended for WJNR Newark for alleged misrepresentations and failure to file brokerage contracts—8/26/67; WKRZ and WDJR(FM) Oil City, Pa., for "repeated" rule violations, also a \$1,000 fine—3/6/67; KCCTV Salinas, Calif., for doctoring logs, recommended—11/6/67.

FCC also holds 28 stations subject to fines for late filings of renewal applications—9/5/66; Las Vegas stations face \$1,000 fines for failure to identify sponsor—11/21/66; Chicago area stations fined \$1,000 apiece for failure to file time brokerage contracts—3/27/67, 4/2/67; KABL Oakland, Calif., \$2,000 for failure to identify sponsor—12/19/66; KAIT-TV Jonesboro, Ark., \$1,000 for rebroadcasting program of another station without permission—9/12/66; KENY Bellingham-Ferndale, Wash., \$7,500 for unauthorized transfer of control—7/10/67; KLAIV Las Vegas, \$1,500 for operating without prior FCC consent to transfer of license—4/10/67; WABI-TV Bangor, \$1,000 for violating sponsor identification rule—11/27/67; WAKO Lawrenceville, Ill., \$5,000 for rule infractions—12/4/67; WAME Miami, \$1,000 for logging rule violations—11/27/67; WALT Tampa, Fla., \$10,000 for rigged contests—1/9/67, 6/26/67, 7/10/67; WEEZB Selma, N. C., \$4,000 for double-billing and improper log entries—5/29/67, 10/2/67; WCUI-TV Chicago, \$1,000 for unauthorized transfer of control—1/9/67; WEBB(FM) Chicago, \$5,000 for failure to file time brokerage contracts and for sell-

MAJOR NEWS DEVELOPMENTS OF 1967 continued

ing time to candidates at different rates—3/27/67; WILL Willimatic, Conn., \$2,000 for excess power, failure to make equipment tests—8/28/67; WMID Atlantic City, \$5,000 for repeated failure to paint tower—12/12/66, 2/13/67; WSTV Pekin, Ill., \$4,000 for operating violations—4/3/67.

Rep. Moss (D-Calif.) questions FCC renewal, ETV and tower safety policies—3/20/67, 3/27/67, 4/10/67, 4/17/67, 4/24/67.

Hearings on renewal applications of: WOOK-TV Washington, as new applicants challenge present licensee—9/5/66, 1/9/67; 2/6/67: KLA-V Las Vegas—hearing set—9/12/66, but renewal granted without hearing—4/10/67; WQAD-TV Moline, Ill., as competing applicant tries to halt sale—2/27/67, 3/27/67, 6/19/67, 8/28/67; KHJ-TV Los Angeles, as new applicant challenges RKO-General's bid for renewal—2/27/67, 5/22/67, 6/12/67; WIFE-AM-FM Indianapolis, opposed by Broadcast Bureau—4/3/67; KHAI Honolulu, with FCC examiner favoring single station owner over multiple-station owner—7/3/67. WIGL Superior, Wis., opposed by examiner who recommends assignment of frequency to WAKX Superior—8/14/67.

Other hearings: application of Friendly Broadcasting to buy KTRG-TV Honolulu and make programming half Japanese, half English—10/3/66, opposed by Broadcast Bureau—4/10/67, recommended by examiner—7/31/67; manager of three Puerto Rico stations wants oral hearing before full commission after examiner recommends revocation—10/10/66, 1/2/67, 1/16/67, 2/6/67; examiner drops revocation recommendation, proposes \$10,000 fine instead—10/2/67; stations offer to take fine without argument—11/6/67. FCC grants permission to enlarge issues in merger proposal of applicants for Ch. 9 Syracuse—10/24/66; merger approved—11/20/67; examiner recommends affirmation of transfer of WOL-AM-FM Washington to Sonderling—10/31/66; examiner recommends grant of Ch. 50 Washington to Mitch Miller—12/12/66, but review board picks Theodore Granik—7/31/67; losers ask for review—9/4/67; WCLY-TV Largo, Fla., application to move tower for better coverage of Tampa-St. Petersburg—12/19/66; WITV-TV (TV) Bloomington-Indianapolis attempt to move transmitter into Indianapolis opposed by other TV stations there—2/6/67, rejected by FCC—7/3/67; FCC lets Alabama Television add programming issue to hearing in which it is competing with three other applicants of Ch. 21 Birmingham—3/6/67; KFNF petition to move from Shenandoah to Council Bluffs, both Iowa, rejected as trafficking—4/17/67; owners offer to turn in KFNF license—12/11/67; St. Anthony Television Corp., Houma, La., gets consolidated hearing on various applications—5/22/67; award of Ch. 23 Albany, N. Y., tentatively recommended—7/17/67; Ch. 26 Houston back in hearing as one applicant found financially unreliable, the other questionable—7/24/67; ch. 13 Rochester awarded to Flower City Television Corp.—8/7/67; losers protest—9/11/67, but FCC won't reconsider—11/27/67; examiner recommends grant of new AM station in Elizabeth, N. J. to Radio Elizabeth as he had in 1963—8/19/67; Sale of KYMN Oregon City to J. Elroy McCaw stayed—8/21/67; tardy reports of WCGA Calhoun, Ga., result in consolidated hearing—9/11/67; application of publisher-broadcaster for third FM station in Fort Smith, Ark., set for hearing—11/6/67.

UMC returns grant for ch. 47 Jacksonville—10/23/67; Overmyer withdraws application for ch. 27 Dallas—10/23/67; U.S. International asks for transfer of CP of ch. 51 San Diego, but present holder demurs—11/13/67, 11/27/67; WUST Bethesda, Md., and rival applicant agree, ask for WUST renewal—11/20/67.

Court of Appeals tells FCC to accept application for AM station at Natick, Mass., rejected for tardiness—11/20/67.

Claiming that markets can't support two stations, existing stations in Sioux Falls, S. D., and Tucumcari, N. M., oppose new station grants; FCC sets cases for hearings—2/13/67; U. S. Court of Appeals rules that FCC should have held hearing before granting new radio station (WXXL) in Harriman, Tenn., and should not have dismissed petition of WHBT Harriman—1/9/67, orders FCC to terminate operating authority of WXXL—5/1/67, 7/10/67; FCC orders WXXL off air—8/14/67; court stays deletion—8/21/67.

Loss of license: WWIZ Lorain, Ohio, asks court to order FCC to reconsider refusal to renew its license—1/23/67; is ordered off air after competing applicants can't

agree on interim operation—6/19/67; KSHO-TV Las Vegas renewal denial stands as Supreme Court refuses to review FCC decision—2/27/67; Ch. 13 open for applications—4/3/67, seven filed—5/8/67; interim operating authority asked from original licensee in 1966—2/27/67—6/12/67, granted—8/14/67; FCC terminates license revocation proceedings against WSKY Richmond, Ky. lets owner sell station—5/15/67; WHHL Holly Hill, S. C., loses license for alleged misrepresentations regarding ownership—5/29/67; FCC sets consolidated hearing on 10 applications for frequency of KWK St. Louis, taken from original licensee in 1966—2/27/67; WSRA Milton, Fla., silenced for fraudulent contests—8/7/67, licensed to new organization—8/14/67; KAHN Homer, La., off air for year, has license cancelled—11/27/67.

KRLA Pasadena, Calif., operating on interim basis until new grant is made of 1110 kc., has paid \$247,000 to Los Angeles ETV station—10/30/67; Bobby Baker issue—5/15/67, 5/22/67, to remain part of hearing record—11/13/67.

FCC rejects application of WKOW-TV Madison, Wis., for deintermixture of market to all-UHF—3/27/67.

KABL Oakland, Calif., protests fine of \$10,000 for station identifications alleged to identify it with San Francisco—10/3/66; FCC cancels fine on finding KABL had complied with "literal provisions" of ID rule—12/19/66; drops case against KISN Vancouver for same reason—3/6/67; FCC adopts new rule to stop stations identifying with communities other than one to which they licensed—1/30/67, 3/13/67, 4/10/67; requires separate ID's for parent station and satellite—2/13/67; CBS asks for rule change in frequency of ID's—2/6/67; also Storer—3/20/67; new rule on station identification—10/30/67, protested—11/6/67. FCC grants waiver of sponsor identification rule to KADS(FM) Los Angeles, all-classified ad station, to protect individuals who want identities kept secret—1/30/67; proposes general rule—3/6/67, adopts it—5/29/67.

FCC approval for WIAC-FM San Juan, P. R., to carry English dialogue of movies broadcast in Spanish on Wafa-TV San Juan—6/19/67, protested by WTSJ-TV San Juan—7/17/67.

Renewals of license to stations with little news, religious, public service programming disturb Comms. Cox and Johnson—3/13/67, 8/7/67, 10/9/67.

One-year financial ability requirement to be continued—8/14/67.

Rules for antenna construction marketing and lighting challenged—8/14/67.

New rules proposed for cableless TV cameras—8/28/67.

Financial Profits, losses and other financial data reported by organizations in or associated with broadcasting. Adams Dana Silverstein—11/20/67; Admiral—3/6/67; Airmidia 9/12/66; Allied Artists—11/22/66, 3/13/67; Allied Radio—7/31/67; Ameco—9/12/66, 12/19/66, 3/20/67, 6/5/67; American Broadcasting Companies—9/19/66, 10/17/66, 10/24/66, 11/21/66, 2/20/67, 3/6/67, 4/17/67, 5/1/67, 5/15/67, 7/17/67, 7/24/67, 7/31/67, 8/14/67, 11/6/67, 11/13/67, 11/20/67, 12/11/67; Ameco—11/13/67.

American Research Bureau—4/10/67; American Society of Composers, Authors & Publishers—10/3/66, 2/27/67, 10/2/67; AT&T—3/27/67, 4/24/67, 7/10/67; Ampex 9/5/66, 11/21/66, 2/20/67, 6/19/67, 11/13/67, 11/27/67; Amphenol—10/9/67; Ashley Famous—11/20/67; Atlantic States Industries—7/10/67; Audio Devices—11/14/66, 5/1/67, 8/14/67, 11/13/67; Avco—3/6/67, 3/27/67, 4/24/67, 7/10/67; Ball Brothers Research—6/19/67.

Bartell Media—11/14/66, 2/13/67, 5/8/67, 11/20/67; BBDO—3/13/67; Bell & Howell—4/3/67; John Blair—9/19/66, 10/31/66, 1/16/67, 2/20/67, 3/20/67, 4/19/67, 5/8/67, 7/10/67, 8/14/67, 8/28/67, 10/16/67, 10/30/67, 11/13/67; Boston Herald-Traveler—3/20/67; Campbell-Ewald—2/27/67; Capital Cities Broadcasting—10/24/66, 2/6/67, 4/17/67, 5/15/67, 7/24/67, 10/23/67; Capital Records—11/13/67; CEIR—11/14/66, 2/27/67, 5/15/67, 8/14/67; Centre Video—5/8/67; Chirug & Cairns—2/27/67, 5/1/67.

Chris-Craft Industries—9/19/66, 11/7/66, 1/2/67, 3/13/67, 4/10/67, 5/15/67, 7/17/67, 8/7/67, 9/4/67, 9/11/67, 10/30/67, 11/6/67, 11/27/67; CoHu Electronics—5/22/67, 11/6/67; Collins Radio—9/5/66, 9/19/66, 11/21/66, 12/19/66, 3/6/67, 4/10/67, 5/29/67, 6/12/67, 9/11/67; CBS—9/19/66, 9/26/66, 11/14/66, 1/16/67, 2/13/67, 3/8/67, 3/13/67, 3/20/67, 4/24/67, 5/1/67, 5/29/67, 6/5/67, 6/26/67, 7/3/67, 7/17/67, 8/7/67, 8/14/67, 10/30/67, 11/

13/67; Columbia Pictures—10/17/66; 10/24/66, 10/31/66, 11/7/66, 11/21/66, 11/28/66, 12/12/66, 12/19/66, 12/26/66, 1/2/67, 1/9/67, 2/10/67, 2/27/67, 5/29/67, 6/26/67, 7/3/67, 8/7/67, 9/11/67, 10/9/67, 11/13/67, 12/4/67. Communications Satellite—10/31/66, 11/21/66, 3/27/67, 4/24/67, 5/8/67, 8/7/67, 10/30/67; Continental Telephone—8/21/67; Corinthian Broadcasting—5/29/67, 6/5/67, 7/17/67, 9/11/67, 10/9/67, 10/16/67, 10/30/67, 11/6/67, 11/20/67; Cowles Communications—11/14/66, 11/28/66, 3/13/67, 8/14/67, 11/13/67; Cox Broadcasting—9/26/66, 10/10/66, 10/24/66, 12/19/66, 1/30/67, 3/20/67, 4/24/67, 6/12/67, 6/26/67, 7/24/67, 10/2/67, 10/23/67; Cypress Communications—11/27/67; D'Arcy Advertising—1/16/67; Desilu Productions—9/19/66, 12/19/66, 2/20/67, 3/20/67, 6/26/67, 7/24/67, 7/31/67.

Walt Disney Productions—9/5/66, 11/28/66, 1/16/67, 2/13/67, 2/27/67, 5/15/67, 7/31/67, 9/11/67, 10/30/67; Doyle Dane Bernbach—9/26/66, 1/30/67, 2/6/67, 3/13/67, 6/19/67, 10/2/67; Dynamics—11/7/66, 3/6/67, 7/31/67; Entron—3/20/67; Filmways—12/5/66, 12/26/66, 1/23/67, 3/13/67, 4/10/67, 5/1/67, 6/26/67, 9/4/67, 12/4/67, 12/25/67; Foote, Cone & Belding—10/24/66, 11/21/66, 1/23/67, 3/20/67, 4/24/67, 5/22/67, 7/31/67, 8/7/67, 10/30/67; Four Star Television—10/17/66, 10/24/66, 4/24/67, 5/1/67, 8/21/67, 11/13/67; Sandy Frank Program Sales—11/27/67.

Fuqua Industries—5/15/67, 7/10/67, 8/21/67, General Artists—4/10/67, 9/4/67, 10/9/67, 12/4/67, 12/11/67; Gannett—9/25/67, 10/2/67; General Instrument—9/4/67, 10/9/67, 11/27/67; General Telephone & Electronics—11/28/66, 2/20/67, 3/20/67, 6/26/67; General Tire & Rubber—10/10/66, 2/27/67, 10/16/67; Gillette—10/30/67; Glencoe—10/9/67; Gray Communications Systems—10/2/67; Grey Advertising—11/14/66, 4/3/67, 8/21/67, 8/21/67, 11/13/67; Gulf & Western Industries—12/11/67; Gross Telecasting—10/24/66, 1/16/67, 3/13/67, 4/10/67, 10/30/67; H & B American—2/27/67, 5/29/67, 10/2/67, 11/13/67, 12/4/67; Hanna-Barbera Productions—10/24/66, 12/5/66, 12/26/66; Harris Intertype—4/10/67, 5/8/67, 7/17/67, 8/21/67, 11/6/67; HTV Systems—7/31/67; Independent Television—8/28/67, 9/4/67; Industrial Electronics Hardware—6/26/67.

Intermountain Network—9/5/66; International Electronics—9/11/67; Interpublic—2/20/67; IT&T—11/14/66, 11/21/66, 12/19/66, 1/16/67, 3/13/67, 4/3/67, 5/8/67, 5/15/67, 6/26/67, 7/24/67, 8/14/67, 8/21/67, 10/16/67, 10/30/67, 11/13/67, 11/20/67; Jerrald—9/5/66, 9/26/66, 11/28/66, 1/9/67, 5/22/67, 7/10/67, 9/4/67, 11/27/67; Jupiter Broadcasting of Georgia—11/6/67; K & M Electronics—10/30/67; Kaiser Industries—11/7/66, 2/20/67; Kansas State Network—3/27/67; Ketchum, MacLeod & Grove—2/27/67; Lamb Enterprises—11/7/66; Kinney National Services—11/20/67; Lear Siegler—11/7/66; Lewis & Gilman—1/30/67.

LIN Broadcasting—10/31/66, 11/21/66, 3/20/67, 7/24/67, 10/2/67, 10/30/67; Ling-Altec—5/1/67, 5/8/67, 7/31/67, 9/4/67, 9/25/67; Ling-Temco-Vaugh—11/6/67; Livingston Oil—5/1/67, 10/30/67; 3M—7/31/67; Magnavox—5/22/67; Malrite Broadcasting—12/11/67; MCA—11/21/66, 3/13/67, 5/15/67, 9/4/67, 11/13/67; McGavren-Guld—7/10/67; Memorex—11/7/66, 3/20/67, 8/14/67, 11/6/67; Meredith Publishing—6/19/67, 8/28/67; Metromedia—10/24/66, 11/28/66, 1/23/67, 2/20/67, 4/10/67, 5/1/67, 5/15/67, 5/29/67, 6/12/67, 7/31/67, 8/28/67, 9/11/67, 10/9/67, 10/30/67, 11/13/67, 12/11/67; MGM—11/21/66, 11/28/66, 2/12/67, 1/9/67, 1/16/67, 2/13/67, 3/13/67, 4/17/67, 4/24/67, 5/29/67, 7/17/67, 8/28/67, 9/25/67, 10/9/67, 11/13/67, 12/18/67.

Miratel Electronics—6/19/67; Mobile Video Productions—7/10/67; Motorola—3/6/67; MovieLab—11/7/66, 5/1/67, 6/5/67; MPO Videotronics—2/13/67; Multi-National Partners—2/13/67; Natco—9/28/66, 11/21/66 (becomes Fuqua Industries), 2/13/67; National General—12/5/66, 2/13/67, 3/13/67, 8/21/67; National Telefilm Associates—6/12/67; National Union Electric—11/7/66, 12/5/66; National Video—3/27/67, 7/31/67; New York Times—5/8/67.

A. C. Nielsen—11/7/66, 1/9/67, 2/6/67, 4/3/67, 11/6/67; Norris Grain—11/20/67, 12/4/67; Northland Television—2/6/67; Oak Knoll Broadcasting—10/30/67; Official Films—10/10/24/66, 4/17/67; Ogilvy & Mather International—4/17/67, 5/29/67, 9/11/67; Outlet—9/26/66, 10/24/66, 4/10/67, 7/3/67, 10/2/67, 10/9/67, 12/25/67; D. H. Overmyer Communications—10/23/67; Pacific & Southern Broadcasting—11/20/67; Packard-Bell Electronics—9/11/67, 11/6/67; Papert, Koenig, Lois—10/17/66, 2/27/67, 3/20/67, 6/19/67, 7/17/67, 10/16/67; Paramount Pictures—9/19/66, 10/24/66; Peoples Broadcasting (becomes Nationwide Communications)—2/13/67; Plough—10/10/66, 2/20/67, 4/3/67, 4/24/67, 7/24/67, 9/4/67, 10/30/67.

RCA—9/5/66, 10/17/66, 10/24/66, 10/31/66, 12/12/66, 1/2/67, 3/6/67, 3/13/67, 3/20/67, 4/24/67, 5/8/67, 5/15/67, 5/29/67, 7/3/67, 7/17/67, 9/11/67, 10/23/67; Raytheon—11/6/67; Walter Reade Organization—5/1/67; Red Owl—10/9/67; Reeves Broadcasting—11/14/66, 3/27/67, 5/8/67, 6/19/67, 7/24/67, 9/11/67, 10/30/67, 11/20/67, 12/11/67; Republic—9/19/66, 3/13/67, 6/26/67; Richmond Newspaper—11/14/66; Riker Video Industries—6/19/67, 8/14/67, 8/28/67; RKO General—2/13/67, 3/16/67, 7/10/67, 7/17/67; Rowanwell—12/19/66, 5/15/67; Rollins—11/28/66, 3/8/67, 5/29/67, 6/5/67, 6/19/67, 9/4/67, 11/27/67, 12/4/67, 12/11/67; Rust Craft Greeting Cards—9/5/66, 1/9/67, 4/24/67, 6/19/67; Screen Actors Guild—11/30/67; Screen Gems—5/19/66, 10/3/66, 11/14/66, 11/28/66, 12/5/66, 1/2/67, 2/27/67, 6/19/67, 9/25/67, 11/20/67; Scripps Howard Broadcasting—10/31/66, 1/30/67, 4/24/67, 7/17/67, 10/31/67; Seven Arts Productions—10/3/66, 10/24/66, 11/14/66, 11/21/66, 12/12/66, 2/20/67, 4/17/67, 5/15/67, 6/5/67, 7/17/67, 7/24/67, 10/16/67; Shasta—10/2/67.

Sonderling Broadcasting—4/3/67, 5/8/67, 11/20/67; Spanish language Television of Arizona—11/7/66; Standard Kollsman Industries—6/19/67; Sterling Movies USA—5/22/67; Storer Broadcasting—11/7/66, 11/14/66, 2/6/67, 2/27/67, 5/8/67, 8/7/67, 11/6/67, 11/27/67; Subscription Television—10/31/66, 1/9/67, 6/19/67, 7/10/67, 7/17/67, 10/30/67; Superscope—10/30/67; Taft Broadcasting—10/24/66, 10/31/66, 11/28/66, 12/26/66, 1/2/67, 1/23/67, 5/29/67, 7/17/67, 10/23/67; Sarkes Tarzian—9/28/66.

Technicolor—9/19/66, 11/7/66, 4/10/67, 5/1/67, 8/7/67; Teleprompter—9/12/66, 11/7/66, 1/30/67, 4/3/67, 5/8/67, 5/22/67, 5/29/67, 8/7/67, 11/20/67; Telescriptions—5/1/67; Tele-Tape Productions—12/19/66, 4/10/67, 10/9/67; Time—10/24/66, 10/31/66, 1/23/67, 2/20/67, 4/3/67, 4/24/67, 5/8/67, 5/22/67, 7/24/67, 10/23/67; Transamerica—2/6/67, 3/13/67, 4/24/67, 5/1/67, 5/8/67, 8/8/67, 10/8/67, 10/16/67; Trans Beacon—8/21/67, 12/4/67; Trans-Lux—9/5/66, 11/21/66, 4/10/67, 5/1/67, 6/26/67, 7/10/67, 8/27/67, 10/3/67, 11/20/67, 12/4/67.

Twentieth Century-Fox Film—11/21/66, 2/27/67, 3/20/67, 5/22/67, 9/11/67, 10/2/67, 11/13/67, 11/27/67, 12/4/67; Ultronic Systems—6/26/67; United Artists—9/26/66, 11/28/66, 12/12/66, 4/17/67, 4/24/67 (becomes Transamerica Corp. subsidiary), 5/22/67; United Network—6/19/67, 6/26/67, 7/24/67; Video Color—10/17/66; Viking Industries—11/7/66, 12/26/66, 3/27/67; Visual Electronics—9/5/66, 10/31/66, 11/28/66, 2/6/67, 5/15/67, 6/26/67, 7/3/67, 7/24/67, 9/4/67, 10/16/67, 11/6/67.

Warner Brothers Pictures—11/21/66, 12/5/66, 2/6/67, 2/13/67, 5/15/67, 6/5/67, 6/19/67, 6/26/67, 7/17/67, 7/24/67 (becomes Warner Bros.-Seven Arts), 12/4/67, 12/25/67; Webster—7/17/67; Wolper Television Sales—10/2/67; Wometco Enterprises—10/3/66, 10/24/66, 1/16/67, 2/13/67, 3/27/67, 4/17/67, 7/10/67, 7/17/67, 9/4/67, 10/2/67, 11/13/67, 12/18/67; Wrath—5/1/67, 8/21/67; Zenith Radio—3/27/67, 5/1/67, 11/6/67.

Frequency Modulation
 FM assessed in BROADCASTING Special Report—7/31/67.

FM progress dominates NAB radio clinics—5/29/67; has 40% national penetration—10/17/66; set production booms—4/3/67; sales zoom—8/7/67, 8/21/67, 12/4/67.

NAB survey—1/16/67, 2/6/67, shows all types of FM programs, sales mostly local—3/31/67; NAFMB survey—2/6/67, finds popular or background programming most common—3/27/67, 4/10/67; station formats described—7/31/67.

18 stations get three-month exemptions from 50% FM-AM nonduplication rule—1/2/67; seven win further exemption—5/1/67; rule leads to FM repetition of AM program formats, Hooper's Atkinson says—4/3/67.

Audience growth cited by CBS—3/27/67, Pulse and ARB—4/3/67, Ogilvy & Mather—7/31/67.

FCC reports more FM stations took in more money in 1965—10/24/66; NAFMB seeks more auto advertising for FM—12/5/66; RAB plans increased service for FM—1/16/67, 2/27/67, 4/10/67; five-station FM sales network formed in New England—2/6/67; McLendon FM Representatives launched as sales rep for major market FM stations—4/3/67, 10/16/67, 11/27/67; PGW ready to rep FM—4/10/67; several rep firms specialize in FM—7/31/67; full-time manager of FM development named for NBC-owned radio stations 7/17/67.

FCC proposal to create assignment table for FM educational channels—11/14/66, protested by 10w stations—1/2/67; educators like, TV stations fear interference—3/20/67.

Proposal to raise minimum ERP for Class C FM stations—11/21/66, objected to by broadcasters—3/20/67, 4/10/67; FCC

shelves plan—6/26/67.

Unauthorized reception of FM multiplex signals violates Communications Act, federal court rules—2/27/67; 588 FM stations authorized for multiplex stereo—9/11/67.

CBS-owned FM stations adopt "Flowers" music format—10/9/67.

Sunshine United Network, 13 Florida FM stations, opens—11/13/67.

Belar Electronics Lab asks delay of FCC order requiring all stereo FM stations to have type-approved modulation monitor by June 1—4/24/67; so does McMartin Industries—5/15/67; FCC grants 90-day postponement—5/22/67.

NAB asks FCC to ease FM facilities test and measurement requirements—5/15/67.

FM equipment shown at NAB convention—4/7/67.

International
 Voice of America revamps programming—9/5/66, 11/14/66, 12/19/66; celebrates 25th anniversary—2/27/67; Chancellor resigns as director—5/29/67; Daly to succeed him



When CBS-TV learned that 'What's My Line' was being watched by older audiences it decided that the program had to go even though for many years it had been a Sunday night staple. John Charles Daly (l), moderator of the program during its long run, had his option picked up by the U. S. government which named him to replace John Chancellor (r) as director of the Voice of America,

—6/5/67; USIA concerned over interference from super-power transmitters in Cuba, Costa Rica, Lebanon and United Arab Republic—4/24/67.

Spread of commercial broadcasting throughout Europe inevitable, president of London's Institute of Practitioners of Advertising declares—4/24/67.

Ford Foundation gives funds to Asian Broadcasting Union, Centre for educational TV Overseas and International Press Institute—2/13/67.

First global telecast—5/22/67; Communist countries pull out—8/26/67.

North Atlantic News Directors Paris conference planned by RTNDA and Time-Life—6/19/67.

UPIITN, worldwide TV news agency, formed by UPI and Independent Television News—2/20/67.

Herbert Evans of Nationwide Communications elected president of Inter-American Association of Broadcasters—6/26/67.

International Writers Guild to coordinate bargaining for writers in four English-speaking countries—11/7/66; Soviet writers join 11/28/66; writers' minimum pay for TV varies widely around world—10/17/66.

High dubbing costs stymie TV sales to Latin America—10/31/66, but Desilu shows virtually sold out there—11/7/66.

U. S. and Mexico negotiations for new treaty—9/5/66, 9/12/66, 9/19/66, continue as present pact temporarily extended—1/16/67, 2/13/67, 3/30/67, 4/10/67, 10/2/67.

Switchable VTR, allowing tape recording and playback on both 525 and 625 lines, developed by Ampex—2/27/67, and BBC

—3/20/67.

Spanish American Television Producers Association organized by TV producers of Spain and Latin America—9/4/67.

Australian radio much like that in U. S.—2/27/67.

New price formula breaks Australian boycott of U. S. TV shows—4/3/67.

Australia tightens commercial time limits—12/5/66.

Brazilian broadcasters protest Time-Life deal with TV Globo—10/17/66.

Brazil abolishes newsworld censorship—10/16/67.

Colorcasting starts in Canada—9/12/66; Canada has 120,000 color sets—1/16/67.

Firestone report holds advertising inflationary—12/19/66.

Tax on advertising opposed—12/19/66.

Debate continues on overhaul of Canadian broadcasting regulation—12/12/66; CAB and Canadian Broadcasting League differ—1/23/67; major overhaul proposed—10/13/67.

Canadians find TV news most believable—12/11/67.

CATV systems in Canada oppose BBG control—2/6/67.

Canadian domestic satellite proposed, opposed—2/13/67, 3/13/67, 6/12/67.

Cuba's superpower stations pose interference threat to U.S. AM's—3/27/67, 4/10/67.

Germany color TV to start in August—4/3/67.

Ghana plans commercial radio and TV—12/19/66.

Set sales in Great Britain drop in 1966—6/5/67; shortage of TV sets reported—11/20/67.

Commercial TV programers' profits—1/2/67; set-up to change—1/2/67, 6/19/67.

BBC and independent TV stations battle over color system—11/21/66; standards set 2/27/67; EMI introduces equipment in London—4/10/67, reports more than \$6 million in orders for studio gear—9/4/67; color conversion starts—4/17/67; BBC begins colorcasting—7/10/67, 12/11/67.

Pay TV starts in England—10/21/66.

Lord Hill, ITA chairman named chairman of BBC—8/17/67; Bowden is new ITA chairman—9/4/67.

BBC wants higher license fees—11/6/67.

Audits of Great Britain gets contract to measure TV viewing habits—11/20/67.

Manx Radio seen as pilot for commercial radio in United Kingdom—9/5/66; prospects dim—9/19/66, 9/26/66; could earn \$85 million a year—1/2/67; three sites picked for local radio tests—4/17/67.

Pirate radio raises problems—10/31/66; one station silenced—12/5/66, loses appeal to resume operations—1/2/67; moves—6/26/67, then goes off—3/21/67; BBC Radio One uses pirate disc jockeys to attract teenagers—10/16/67. Radio Caroline continues despite ban on British advertising—12/11/67.

England to get second earth station for satellite communications—2/27/67.

House of Commons votes down test TV coverage—11/28/66.

India establishes satellite center—10/30/67.

All-India Radio broadcasts first commercials—11/20/67.

Robert Swezey, veteran broadcast executive, named adviser to minister of information of Iran 11/14/66.

CBS to help Israel build TV system—10/17/66.

Israel plans TV service to areas conquered in war—10/16/67.

RCA to build color tube plant in Italy—6/5/67.

Japan's commercial radio networks give much time to religious programming—10/17/66.

Colorcasting starts in Mexico—2/27/67; market for color sets seen as slight—11/27/67.

Commercial operation sought in New Zealand—2/27/67.

Saudi Arabia orders RCA microwave equipment for TV network—11/14/66.

ITT will build telecommunications system for Thailand—7/10/67; color TV to start—12/11/67.

Labor Relations
 New York unions make concessions so city can compete with Hollywood in film production—3/20/67.

Hollywood commercial producers ask for union concessions to attract more business—9/18/67.

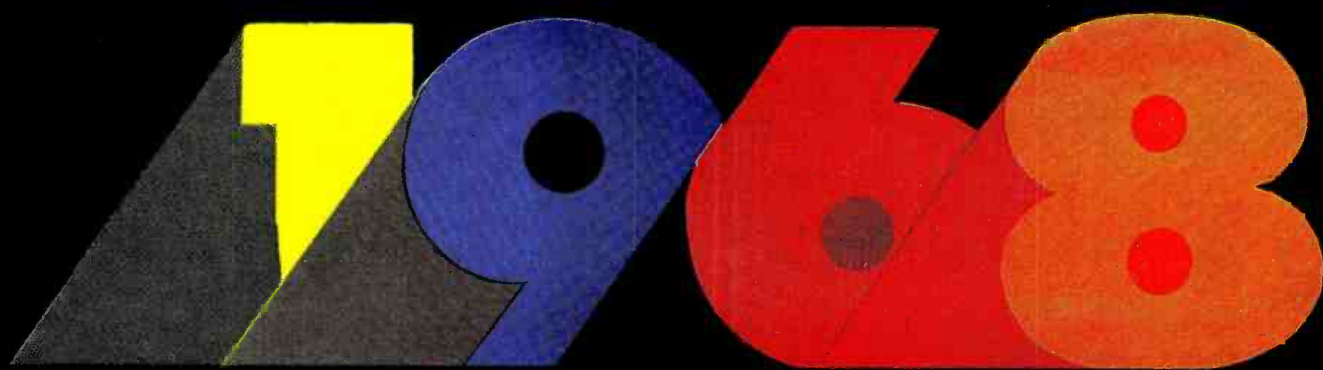
AFL-CIO Los Angeles County Federation of Labor authorizes formation of council of unions involved in radio, TV and recording—4/24/67, 9/4/67.

American Federation of Musicians ratifies new network contract—9/5/66.

AFM members get \$3 million from phonograph record fund—9/25/67.

NLRB rules that newsmen at KNBR San Francisco shall be represented by AFTRA, others to vote on NABET representation—

perspective



1968 what will it mean for television? radio? catv?

BROADCASTING's experienced team of investigative reporters has gone behind the scenes to produce this tenth annual Perspective issue. The result is an authoritative report from all levels—timebuyers to presidents, staff professionals to congressmen and senators, salesmen to sales executives. The research has been thorough—the conclusions are sound. The distilled package is concise, meaningful and important.

The economy—the outlook from the inside.
A review of the best thinking available on prospects for the new year and what general business conditions are expected to be. Television, radio and CATV will each be spotlighted.

Television—the rainbow
With conversion to full color virtually complete, there's a new pot of gold at the end of the rainbow. Local advertisers are becoming more color-conscious—and more TV conscious. National advertisers, although more cautious and discriminating in their placements, will set new records in billings. PERSPECTIVE '68's report will include a

penetrating look into time sales records from 1948 through 1967; an in-depth search into problems facing spot; a complete examination of the climate in Washington,—on Capitol Hill at the FCC, FTC and in the executive branch.

Radio—the resurgent medium
While radio felt the all-media “softness” in 1967 it nonetheless set new sales records, and the momentum is carrying it into 1968 with better prospects than ever. PERSPECTIVE '68's radio report will look back a little but the main thrust will be forward in 1968—including prospects for FM's best year yet.

CATV—the year of decision
Whatever the outcome of pending cases in the Supreme Court, CATV is here to stay. It may be licensed, like broadcasting, or it may be regulated, like common carriers, but it will expand in tempo with public demand for increased and improved opportunities to view. The dynamics of cable television, its regulation, care and feeding, will be covered in depth in PERSPECTIVE '68.

MAJOR NEWS DEVELOPMENTS OF 1967 continued

10/3/66.
AFTRA's newsmen members balk at SAG-AFTRA contract with networks; AFTRA asks for reopening of negotiations—12/28/66; they are reopened—1/9/67; tentative agreement—1/30/67, falls through—3/27/67; strike begins—4/3/67, continues—4/10/67, ends—4/17/67.
Los Angeles AFTRA members make more from radio and records, less from TV—7/10/67.
AFTRA strike against KPOL Los Angeles, which started Apr. 2, 1965, continues; union charges KPOL with anti-labor activities—11/14/66; NLRB orders reinstatement of four announcers—7/10/67; strike ends after 2½ years—11/13/67.
WNJR Newark, N. J., automation plans, changes in discharge rules, brings AFTRA strike—8/21/67.
AFTRA members earn more in 1966—2/6/67.
NLRB rules WDAF-AM-FM-TV Kansas City had right to make changes challenged by AFTRA—3/27/67.
NLRB examiner recommends order to WPGC-AM-FM Morningside, Md., for alleged anti-labor activities cited by Washington-Baltimore AFTRA local—5/22/67; also similar order to WISN-AM-FM Milwaukee—11/27/67.
AFTRA fines members who violate rule respecting NABET picket lines at ABC—11/13/67, 11/27/67, 12/4/67.
Association of Scientists and Professional Engineering Personnel strike RCA plants—11/13/67.
IASTE news cameramen in New York, Chicago and Los Angeles threaten strike against TV networks—2/27/67; agree on new contract—5/1/67; local 780 film editors strike WBBM-TV Chicago over news special, but settle same day—5/15/67.
Commercial Film Producers Association wants own contract with IATSE—4/17/67.
IBEW threatens strike against CBS—11/7/66; signs new contract—11/28/66.
NLRB dismisses IBEW complaint against KONO-TV San Antonio—12/12/66.
Strike of IBEW against Seattle stations unsettled after three weeks—7/24/67.
NABET New York initiation fees found excessive—12/12/66; NLRB orders fees lowered—5/8/67.
NABET protests CBS-TV feed of Super Bowl game to NBC-TV—12/26/66, but are enjoined from interfering—1/16/67.
NABET Los Angeles local stages one-day walkout in dispute over automation—1/16/67.
New York and Los Angeles locals threaten to leave NABET and join ACA as national network negotiations open—3/6/67, 3/13/67; peace proposal accepted in New York, rejected in Los Angeles—5/22/67; Los Angeles local agrees to stay in NABET—5/29/67; ABC charged with meddling in election—8/12/67; network talks stall—8/14/67; strike threatened—8/28/67, 9/4/67, 9/11/67, 9/18/67; NABET strikes ABC—9/25/67, 10/2/67, 10/9/67, 10/16/67, 10/23/67, 10/30/67, 11/6/67, 11/13/67, 11/20/67; four-year agreement ends strike—11/27/67.
NABET negotiators accept NBC offer—10/9/67; members ratify contract—10/16/67.
NABET and WMAL-AM-FM-TV Washington develop apprentice training program—3/27/67.
FCC rejects NABET petition to throw renewal application of WGR-AM-TV Cleveland into hearing—5/8/67.
Broadcast technicians at KSTP-AM-FM-TV St. Paul reject NABET representation—7/3/67; so do newsmen at WGN-AM-TV Chicago—11/20/67.
SAG-AFTRA negotiations for new contract with TV commercial producers and agencies—9/19/66, 10/10/66, 11/7/66, 11/14/66, 11/21/66; negotiators agree on terms for new three-year pact—11/28/66; SAG membership ratifies—1/30/67.
SAG demands for new contract with AMPTP—5/29/67; new pact gives actors 20% boost in minimum pay—7/3/67, is ratified by SAG membership—8/14/67.
SAG residuals hit new peak in June—7/24/67.
SAG and Animated TV Film Producers agree on new pact for off-camera voices—11/27/67.
Screen Producers Guild ponders change to collective bargaining agency—10/10/66.
Writers Guild of America authorizes strike against AMPTP—12/12/66; strike averted by agreement—12/19/66.
Freelance writers for TV are employees, not independent contractors, Los Angeles supreme court judge rules reversing 1962 ruling of California Unemployment Appeals Board—6/28/67.
Writers' residuals hit new high—11/6/67.

Liquor Advertising
Italian Swiss Colony wine cocktail spots cancelled after code authority finds they violate NAB code—11/14/66.
Ban on hard liquor advertising is "outdated unrealistic," St. Louis agency asserts—1/23/67; federally financed study indicates advertising tabus may hurt rather than help—10/23/67.
American Council on Alcohol Problems would ban alcohol beverage commercials in 3-10 p.m. period—12/11/67.
New Jersey State Alcoholic Beverage Control Division denies request of broadcasters to lift ban on radio-TV advertising by package liquor stores—2/6/67.
National Association of Broadcasters
NAB board adopts \$2.3 million budget for 1967-68—1/30/67.
Headquarters building plans studied—11/7/66, basic design favored—12/12/66, board approves—1/30/67; staff moves to temporary quarters—9/18/67.
Most NAB members belong to state associations—11/7/66.
NAB board defeats move to create CATV division—7/3/67, 7/10/67.
NAB code authority reviewed 278 toy and game commercials in pre-Christmas season 1966—1/9/67.
Radio code board lifts ceiling of 18 minutes of commercials per hour "for good cause"—1/23/67; Radio board approves flexible standards—1/30/67, under special conditions—3/6/67.
ANA and NAB code authority executives discuss overhaul of radio code—4/14/67.
Taft radio stations quit radio code after hemorrhoid ads ruled acceptable—4/24/67, 5/1/67.
Code authority steps up monitoring—2/6/67.
Code board broadens rules on narcotics—2/27/67.
TV commercials for movies dealing with use of drugs pose code problems—8/14/67, 8/21/67, 9/4/67; TV code board proposes to limit consecutive sales messages—12/18/67.
Tabu on beer-drinking attacked—4/3/67, defended—4/24/67.
Radio code subscribers added, lost—9/12/66, 10/10/66, 11/9/66, 12/5/66, 1/9/67, 2/27/67, 3/13/67, 4/17/67, 6/5/67, 7/3/67, 9/11/67, 11/6/67, 11/27/67, 12/4/67.
TV code subscribers added, lost—9/12/66, 11/7/66, 12/5/66, 1/2/67, 2/27/67, 4/17/67, 6/5/67, 7/3/67, 9/11/67, 11/6/67, 11/27/67, 12/4/67.
Cobb of KVGB Great Bend, Kan., elected chairman—7/3/67; new radio board—3/6/67; new TV board—4/10/67; former chairman Dille heads Future of Broadcasting Committee—7/31/67.

Networks
Networks drop volume discounts—11/28/66, 12/19/66.
New season (1967-68) sales go well—3/6/67.
House bill would put networks under FCC regulations—8/5/67.
Limit on number of affiliates TV networks may have proposed by industry-government committee—9/25/67.
PGW plan would change network-station relations from rivalry to partnership—6/12/67.
Radio networks have had steady rise in last six years, CBS reports—8/7/67.
ABC plans for merger with ITT bring questions from FCC—9/12/66, 9/19/66; hearings held—9/28/66, more urged—10/3/66, 10/24/66, 10/31/66; delay asked—11/7/66; ITT answers questions—11/21/66, gets more—11/28/66, 12/5/66; denies ABC News would be compromised—12/12/66; FCC approves merger—12/28/66; investigations threatened—1/9/67, 1/18/67; Justice Dept. ask for new hearing—1/23/67, 1/30/67, 2/6/67, 2/13/67; ITT loans ABC \$25 million—2/20/67, 2/27/67, 3/6/67, 3/13/67; new hearing ordered—3/20/67, 3/27/67, 4/3/67, 4/10/67; hearing is held—4/17/67, 4/24/67, 5/1/67, 5/15/67, 5/29/67, 6/5/67; Justice Dept. warns of antitrust suit if merger approved—6/12/67, 6/19/67; FCC approves merger again—8/26/67, 7/17/67; Justice Dept. asks court to reverse FCC approval, gets temporary stay order—7/24/67; ABC, ITT agree to wait for court ruling—7/31/67, will fight Justice Dept.—8/7/67; ABC Affiliates Association move to intervene opposed by Justice Dept.—8/28/67, 9/11/67; briefs—10/9/67, 10/16/67; oral argument—10/23/67, 10/30/67.
ABC reorganized into four major operating groups—11/21/66.
ABC Radio drops Sindlinger audience measurements—11/21/66; reports best year since TV came—1/9/67, 2/6/67; ABC-owned stations up 18% in 1966—1/23/67; weekend spots 88% sold—6/5/67; pilot

study on audience attitudes—2/6/67; new president, Schwartz, announces four-network program plan—3/28/67; after mixed reaction—9/4/67, plan is spelled out to affiliates, who weigh choices—10/2/67, and sign up—10/9/67, 11/27/67; ABC Radio invests \$3 million in new equipment—9/25/67, gets new sales head—10/18/67, announces rates—12/11/67.
ABC-owned TV stations have top sales—11/21/66; ABC-TV network has record daytime sales—3/20/67; moves to eliminate billboards in daytime—2/13/67; revamps daytime schedule—11/6/67; enters late night TV—2/6/67; Wide World of Sports virtually sold out for year—6/5/67.
ABC-TV Affiliates Board praises network management—11/21/66; new affiliation contract—3/20/67, 3/27/67, 4/10/67.
FCC holds up translator grant to KAKE-TV Wichita until ABC-TV rebroadcast rights dispute is settled—7/24/67.
Referee recommendations for settling CBS stockholder suit against former CBS-TV President Aubrey—11/7/66, accepted by CBS stockholders—11/14/66.
CBS President Stanton signs new 21-year contract—2/13/67.
CBS buys Republic lot—2/27/67.
CBS/Comtec Group formed—10/30/67, assigns two vice presidents to CATV—11/13/67.
CBS Films becomes CBS Enterprises—12/4/67.
CBS-TV abandons idea of late-night programming—11/6/67, 11/13/67, will beef up news—11/27/67.
Friendly, former CBS News head—charges financial considerations are paramount in program decisions—3/13/67, 3/20/67.
CBS Radio sales up—9/26/66, 1/9/67, 1/16/67; George succeeds Hayes as president—5/29/67; new sound planned, more news, sports—9/25/67.
Dawson becomes president of CBS-TV—12/19/66; new network rate card—5/8/67; CBS TV Stations Division sets new record—1/23/67, closes Washington news bureau—11/13/67.
Kaiser plans live interconnected TV network to start in 1970—9/11/67, 9/25/67.
MBS names Culligan president—10/17/66; stockholders revealed—3/13/67.
Plan to beef up news and sports pleases MBS affiliates—11/14/66, 11/21/66, 12/5/66, 1/16/67, 3/6/67; sports subsidiary formed—1/23/67; program service may be expanded—5/15/67.
Some ABC Radio affiliates, disgruntled by new program plans, turn to MBS—9/11/67.
NBC has best sales, profits in years—1/30/67.
NBC Radio sales up—1/30/67, 11/6/67.
NBC-TV status report given affiliates board 11/21/66; new affiliation compensation plan in works—3/13/67, 3/20/67, 3/27/67, 4/10/67, 5/15/67; new contract formalizes present practices—7/3/67, 7/10/67, 7/17/67; proposal for longer breaks in evening programs—3/20/67, gets mixed reaction—4/10/67.
NBC-TV daytime sales hit new high in May—6/26/67.
Overmyer Network to start in September 1967 with eight hours a night, news plus show from Las Vegas—9/19/66, 10/3/66, 10/10/66, 10/24/66; gets rights to Continental Football league—11/28/66; needs outside financing—1/2/67, 2/6/67, 3/6/67; new ownership, new name: United Network—3/13/67; Las Vegas show ready to start, new film feeds postponed—5/1/67; opening week on 125 stations 80% sponsored—5/8/67; sales drop—5/22/67; network folds—6/5/67; owes about \$1.7 million—8/19/67; plans to revive considered—7/3/67, 8/7/67; is sued for \$117,000—7/24/67; comeback plans—9/4/67, 9/11/67; cause internal dissection—10/2/67.
Yankee Network shuts down—2/6/67; so does CBS Radio Pacific Network—3/20/67; and ABC Radio West—3/20/67; Mid South Network formed—7/31/67.

News
TV is public's main source of news, Roper finds—4/10/67.
More than half of TV news is locally produced—4/3/67.
Viewers prefer hour-long local newscasts—8/28/67.
KABC-FM Los Angeles goes all news—9/5/66; so does KBTR Denver—3/27/67; TV stations in Bakersfield, Calif., curtail news—5/1/67; WCBS New York adopts news-information format—7/31/67.
CBS News forms own research department—5/1/67.
NBC-TV plans more news, documentaries—3/6/67, and regular news feeds from Atlantic satellite—5/8/67.
ABC increases emphasis in news—1/16/67.

ABC-TV finds 5-6 p.m. news period pleases viewers, advertisers—9/26/66.
 Foreign newsmen get month's training at U. S. stations—9/26/66, 10/10/66.
 Government relations with news media far from perfect, SDX reports—11/7/66.
 Freedom of Information law needs pressure from news media. FBA hears—11/13/67.
 CBS News coverage of Haitian invasion plans—11/28/66, draws suit from Haitian hotels—12/5/66, 1/9/67.
 Newsmen attacked by mobs in Granada, Miss.—9/19/66, and in San Francisco—10/3/66; riots test local radio-TV—7/31/67; coverage criticized—8/7/67; WOOD-AM-FM-TV Grand Rapids, Mich., plan—8/21/67; Milwaukee mayor investigates riot coverage there—9/4/67; TV carriage called contributing factor in Plainfield, N. J., riot—12-11-67.
 Sen. Scott (R-Pa.) proposes code for riot coverage—9/7/67; networks reject it—8/14/67, 9/4/67; senators defend, attack riot reporting—9/4/67, 9/11/67; Senate starts study—11/6/67.
 Broadcasts are main source for ghetto, NBC newsmen tells conference—10/16/67.
 Riot coverage improved in 1967, Dept. of Justice Community Relations Service finds—10/23/67.
 Identification symbol for network newsmen proposed—10/30/67.
 NBC News charged with attempt to stage-manage campus debate—12/4/67.
 New York lottery poses news problems—5/29/67; FCC says use your own judgment—6/19/67; NAB says it's OK to report winners—6/26/67; rule change proposed—7-17-67, rejected—11/13/67; FCC asked to reconsider—11/27/67.
 FCC moves to limit station contracts with news services to three years—9/25/67, but delays final action—10/16/67.
 AP launches 35mm color slide service—9/26/66; reports record number of broadcast stations subscribers—3/13/67, raises rates—3/27/67, thinks new multiplexing facility will keep costs down—5/1/67, creates post for studying broadcast news problems—5/8/67.
 UPI Sked-4 News Network seen as cutting costs, speeding service—3/20/67; UPI has 3087 broadcast subscribers—4/24/67; offers stock prices, news to CATV—9/4/67.
 Newscast in color surveyed by RTNDA—9/25/67.
 Ford Foundation underwrites newscasts on Detroit ETV station during newspaper strike—12/4/67.
 Radio News International new audio news service—6/26/67.
 Daily TV logs a newspaper "must"—6/12/67.
 RTNDA assesses Supreme Court condemnation of carnival atmosphere at trials—10/3/66.
 Scantlin offers financial news services to TV stations—8/7/67.
 No real conflict between free press and fair trial, ANPA study concludes—1/9/67, after ABA committee asks for stronger curbs on pretrial statement—10/3/66, and newsmen fear gag rule—10/10/66, 10/17/66; ABC's Lower asks ABA to help establish guidelines for crime reporting—1/30/67; Storer stations have own code—10/10/66; NAB prepares guidelines—3/3/67; ABA delays action—2/20/67, 3/20/67, 4/3/67, 5/1/67, makes changes—5/8/67; more tests of court coverage urged—5/15/67; debate continues—5/22/67, 8/14/67, 9/18/67.
 CATV operator tries to cover public meeting, lands in jail—9/4/67.
 Public not ready for TV coverage of courts, Supreme Court Justice Clark feels—1/9/67; Roper finds only one in three favors TV court coverage—4/10/67.
 Stringent restraints placed on reporting of Speck murder trial—2/27/67; news media protest—2/27/67; rules are eased—3/6/67.
 California Bar Association would ban prejudiced pretrial statements—9/22/66; ACLU sues Los Angeles city and county to halt pretrial statements—3/20/67; Los Angeles Supreme Court Judge Gitelson proposes injunction—5/29/67; New York City bar wants law enforcement to police themselves—2/27/67; SDX fears undue restriction—3/6/67.
 President's Commission on Law Enforcement and Administration of Justice calls trial reporting essential—2/27/67; committee report to California Assembly urges radio-TV access to courts—3/27/67.
 WFTV(TV) Orlando, Fla., asks state supreme court to cancel local judge's order limiting trial coverage to evidence given jury—11/21/66; court disclaims jurisdiction 12/19/66.
 Tucson judge enjoins news media from pretrial reporting of background of defendant in murder case—11/27/67; injunction lifted—12/4/67.
 Voiceprint convicts youth heard but not seen on TV—12/19/66.
 Broadcast newsmen does not have to reveal

source, Maryland judge rules—12/5/66.
 Full civil suit trial coverage, live or delayed, offered by WHA-TV Madison, Wisc.—2/27/67; judge says no—5/22/67.
 Vietnam war most intensely covered conflict in history, Pentagon information chief asserts—9/5/66; he praises TV coverage—1/23/67; USIA gets classified report on war reporting—11/7/66; network newsmen reject pool proposals—6/22/67; coverage problems discussed—9/18/67.
 Middle East war coverage challenges TV networks—6/12/67; coverage is extensive—6/19/67, expensive—7/17/67.
 How foreign radio-TV newsmen cover the U. S.—8/14/67.
 Pay TV
 National system of pay TV urged—10/10/66, opposed—10/17/66, 11/14/66; should cover wire and CATV systems, ACLU urges—2/13/67; FCC to hold oral argument on



Network strikes became almost commonplace during 1967 with the American Federation of Television and Radio Artists walking out on ABC, CBS and NBC in the early spring and the National Association of Broadcast Employes and Technicians picketing ABC in the fall. The stand-by phrase "supervisory" personnel, used to denote those who man the microphones during a strike, turned out to include network presidents and vice presidents plus CBS's Arnold Zenker, who later in the year became a newsmen for WBZ-TV Boston. Above William McAndrew, NBC News president, studies a sign proclaiming self-inflicted regulations.

proposed rules—7/17/67, 7/24/67, 8/7/67; endorsed by labor, opposed by producers—9/18/67; oral argument—10/9/67, 10/16/67, 10/23/67; FCC urged to delay decision—11/13/67, 11/20/67; House bill would prohibit pay TV on air—8/21/67; another would put decision up to Congress—10/23/67.
 Pay TV still threat to theaters, NATO president asserts—9/4/67.
 U. S. Supreme Court refuses to review STV case, upholding California court ruling that law outlawing pay TV in California is unconstitutional—10/17/66; STV-Shasta deal shaky—10/31/66; New York investment firm buys 40% of STV stock—1/9/67; STV proposes to buy John Blue companies—5/29/67; stockholders approve purchase—7/10/67, for \$15 million—7/17/67.
 Gulf and Western takes over operation of International Telemeter Corp.—2/8/67.
 Chairman of House Commerce Committee charges FCC tries to act secretly on pay TV—3/20/67, 3/27/67.
 CATV systems would give up pay TV thoughts to get clearance on distant signal import—7/3/67.
 Politics
 TV has shattered traditional political patterns—10/10/66.
 With computers ready—10/17/66, 10/24/66, TV gives full, fast coverage of 1966 elections—11/7/66, 11/14/66; hasty, wrong conclusions draw criticism—11/28/66. Wisconsin bill to ban early predictions—12/5/66, 1/23/67, is killed—1/30/67; uniform voting day endorsed by CBS—12/5/66, 10/

9/67, ABC—12/12/66; Senate Commerce Committee finds no evidence that early reports of eastern voting affected vote in West—9/4/67; nonelection TV shows get top ratings in New York on election night—11/14/66; campaigns set new high expenditures for off-year elections—7/17/67; Rockefeller's in New York—12/5/66, Shapp's in Pennsylvania—12/19/66.
 Equal time requirement continued troublesome, although there were few complaints in 1966 campaigns—11/21/66; FCC rules third party candidates aren't necessarily entitled to specific time they want—10/24/66; good faith and good judgment basic in applying rule—10/31/66; candidate gets 38 seconds to rebut appearance of rival on another's spots—11/7/66; opponent of Shirley Temple Black threatens to demand equal time if her old movies are shown on TV—9/4/67; FCC denies free time to opponents of proposed new New York constitution—11/6/67; McCarthy seeks FCC help on equal time—12/25/67.
 Fairness calls for more than just time to reply, FCC tells KING stations—9/25/67; KING appeals—11/6/67, 11/13/67, 11/20/67.
 Equal time problem might be solved by bill for voters to make \$1 campaign contributions—10/10/66, 10/17/66; Senate-House agree—10/24/66; repeal move—4/24/67; Senate passes mutilated measure—5/15/67, House concurs, in effect killing plan—5/29/67; Senate Finance Committee has new plan—9/18/67.
 Congressional plan fight to repeal equal time section (315) of Communications Act—10/10/66, 7/17/67; Republicans propose legislation to require free and equal time for major party candidates—1/23/67; Sen. Clark (D-Pa.) would make free time for candidates a condition of station licenses—4/17/67; others want free time—5/22/67, 6/12/67, 7/17/67, 7/24/67; Maryland-D. C. broadcasters seek repeal of Sec. 315—7/3/67; Sen. Hartke (D-Ind.) offers repeal bill—7/24/67, 8/23/67.
 NBC offers free time to major party presidential candidates if equal time law is changed—3/20/67; WVOX-AM-FM New Rochelle, N. Y. offers political time at less than commercial rates—6/19/67; Pennsylvania CATV operators offer free time to congressmen—10/10/66.
 Fair Campaign Practices Committee rebukes GOP for Johnson tape editing—10/31/66, 11/7/66; gets few complaints about radio-TV—11/21/66; WRAL-TV Raleigh charged with conspiracy to defeat congressman—11/21/66 denies charge—12/19/66; FCC rejects complaint, renews license—7/10/67, 7/17/67; KTLA(TV) Los Angeles and newscaster attacked by California Democrats for partisan broadcast election eve—12/19/66; KTLA apologizes 3/6/67; complaint is withdrawn—7/17/67.
 Federal court finds FCC erred in fining WHAS-TV Louisville \$1,000 for sponsor identification rule violation in 1963 primary campaign—12/11/67.
 Gov. Reagan's TV Report to the People stirs up California Democrats—1/23/67, 3/13/67, who ask time to reply—7/24/67.
 Phone Forum on KFBK Sacramento, Calif., ruled exempt from equal-time rule—4/17/67.
 Alleged contribution to Bobby Baker plagues Los Angeles station applicant—5/15/67, 11/13/67.
 Candidate for Florida state senate claims WEBY Milton attacked him editorially, gave him no chance to reply—7/24/67.
 Stations must make run-of-schedule spots available to candidates—6/8/67.
 Congressmen challenge right of broadcasters to endorse candidates—10/31/66, as KNX(TV) Los Angeles endorses Reagan—11/7/66; public disapproves such endorsements, NAB study shows—10/17/66; few do—8/7/67; FCC criticizes WWLP (TV) Springfield, Mass., for way political endorsement was handled—10/2/67; blackout of editorials in political races and issues for three days before election proposed—10/23/67.
 TV networks expect election year coverage, conventions through election, to cost \$30 million plus—5/1/67; B. F. Goodrich buys ABC-TV campaign coverage—8/7/67.
 GOP revives dial service for radio news—4/3/67.
 CBS News and pollster Harris break over use of election research—7/24/67.
 If both parties pick same city for 1968 conventions, TV networks could save some \$250,000 each—1/23/67, but they don't—10/16/67.
 GOP study group would curtail convention floor activities of TV reporters—2/6/67; networks differ in views on convention coverage—4/17/67.
 Programming
 FCC proposal to limit network control of nighttime programming to 50% is opposed—11/14/66; House would impose more stringent limits—6/5/67; Dept. of Justice shows interest—6/19/67.

MAJOR NEWS DEVELOPMENTS OF 1967 continued

1966-67 TV season has record promotion—9/3/66, gets off to shaky start—9/12/66, 9/19/66, 9/26/66; cancellations start early—10/3/66, 10/24/66, 11/7/66; agencies find season dull—10/17/66; ratings show audience divided almost equally among three networks—9/19/66, 9/26/66, 10/10/66, 10/17/66, 10/31/66, 11/7/66, 11/21/66, 12/12/66; NBC-TV pulls ahead—12/26/66, 1/9/67; CBS-TV slightly ahead for year, NTS reports—9/10/67.

New TV shows fill more than half prime time as Second Season starts—1/9/67, 1/16/67; movies outrank new programs—1/23/67, 2/6/67, which "sicken" BBDO's Mangelovog—2/6/67; CBS-TV takes rating lead—2/13/67, 2/27/67.

U. S. programs find record 1967 market overseas—12/18/67.

ABC News will produce documentaries as summer replacements for Stage 67—2/27/67; CBS-TV comedy-variety regular shows will get comedy-variety replacements—4/3/67.

For 1967/68 season, NBC-TV reveals program development plans—11/21/66, with more 60-minute programs—3/20/67; Royal Shakespeare Company to produce dramas for CBS-TV—11/7/66, 12/26/66; trend is toward reality, CBS-TV affiliates hear—6/12/67; ABC-TV schedule includes 11 new shows, 18 returns, many specials—4/3/67, 6/26/67.

Pilot production nears peak—1/2/67; an advance look at fall schedule—1/9/67; shuffling starts—2/20/67, 2/27/67; CBS-TV, NBC-TV announce final schedules—3/6/67, but changes continue—3/13/67; fall lineup—4/3/67, includes many specials—5/8/67; will have earliest start—5/8/67, 8/14/67.

New season started by CBS-TV, ABC-TV—9/11/67, and NBC-TV—9/18/67; BBDO computer predicts high mortality for new series—9/11/67; critics' opinions vary—9/11/67, 9/18/67, 9/25/67; movies get top ratings—9/25/67, 10/9/67, 10/16/67, 10/23/67, 10/30/67, 11/6/67; CBS-TV, NBC-TV battle for lead—10/2/67; CBS-TV has slight edge 10/16/67, 10/30/67, 11/6/67, 11/13/67; NBC-TV moves to front—11/20/67; CBS-TV regains lead—11/27/67, 12/4/67, 12/11/67.

Networks plan Second Season shifts—10/30/67, 11/6/67, 11/20/67.

Turning to 1968-69, TV networks have more than 50 series in development before '67-68 season begins—8/14/67; NBC-TV plans—12/11/67.

Feature films are best network buy, BBDO concludes—10/3/66, 10/31/66.

CBS-TV buys recent movies—10/3/66, makes multi-film deal with Television Enterprises—4/3/67; CBS-owned TV stations to get 13 pictures from Associated Film Artists—3/20/67, and 14 from Executive Pictures—6/12/67; Universal to make more two-hour movies for TV—2/20/67, with NBC-TV continuing to show them—7/3/67; also CBS-TV—12/4/67; NBC-TV buys 94 UA features—3/6/67; dwindling supply of features worries stations—5/15/67.

ABC-TV gets top ratings from "Bridge on the River Kwai"—9/26/66, 10/3/66, and "The Robe"—4/3/67, 4/24/67.

Official Films buys 50 foreign films—2/13/67; Republic to release library to TV—2/13/67; Allied Artists Television makes more features available—4/3/67; also Paramount—4/3/67; ITC package has 15 features new to U.S.—9/18/67; 20th Century-Fox re-enters feature-film syndication—9/25/67; Triangle adds second feature package for syndication—10/2/67; W7 has new syndication package—12/11/67.

ABC-TV four-hour Africa wins audience, loses money—9/18/67; ABC-TV pays \$5.5 million for Winter Olympics—12/25/67; ABC-TV to underwrite Explorers Club expeditions for TV rights—9/25/67; NBC Films puts network documentaries on sale to stations—12/11/67.

Entertainment specials in color art prime-time syndication fare—10/2/67.

Directors work with TV on commercial placement: John Ford for "Quiet Man"—12/26/66, 1/2/67; Otto Preminger for "The Man with the Golden Arm"—1/2/67.

George Stevens' suit against Paramount and NBC-TV—5/1/67, wins token judgment of \$1 as judge decides broadcast of "A Place in the Sun" did not harm his artistic achievement—5/29/67.

Four group owners join in production of TV specials—2/13/67; Cox buys Walter Schwimmer—12/19/66, and Bing Crosby Productions—9/25/67; Taft buys Hanna-Barbara—10/31/66, 12/26/66, 1/2/67; Kenyon & Eckhardt forms subsidiary to produce, distribute programs—4/17/67; plans of networks to produce own features are

protested—10/9/67, defended—11/27/67; Scripps-Howard/WGN Continental Productions formed to produce TV films for syndication—11/20/67; Canaan Productions, syndicated program firm, aims at network market—10/9/67.

KHJ-TV introduces "Tempo" format of local-live programing—7/31/67, 12/11/67.

Universal Television tries out programs on tourists—8/7/67.

One-sided extremist propaganda broadcasts draw fire from United Church of Christ—1/9/67, also AFL-CIO—1/16/67, and Institute for American Democracy—3/13/67; FCC Commr. Cox urges rules for open mike programs—5/1/67, as some run into trouble—3/6/67, 5/1/67, 8/21/67; American Jewish Committee decries "big lie" technique—12/26/66.

Methodist Church sets October as "television evaluation month"—7/10/67; other churches join project—7/24/67, 12/11/67.

Weekly political debate, Firing Line, offered to ETV stations where not sold commercially—9/5/66.

Making wide-screen movies fit 21-inch tube—10/3/66.

Better children's programs sought by Foundation for Character Education—1/9/67.

Blacklisting still exists, TV panel charges—5/1/67.

Television horse-race tie-ins to food store contests ruled lotteries by Georgia Court of Appeals—5/22/67.

NBC-TV's Johnny Carson Show gets competition for late-night audience—4/24/67; 80% of CBS-TV affiliates want late-night network program service—7/24/67.

How "adult" can TV programing get is debated—4/10/67, as Lynn packages avant-garde films for TV—3/27/67, and Ingar Bergman pictures are available—5/15/67; sexy movies won't be used on TV, NAB's Bell warns—11/13/67.

Instant viewer-opinion poll—10/2/67, draws 50,000 votes in 11 cities—10/16/67; other stations join—11/8/67; court orders phone company to continue service to WLBW-TV Miami for QOD—10/9/67.

UHF stations make good market for syndicated programs—11/14/66, 12/19/66; KWHY-TV Los Angeles gives daytime to stock market reports—11/7/66; WCUI-TV Chicago plans same programing—5/29/67, also KLPR-TV Oklahoma City—8/21/67.

Request radio popular new format—9/12/66.

Negro oriented stations have special programing—11/7/66.

McLendon stations refuse to play records with offensive lyrics—4/10/67, urge crusade—10/23/67; others agree—5/1/67, 5/15/67, 6/26/67, but stations prefer to make own decisions individually—10/2/67; Media Research Associates pretests records for KRLL Pasadena—4/24/67.

Lutheran Church offers rock-and-roll religious weekly half-hour series free to radio stations—5/22/67.

Nonduplication rule spurs syndicated programing for FM stations—7/31/67.

Radio Advertising Bureau

Forms Spanish-language division—10/10/66.

Reports success in moving nonusers of radio back to this medium—5/22/67.

Plans "Operation 5200" for 1968—12/4/67.

Ratings

American Research Bureau suspends national radio coverage survey, expands local market service—1/30/67; reports on color sets, UHF and multiset homes—7/10/67; predicts 1.5 million new TV homes in 1967—8/7/67; agencies buy full TV report—7/31/67; ARB issues New York TV reports—12/11/67; broadcasters question variations in ARB data—12/25/67.

Media Statistics plans national radio coverage studies—10/31/66; sues WINZ Miami over alleged misuse of rating report—11/14/66; will check radio audiences one week, TV another—2/6/67; discontinues local radio audience measurements—7/24/67; 17 agencies sign for radio study—12/11/67.

Nielsen drops suit against Sparger, accused of rigging ratings—9/5/66; agrees to count Chicago UHF homes—10/24/66; raises protest from station representatives with plans for advance reports of local TV viewing—11/7/66; looks for national instantaneous ratings within two years—2/20/67; divides country into 196 market areas by new reporting method—3/13/67; revises NSI schedule—6/19/67; plans weekly TV network report—7/17/67, uses optical scanning to expedite diary processing—11/20/67.

Pulse tests new three-stage all-media report in New York—2/20/67; cuts rates for independent FM stations—4/3/67.

RADAR (Radio's All-Dimensional Audience Research) nears debut—9/25/67, initial

findings—12/11/67.

FM now measured by ARB, Hooper, Media-stat., Pulse—7/31/67.

ABC Radio drops Sindlinger service—11/21/66.

WPOP Hartford sues WDRC Hartford for "Don't Say Hello" rating-hypoing device—3/6/67, 5/8/67, 6/19/67.

Demographic breakdowns called needless, costly—3/13/67.

Advertising Research Foundation inclines toward basing audience data on persons rather than families—5/1/67; asks ANA aid in devising new methodology—5/8/67.

ACTS asks BRC to have ratings services credit stations with CATV homes—10/16/67.

AAAA plans to drop BRC membership—12/11/67.

All Radio Methodology Study committee completes task—3/13/67, is praised—4/10/67.

Contests requiring entrants to watch programs raise rating problems—10/3/66, 10/10/66, 10/17/66, 10/24/66.

Committee on Local Television and Radio Audience Measurements (COLTRAM) proposal for reporting attempts to hypo ratings is studied by Broadcast Rating Council—7/10/67.

Local ratings challenged—12/18/67.

TRACE gets BRC accreditation—8/7/67.

Television Audit Corp. plans nationwide instantaneous TV ratings by fall of 1968—8/28/67.

Spanish audience-measurement problems get priority at BRC and FTC—10/30/67.

Space Communications

Satellite seen as source of income for ETV—9/5/66, 9/26/66, 10/24/66.

Western Union seeks right to provide service via satellite—9/12/66, 9/26/66.

Pacific satellite, Lani Bird launched—10/31/66, misses synchronous orbit—11/7/66, sets back second Atlantic satellite—11/14/66, carries football game to Hawaii—11/28/66, starts limited commercial service—12/5/66, picture quality criticized—12/12/66; Lani Bird II—1/16/67, achieves synchronous orbit—1/23/67, 1/30/67, makes Hawaiian pickups for Japanese TV—2/27/67; another Pacific communications satellite planned—5/15/67, 7/24/67, is launched—10/2/67.

NASA satellite over Pacific, ATS-1, transmits color pictures—12/19/66.

Launch of second Atlantic communications satellite delayed—11/14/66, 2/13/67, Canary Bird launched—3/27/67; rate reductions—4/24/67, increase business—6/12/67.

Satellite ground stations should be owned jointly by Comsat and common carriers, FCC rules—12/12/66; FCC authorizes earth stations in California—6/28/67, and Puerto Rico—7/24/67; approves Comsat purchase of Maine ground station from AT&T—1/9/67.

Comsat files new data on domestic satellites 11/21/66; hearing may not be needed—12/5/66; comments filed—12/19/66; ABC proposal—12/19/66; AT&T plan—12/19/66; more comments—1/18/67; pilot system proposed—4/3/67; broadcasters want domestic satellite restricted to broadcast use—4/10/67; ground equipment should be owned by broadcasters, CBS TV affiliates say—7/31/67, Ford wants to comment—8/21/67, opposes Comsat plan—9/25/67; many problems, ETA hears—10/30/67.

European nations ponder feasibility of own communications satellite system—11/23/66; Australia builds ground station—12/12/66; Canada too—12/12/66; Australia builds ground station—12/12/66; so does Canada—8/7/67; Comsat may get competition from Europe, Japan—5/8/67.

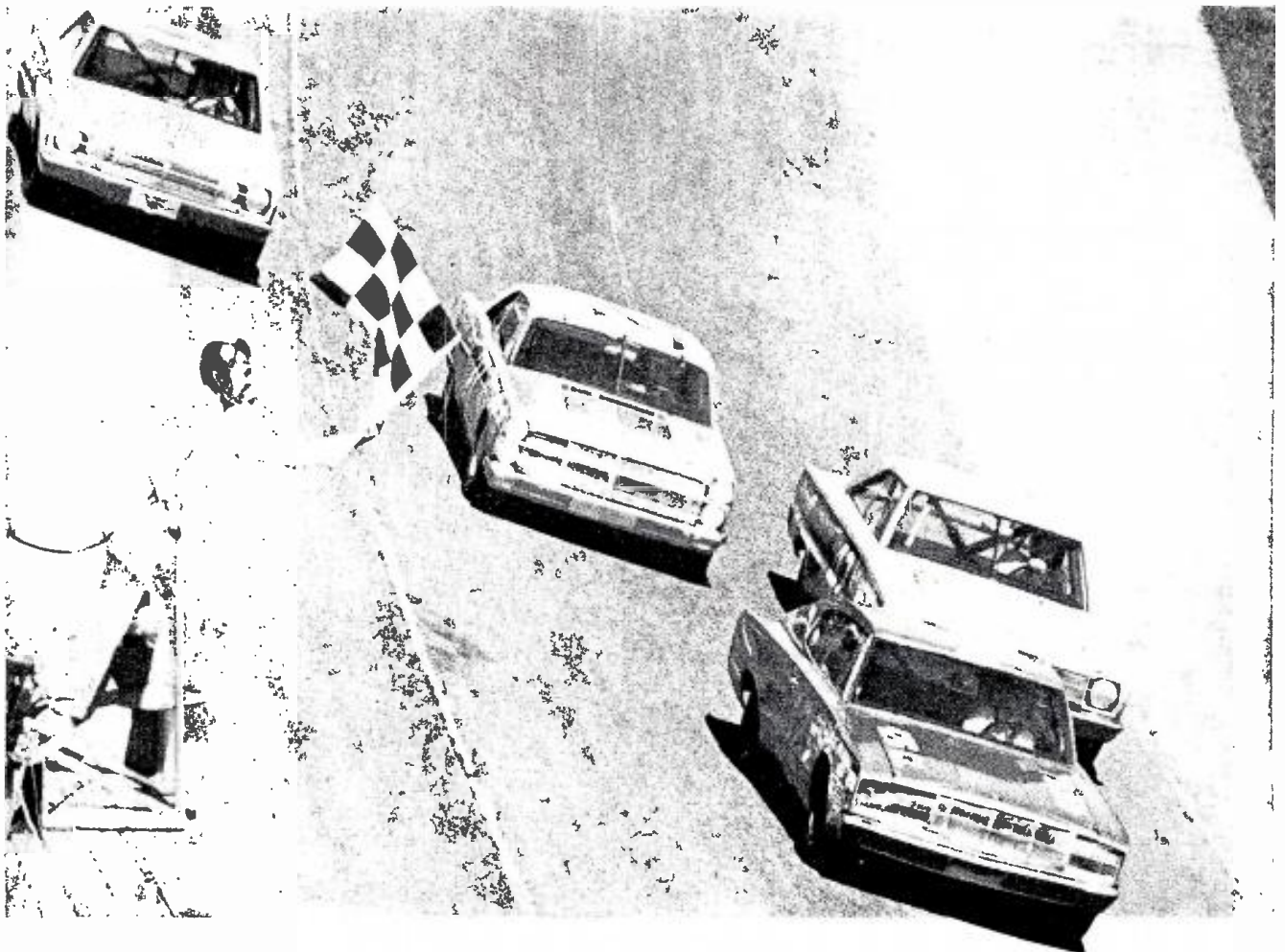
Direct satellite-to-home broadcasts would raise social, political problems—11/28/66; parabolic transmitting antennas on satellites could provide direct home service on up to 14 channels—3/13/67.

Special Reports

During period Sept. 1, 1966-Aug. 28, 1967, BROADCASTING published special reports on: baseball broadcasting outlook for 1967 season—2/20/67; Broadcasters Promotion Association seminar—11/21/66; color television—1/2/67; election coverage—11/14/66; equipment shown at NAB national convention—4/17/67; FM—7/31/67; football broadcasting outlook—8/7/67; 1966 history—12/28/66; middle-of-road radio programing—10/23/67; Negro market—11/7/66; NBC-TV affiliate relations—3/20/67; Perspective '67—2/27/67; Spanish language market—9/19/66; radio-TV transmission from abroad—8/14/67; television syndication—3/27/67.

Sports

Baseball radio-TV rights amount to over \$29 million in 1967—2/20/67; AT&T proposed rate increases would raise line costs for home games five-fold—10/17/66; Yankees, now wholly owned by CBS 9/26/66, are dropped by Ballentine—10/3/66,



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BUDDY BAKER **MARIO ANDRETTI**
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4	25,000 to 50,000	110.00
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7	100,000 to 200,000	160.00
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picked up by Pabst—1/23/67, as Rheingold renews Mets—12/12/66; Heileman sponsors Cubs on regional TV network—5/8/67; WFLD(TV) Chicago gets TV rights to White Sox—11/14/66, 11/21/66, sells 1968 season to Meister Brau (Milwaukee too)—6/5/67; NBC-TV buys All-Star game, World Series and Game of the Week for three more years—8/7/67 Atlantic-Richfield to sponsor Oakland Athletics on radio-TV for five years—11/20/67, Angels' radio sponsors sign for three years—12/4/67. Bill to permit merger of AFL and NFL football leagues and to protect high-school games by forbidding pro games on Friday nights—9/5/66, 9/12/66, 9/19/66, 9/26/66, passes Senate—10/3/66, has hard time in House—10/10/66, 10/17/66, but gets by—10/24/66. AFL-NFL Superbowl game gets two-network TV broadcast—11/14/66, 12/19/66, protested by MBS and NABET—12/26/66, 1/9/67; Ford wants better price—1/2/67, 1/9/67, 1/16/67; Los Angeles fans object to blackout—1/2/67, get delayed coverage—1/9/67; CBS-TV gets more than NBC-TV, NBC Radio than CBS Radio—1/23/67; ratings give audience edge to CBS-TV 1/23/67, 2/13/67, 2/27/67. Continental Football League rights to go to United Network—11/28/66; up for grabs when UN folds—6/5/67; teams sign local contracts—8/7/67. Football radio-TV rights total over \$48 million for 1967—8/7/67. CBS-TV NFL packages could gross \$40 million in 1967—2/27/67; 87% sold, but Philip Morris bows out—7/10/67; NBC-TV nears sell-out of AFL games—6/26/67; league schedules, sponsors—8/7/67. ABC-TV's NCAA schedule—4/17/67, 8/7/67. NFL Films add NFL East and NFL West to Game of the Week, all in color—8/19/67. SNI, Warners, TelRa also syndicating football—8/7/67; Sports Films Inc. formed to syndicate films of football games from 1948 on—11/13/67. MBS drops Army Saturday afternoon games, adds evening "Pick of Dixie" gridiron

contests—7/17/67, 8/7/67, gets radio rights to Army-Navy game—9/25/67. National Professional Soccer League Sunday games go to CBS-TV—10/10/66, 4/3/67; CBS-TV also buys second session—10/20/67; NFSL, USA merge—12/11/67. United Soccer Association games to be syndicated—4/3/67, 5/22/67; audience for soccer grows—8/12/67; referee charges fouls faked to make openings for commercials—5/22/67; CBS denies it—6/12/67; is cleared—8/7/67; perhaps—8/27/67; House bill would forbid prearranged interruption—6/5/67; WGN-TV Chicago gets 10-year contract with Chicago Spurs—1/23/67. National Hockey League rights go to CBS-TV—9/26/66, hockey's radio-TV rights cost \$12.9 million—10/16/67; New York Rangers' radio rights to WHN New York, TV rights to WOR-TV New York—9/14/67. Atlantic Richfield gets broadcast rights to Los Angeles Kings (pro hockey) and Lakers (pro-basketball) for 10 years—9/26/66. SNI plans regional TV feeds of college basketball—12/12/66; Missouri Conference basketball network moves into color—12/12/66; TV Sports and Metro TV sales form regional basketball packages—4/3/67; MGM-TV gets five-year rights to American Basketball Association games—6/19/67; WHN New York gets radio rights to New York Knickerbockers, WOR-TV New York gets TV rights—9/4/67; Atlantic-Richfield sponsors Seattle Supersonics on local TV, regional radio network—9/18/67. Pocket billiards series syndicated by WFLD-TV Chicago—6/12/67. Swimming series Kirstom Productions—8/7/67. ABC-TV gets U. S. rights to Winter as well as Summer 1968 Olympics—2/20/67, sets schedule—11/20/67; six sponsors buy 70-hour coverage—6/19/67; CBS-TV starts diskering for 1972 Olympic rights—6/12/67. Madison Square Garden-RKO puts Torres-

Tiger title bout on home TV—11/28/66, 12/5/66; gets radio-TV rights to Clay-Folley title match—2/20/67; switch from home TV to theatres in fighters' home towns annoys congressmen—3/27/67; KPRC-TV Houston is sued for alleged unauthorized broadcast of parts of Clay-Williams fight—11/28/66; MBS gets radio rights to Clay-Williams match—10/10/66, 11/7/66, and Clay-Terrell bout—12/26/66, 2/6/67; Clayton plans three 90-minute TV boxing specials—8/26/67; ABC-TV gets Benvenuti-Griffith title bout rights, to tape for use two days later—9/4/67. Radio's All-Time Heavyweight Championship Tournament is well received—10/9/67; other such series to be added—10/16/67. The Forum, new Los Angeles sports arena, provides top radio-TV facilities—11/7/66. MBS urges separate bidding for radio and TV sports rights—12/26/66. ABC Radio plans 24 live 3½-minute sports pickups each weekend—4/3/67. House bill would forbid network ownership of any interest in professional sports—6/5/67. Madison Square Garden-RKO General expands sport syndication—9/4/67. Triangle Stations get Canadian-American Challenge Cup auto race rights for 1967-68 for TV syndication—9/25/67. ABC-TV 1968 Golf Galaxy virtually sold out—11/20/67. CBS-TV drops Sports Spectacular after eight years—12/4/67. Station Representatives John Blair curtailing his activities in rep firm since it went public—1/9/67, retires as chairman—1/16/67; sale to MGM rumored—7/31/67. H-R Representatives, H-R Television, absorb Advertising Time Sales—1/23/67. PGW Dataphone tieup speeds communications with stations—5/15/67. Adam Young-VTM formed by Adam Young and Venard, Torbet & McConnell; VTM's radio list goes to Alan Torbet Associates—7/10/67. SRA, alarmed at slackening in TV spot,

BROADCAST ADVERTISING

Admen to talk about fairness

House Commerce group to hold four-day panel on FCC's doctrine

Participation by advertising-agency representatives and clients is being sought by the House Commerce Committee's Investigations Subcommittee for a series of fairness-doctrine discussions to be held shortly after Congress reconvenes. Speakers representing print media are also being contemplated by the subcommittee staff for the planned panel-format hearing.

Views of agencies and advertisers will be sought on the FCC's extension of the fairness doctrine to cigarette advertising (BROADCASTING, June 5, 1967) as part of a broad inquiry into the present status of the doctrine. Communications and print-media experts will be expected to shed light on the First Amendment's applicability, or lack of applicability, to broadcasters competing with print.

Staff members last week were making preliminary arrangements for the hearing, announced for either the end

of January or early in February, depending on the availability of witnesses and the press of other congressional business. Formal invitations to participants will not go out until informal arrangements are made regarding availabilities, it was said. Networks that had already been approached indicated enthusiasm for the project and were suggesting other participants, it was noted.

In addition to networks, advertising-industry and academic participation, views of commercial and noncommercial broadcasters will also be sought, the subcommittee staff said. Tentative plans are for a four-day hearing, with four speakers each day giving position papers of about 20 minutes in length. The 16 panelists so chosen will also participate in discussions with members and other guests of the subcommittee.

Research ■ Advance distribution of a subcommittee staff study on the legislative and legal history of the fairness doctrine is also planned. Last week Robert Lishman, chief counsel for the subcommittee, was reviewing a 49-page draft of the study prepared by staff attorney Daniel Manelli. The study, which has been six months in preparation, is said to contain no policy proposals but is intended to serve as a "basic research document" for use by the subcommittee and panelists. It may be ready for release this week or next, a staff member said.

The planned hearing is described as neither legislative nor investigative in

intent, although it is noted that the issues to be explored could lead to legislative proposals. But the primary purpose of the panel discussions, it's noted, "is to get expert opinion on a very complex subject."

A preliminary agenda, constructed for the purpose of choosing participants and assigning topics, lists four major areas of discussion (although it's emphasized that the actual hearing may not take this particular order and include every aspect listed):

- The impact and influence of radio and TV in forming public opinion; comparison with newspapers, magazines and specialized journals of opinion;

- The present status of the fairness doctrine and other forms of content regulation; their effect on the broadcasting industry, particularly with respect to editorializing, personal attacks and commercials;

- The equal-time requirements of Section 315 and the effect on political broadcasting;

- Discussion of whether the continued use, or an increased use, of the fairness doctrine is necessary or desirable; and possible modifications or alternatives to the fairness doctrine.

Agency appointments . . .

- Vinti Advertising Inc., New York, has been given the Procino and Rossi account. The Auburn, N. Y. manufacturer of P&R brand macaroni, spa-

asks TVB to sell spot competitively—3/20/67, 5/1/67; SRA opposes ABC's four network plan—12/18/67.

McGavren - Guild - PGW Radio Inc. get PGW's radio list—8/21/67.

Butler, PGW radio head, quits to form own firm, gets Hollingsbery radio list as Hollingsbery changes ownership—10/9/67.

NBC Radio Spot Sales ends operations; Christal, Eastman, Ktaz divide representation of NBC-owned radio stations—10/30/67.

Radio reps face rising costs, dwindling profits—11/27/67.

Broadcast Communication Group becomes Avco Radio Television Sales—12/4/67.

Success Stories

Reports of sales successes from radio advertisers: W. G. Allen Jr. (land developer)—12/12/66; Anacin—2/20/67; Audotron (alarm clock)—7/17/67; Busch Jewelry Stores—11/7/66; Campus & Career Shop (retail)—11/7/66; Carney Tire Co.—12/12/66; Collins Radio Co.—1/23/67; Cup 'O Gold (candy bar)—10/9/67; Duracell (batteries)—12/26/66, 2/20/67; Equitable Life (insurance)—2/20/67, 2/27/67; Fleischmann's margarine—5/15/67; Flores (travel agency)—9/19/66; Forest Lawn Mortuary—10/23/67; Frye-Sills & Bridges (advertising agency)—3/27/67; Greyhound bus—11/7/66; Hess & Clark (animal and poultry health products)—6/5/67; E. F. Hutton (brokerage)—9/12/66; Jax beer—11/7/66; Keebler (crackers)—2/20/67, 2/27/67; Lincoln Homes—11/7/66; Mar Vista Market (Christmas trees)—2/27/67; Thom McAn (shoes)—9/26/66; Miracle Adhesives—7/17/67; O'Connor & Goldberg (shoe stores)—1/16/67; Quaker Oats—11/7/66; Revlon (cosmetics)—2/20/67; Rossmoor Leisure World (retirement community)—7/10/67; Safeway Stores—11/7/66; Southern California Rapid Transit System (bus line)—4/24/67; Taos and Red River, N. M. (resort communities)—8/14/67; Tasker Industries (engineer recruitment)—9/11/67; Tidy House (cleansers)—2/20/67; Towne

Chrysler-Plymouth (dealer)—2/20/67; TWA—2/20/67; Uncle Bob's (auto repair)—11/7/66.

Television: AAMCO Transmissions—2/27/67; BSR (record changer)—5/29/67; H & R Block (tax consultants)—2/22/67; Carney Tire Co.—12/12/66; Celanese (fibers)—7/24/67; Coffee Promotion Committee—10/16/67; Collins Radio Co.—1/23/67; General Telephone & Electronics—8/14/67; Harris Auto (Chrysler-Plymouth dealer)—5/1/67; Hills Bros. coffee—2/27/67; Mattel toys—10/31/66; Outlet Co. (department store)—1/16/67; Parker Pen—9/19/66; Polaris snowmobile—6/5/67, 12/11/67; Stewart Mobile Homes—1/2/67; Texize's KZr (spot remover)—10/23/67; Timex—2/20/67; Toyota (auto)—2/27/67.

Tall Towers

KRON-TV San Francisco abandons 10-year fight for Mount San Bruno tower—10/17/66.

Minneapolis-St. Paul joint power proposal stirs FCC-FAA conflict—1/2/67; approved by FCC examiner—11/13/67, may be delayed—12/4/67.

Court dismisses citizen's complaint against joint Washington TV tower in Silver Spring—1/16/67.

FCC adopts antenna farm rule—6/19/67; AMST urges amendment—7/31/67.

FCC will make public FAA advice on antenna farms relative to air safety—9/25/67.

KSCO-TV, KELO-TV Sioux Falls, S. D., jointly move to new tower—10/2/67.

Television Bureau of Advertising Announces sales training conference—11/28/66.

Launches major research project to help advertisers use TV more effectively—5/22/67.

Membership continues to rise—5/22/67.

TVB board gives President Cash unique accolade—5/1/67.

UHF

Organization for independent UHF stations

discussed—4/3/67, 4/10/67, 5/1/67; All-Channel Television Society (ACTS) formed—5/29/67, 7/3/67, 7/24/67; calls on Congress—9/25/67; asks FCC to arrange meeting with set makers to get better UHF tuners—10/16/67.

UHF penetration is 90% in 18 major markets, ARB reports—12/26/66; Census Bureau finds 42.4% of homes have UHF—11/13/67.

AMST asks FCC to deny use of UHF broadcast channels for facsimile—1/23/67.

UHF transmitters shown at NAB—4/17/67; equipment sales rise sharply—7/3/67.

New York Spanish language UHF station triples sales in year—5/15/67.

Committee for Full Development of All-Channel Broadcasting reconstituted—3/13/67, 4/3/67, 4/17/67, moves to limit primary TV network affiliations—7/3/67, forms research subcommittee—7/10/67.

Hawaii gets 18 UHF channels—9/4/67.

Vandals

Sever cable, silence KNEW Oakland—1/23/67.

Turn off all equipment at transmitter house of KPEN(FM) San Francisco, putting station off air—6/19/67.

Ripped wires, stolen frequency crystal, put WBAI(FM) New York off air—9/18/67, 12/11/67.

Video Tape

Latest VTR equipment shows at NAB—4/17/67.

Par Vision's home unit further refined—2/27/67, 9/25/67.

Portable camera-recorder units introduced by Ampex—4/3/67, Sony—6/26/67, RCA—10/30/67.

TV-ola, to make tape editing easier, announced by Videotape Center—2/27/67.

International VTR machine, operating on both 525 and 625 lines, introduced by Ampex—2/27/67.

VTR has many nonbroadcast uses, Ampex finds—12/19/66.

Mobile video tape production unit introduced by Vidtronics—8/14/67.

ghetti, egg noodles and sauces bills an estimated \$250,000-\$300,000, with most of it in radio and television in the P&R's markets (upper New York State, New Jersey, Pennsylvania and Ohio). Mathison Advertising Agency, Rochester, N. Y., is former agency.

■ De Vry Institute of Technology, Chicago, division of Bell & Howell, names North Advertising there for expanding national account which will bill more than \$1 million this year.

Business gains reported for FM's

National business on FM stations seems to be on the upswing according to a year-end report of the National Association of FM Broadcasters.

The report, based on a survey of NAFMB members, shows that 54% of those responding got their first national accounts within the past three years. Of that 54%, 13.5% were stations in the top-20 markets, 18% were in the 21st-50th markets and 22.5% were in markets below the top 50.

However, the overwhelming percentage (81.3%) of national business was placed in the top-20 markets. Only 7.2% was placed in markets 21-50 and 11.5% was placed in the other markets.

Of the stations with national business

last year, 35% were in the top-20 markets, 27% were in markets 21-50 and 38% were in other markets.

An increase in national business last year over 1966 was shown by 47% of the stations, while 3% said national business was down. Half the respondents either said there was no difference in the two years or did not answer the question.

Report on Advertisers ■ The respondents listed 176 national accounts on NAFMB stations last year. Of that number 83 were only in the top-20 markets, 69 were only in markets below the top-20 and 24 were in a mixture of markets.

NAFMB listed the 176 accounts according to the number of geographical regions in which they bought time. There were 135 accounts which bought time in only one region, 22 which bought time in two regions, six which bought time in three regions, nine which bought time in four regions and four which bought time in five regions. No advertiser was shown buying time in more than five of the eight geographical regions.

The most widely spread time buyers were: American Express, Back to the Bible, Cadillac Motors, Contac, Delco Division of General Motors, Delta Airlines, Dodge Motors, Equitable Assurance Society, General Motors, Magnavox, Sony Corp., 3M Co. and Wool Carpets of America.

TWA steps up its ad budget

Trans World Airlines, New York, has started a juggernaut advertising campaign that is expected to add \$2 million-plus to its broadcast spending.

The airline announced the campaign last Thursday (Dec. 28), but officials said the actual spending will depend on budget approval. As outlined, the radio, TV and print advertising represent a proposed outlay of from \$22 million to \$24 million.

TWA's budget totals about \$20 million a year, some \$10 million in radio-TV. Foote, Cone & Belding, New York, is the airline's agency.

The new TWA campaign for 1968 will use a new theme, "Up, Up and Away—TWA," with music from the popular melody, "Up, Up and Away," the company said.

Broadcast investments are spearheaded by network professional sports sponsorship: American Football League championship game (played yesterday); AFL and National Basketball Association all-star games, both taking place this month; NBA basketball on ABC and golf on CBS and AFL games on NBC.

In addition, there's spot TV in 10 markets and spot radio in 23 markets. The spot aspect will begin Jan. 2, with

'The Efficiency Expert' for Hertz gets fired

The one-minute Hertz commercial starring "The Efficiency Expert," whose premiere showing had been heralded in a page ad in *The New York Times* (BROADCASTING, Dec. 25), closed last week after two performances.

Hertz announced Thursday (Dec. 28) that it was dropping the commercial because it "drew protests from some of the viewing public." The protests came from viewers who apparently associated the Prussian-style "efficiency expert" with Nazi Germany and construed it as a reflection on today's Germans, offensive to the memory of Jews killed by the Nazis or otherwise in poor taste.

The commercial was shown on the Dean Martin Christmas show on

NBC-TV Dec. 21 and on NBC-TV's *Today* show Dec. 26. NBC spokesmen said they received 94 responses, mostly by telephone, and that most protested that the message was in bad taste.

"The Efficiency Expert" had been intended to dramatize the speed and effectiveness of Hertz service. The commercial was created by Carl Ally Inc., Hertz agency.

Petersen Explains - "We ask our advertising agencies to produce truly great advertising for us," Hertz President Rodney A. Petersen said in announcing the dropping of the commercial. "We have asked them not to produce safe mediocrities, but ads that are leaders in U. S. advertising. This insistence on a creative

approach means that our agencies must of necessity explore the unknown."

Mr. Petersen said the "unusual step" of announcing that the message had been dropped was taken "to dramatize the fact that we will continue to seek nothing but the best in advertising approaches. If this means an occasional miss, we believe the public should know we have gotten rid of the miss and will keep aiming for greatness.

"This is not the first time, I am sure, that a major advertiser has found one of his commercials didn't do what it was supposed to do."

The Hertz car rental service is owned by RCA, which also owns NBC.

local radio in TWA's top four markets (New York, Chicago, Los Angeles and San Francisco) reaching a peak of 240 one-minute messages a week during a three-week period this month.

Boyle-Midway shuffles products, ad agencies

The Boyle-Midway Division of American Home Products Corp., New York, last week announced a reassignment of some of its products to new agencies, effective Feb. 1. Total billing of \$5 million is involved, of which about \$4 million is in broadcast.

Reach-McClinton was assigned *Aerō Shave*, which bills about \$1 million (\$800,000 in TV-radio) and which has been handled by McCann-Erickson.

BBDO was given *Sani-Flush* and *Black Flag* (insect killer) and *Snarol*, a snail killer, which bill an estimated \$3 million (\$2.4 million in broadcast.) Kelly, Nason, New York, was named agency for the Griffin shoe polish line, which spends about \$1 million (\$800,000 in TV-radio). Both Griffin and the pesticides have been at Compton Advertising.

Business briefly . . .

Sports Network Inc., New York, reports 10 advertisers have bought various minutes in five regional college basketball conferences (Jan. 6-March 9): the Big Ten (40 TV stations for 10 games), the Eastern Collegiate Athletic Conference (23 TV stations for nine games), the Athletic Association

of Western Universities (16 TV stations for 10 games), the Atlantic Coast (16 TV stations for nine games), and the Missouri Valley (10 TV stations for 10 games). Combination buys are: **R. J. Reynolds Tobacco** (Dancer-Fitzgerald-Sample) for two-minutes-per-game in all five conferences; **General Mills** (Knox-Reeves Advertising) for one-minute-per-game in the Big 10, ECAC and AAUW; and **Homelite Division of Textron Inc.** (Sutherland-Abbott) for one-minute-per-game in ECAC and Missouri Valley. Individual buys include: **F & M Schaefer Brewing** (BBDO) for three-minutes-per-game and **Sun Oil** (Wm. Esty) for four-minutes-per-game, both in ECAC; **Atlantic-Richfield** (Hixson & Jorgensen) for three minutes per game and **General Tire & Rubber** (D'Arcy) for two minutes per game, both in AAUW; **Pilot Life Insurance** (Lavidge, Davis & Newman) for six minutes per game and **Coca-Cola** (McCann-Erickson) for three minutes per game in Atlantic Coast; and **Goodyear Tire & Rubber** (Young & Rubicam) for three minutes per game in Missouri Valley.

NBC-TV sales announced last week include: **Clairol Division of Bristol-Myers**, through Foote, Cone & Belding, as full sponsor of a half-hour special, *In Concert: With Herman's Hermits*, on Tuesday, Jan. 9 (7:30-8 p.m.); **General Electric**, through Clyne Maxon for participations in *High Chaparral*, *The Danny Thomas Hour*, *Daniel Boone*, and *Dragnet*; **Shell Oil Co.**, through Ogilvy & Mather, for participations in *The Frank McGee Sunday Report*, and seven series; **Sylvania Elec-**

tric Co., through Doyle Dane Bernbach, for participations in nine nighttime series; **U. S. Time Corp.** (Timex watches), through Warwick & Legler, as full sponsor of *The World of Horses* special Jan. 19 (7:30-8:30 p.m.).

United Air Lines, through Leo Burnett, both Chicago, has purchased full sponsorship of WNBC-TV's (New York) weekly *New York Illustrated* documentary programs (7-7:30 p.m.) and three local specials in 1968.

North American Philips Co., New York, is using TV with dealer tags to promote two Norelco cordless cassette tape recorders. LaRoche, McCaffrey & McCall, New York, is the agency.

General Time Corp.'s Westclox Division, La Salle, Ill., is running a three-month "winnertime" promotional campaign, including local radio and TV and network TV. Agency is MacManus, John & Adams, New York.

Post Division of General Foods Corp., White Plains, N. Y., is nationally introducing *Toast'em Animals* toaster pastries through network and spot television, and print advertising. Agency: Benton & Bowles, New York.

Admiral Corp., Chicago, plans a network radio drive for four weeks beginning Jan. 22 and will use 280 spots on MBS, CBS and NBC. Agency: Campbell-Ewald, Chicago.

Also in advertising . . .

Consulting firm moves - Transolve Inc., Cambridge, Mass., has moved its headquarters to the Transolve building, 356 East 51st Street, New York. The

consulting firm's work in the New York area is with advertising, design and research firms.

Rep move ■ Paul H. Raymer Co. has moved from the Shell building in San Francisco to 44 Montgomery Street.

St. Louis marriage ■ Stemmler, Bart-ram, Fisher & Payne Inc., has purchased all stock of Rutledge Advertising Co., effective Feb. 1. Combined annual billings and capitalized fees of the two St. Louis agencies are in excess of \$2 million. SBF&P mainly represents industry, finance and consumer clients. Rutledge has heavy billings in food and related products.

Forming agency ■ The Rockwell Group Inc., new Midwest advertising agency for small and medium-size accounts, has been formed by D. N. Rockwell at 418 Wellington, Chicago; phone 477-2683. Mr. Rockwell was formerly with Waldie & Briggs, Fuller & Smith & Ross and Gardner Advertising.

Rep appointments . . .

- WHIS-TV Bluefield, W. Va.: Avery-Knode Inc., New York.
- WMAK Nashville: McGavren-Guild-PGW Radio Inc., New York.

Northeast ready to fly with big Ally campaign

What better spot to get out of last place and into first than at the advertising shop that bills for the number-one Hertz Car Rental Service—Carl Ally Inc., New York.

Northeast Airlines Inc., Boston, which admittedly is number three in the nonstop airline service to Florida (behind Eastern and National) last week embarked, through Ally, on one of its biggest advertising campaigns with a \$4 million budget aimed at the four-month Florida season that starts in January. The airline is booking an estimated 60% of its money (\$2.4 million) in spot TV and spot radio in up to 11 cities in the East from Miami north to Montreal.

This is the first Northeast campaign prepared by Ally, which took over as its agency last September.

Each broadcast commercial emphasizes some of the "customer benefits" derived from riding with the Northeast Yellowbirds. A sign-off message suggests: "You'll wish we flew everywhere."

Northeast is spending \$1 million more this year than in 1967. The airline is

87.5% owned by Storer Broadcasting Co.

Spot TV messages have been scheduled for six stations in New York, four in Montreal, three each in Philadelphia and Baltimore, two each in Boston and Washington, and one each in Miami and Hartford, Conn. Radio markets include 10 outlets in New York, five in Boston and in Miami, three in Tampa, Fla., two each in Montreal and in Jacksonville and Fort Lauderdale, both Florida and one in Philadelphia.

NAB code adds one TV; 3 drop from radio code

From Oct. 15 to Nov. 15 the National Association of Broadcasters radio code showed a net loss of three stations, while the TV code gained one station. In that period the radio code listed 18 additions and 21 withdrawals. The addition to the TV code was KCOY-TV Santa Maria, Calif.

Radio additions: WTHD Milford, Del.; WCIK Gordon and WCOH-AM-FM New-man, both Georgia; WVHI-FM Evansville, Ind.; WRNO-FM New Orleans; WKIK Leonardtown, Md.; WIRQ(FM) Rochester, N. Y., noncommercial;

PREVIEW: Tubbing to Spain with mod Miss Pringle

Our Calgon Bath Oil Beads lady, who was last seen along the French Riviera bathing with her favorite product inside a white Rolls Royce, is now in London about to depart for Segovia, Spain, aboard her own red-striped Lear jet, which is also equipped with a marble bath. It all happens in a new one-minute commercial for Calgon Corp., Pittsburgh, prepared by Ketchum, MacLeod & Grove, that city, for release this month.

The leading lady herself is noteworthy—the part-time model Angela Pringle, a celebrity in the book "Birds of Paradise," and now married to the heir to England's Marx &

Spencer department stores. KM&G explained that casting in its new "jet set" color commercial is as important as the other ingredients, all of which blend together to "smack of luxury" and yet suggest to the viewer that Calgon Bath Oil Beads is an affordable quality product.

The scene is mod, night-time London with music setting the tone, while the fashionable lady, leaving a hotel, is whisked off to the airport. Once aboard the jet, she takes off her high suede boots, her pattern stockings, etc., and steps into a sunken marble and fur-lined bath.

Meanwhile, the music tempo eases into relaxing flutes and guitars,

while a gentle voice intones: "Bathe in Calgon Bath Oil Beads and love the skin you're in." Music once again picks up during brief glimpses of a reddish sunrise and a shepherd tending his flock. The refreshed lady then alights on Spanish soil in matador dress, and amid exciting flamenco music is chauffeured off in a luxurious Alfa-Romeo car to a castle.

During the first quarter of this year, the schedule for the new commercial includes NBC-TV's *Today* and *Tonight*, three NBC-TV daytime shows, seven ABC-TV daytime series, and the top 25 spot television markets.



Trip



Strip



Dip

WBHN Bryson City, N. C.; KCSC-FM Edmond, Okla., noncommercial; WESA Charleroi, Pa.; KVRA, KVRP(FM) Vermillion, S. D.; KEVY Provo, Utah; WKYZ Madisonville, Tenn.; KBAT San Antonio, Tex.; WHLF-AM-FM South Boston, Va.

Radio withdrawals: WCTA-AM-FM Andalusia, Ala.; KAPR Douglas, Ariz.; KVEE-AM-FM Conway, Ark.; KWXY Cathedral City, Calif.; WSBR Boca Raton, Fla.; KRPL Moscow, Idaho; WCAZ Carthage, Ill.; WGLM Richmond, Ind.; WCRM Clare, Mich.; KDWA Hastings, Minn.; KBUB Sparks, Nev.; KKIT Taos, N. M.; WFGV Faquay, N. C.; KBK Elk City, Okla.; KZOL Farwell and KNIT Abilene, both Texas; KWYZ Everett and KALE Pasco, both Washington.

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.

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

American Brewery Inc., Baltimore (American

beer); one 60 for TV, live on tape, color. Leonard Levin, director. Agency: Torrieri/Myers Advertising, Baltimore. Jerry Caplin, agency producer.

Pepsi Cola of Baltimore (Pepsi Cola); one 20 for TV, live on tape, color. Leonard Levin, director. Agency: Torrieri/Myers Advertising, Baltimore. Jerry Caplin, agency producer.

Alexandria Dairy, Alexandria, Va. (low-fat milk); two 60's for TV, live on tape, color. Leonard Levin, director. Agency: George T. Petsche Advertising, Washington. John H. Fourrier agency producer.

Quartet Films Inc., 5631 Hollywood Boulevard, Hollywood.

Northern States Power Co., Minneapolis. (services); six 60's, eleven 20's for TV, animated on film, color. Agency: Campbell-Mithun, Minneapolis.

THE MEDIA

600 stations set for new ABC

Schwartz, ABC Radio president, thinks 1968 could turn into a profitable year as advertisers become familiar with new four-network approach

ABC introduces its four-radio-network operation today (Jan. 1) with high hopes that its concept of targeted audiences will attract strong advertiser support and listener loyalty, but also with a departure from original plans.

Walter A. Schwartz, president of ABC Radio, reported in an interview last week that the undertaking was mounted amid the usual problems associated with a new enterprise, particularly one that hinges on an unusual approach. But he expressed confidence that as advertisers become more familiar with the concept, 1968 could emerge into a profitable year.

Though ABC issued a rate card to agencies last month (BROADCASTING, Dec. 11, 1967) outlining separate rates for each of the facilities—the American Contemporary Network, the American Information Network, the American Entertainment Network and the American FM Network—it was learned last week that its method of selling has had to be altered to accommodate advertisers requiring nationwide coverage.

The four networks total about 600 affiliates. Accordingly, an advertiser that is primarily interested in reaching nationwide prospects on the Contemporary Network (oriented toward listeners aged 18 to 34) will be provided with these outlets, plus stations from the three other networks in markets he requests at no additional cost. It is envisioned that as desired affiliates are

added in markets the advertiser wants, the other ABC networks' outlets in those markets will be dropped from his lineup.

The Costs ■ Advertisers on the other ABC networks will have similar "fill-in" privileges in markets where their basic networks are not currently represented, authorities said.

Rate information circulated to agencies a few weeks ago indicated that ABC was asking \$2,500 a minute for



Tom O'Brien (right), vice president and director of radio news for ABC, explains a new portable communications desk to Walter A. Schwartz (center), president of ABC Radio and to Elmer W. Lower, president of ABC News. The desk is part of a \$3 million outlay in new facilities and equipment for ABC's four new radio networks.

100% coverage on the American Contemporary Networks; \$1,500 a minute on the American Information Network; \$1,250 on the American Entertainment Network and \$650 on the American FM Network. The rates were said to be based on a potential coverage of 100% of the nation in terms of retail sales.

Mr. Schwartz said last week that stations were continuing to affiliate and that advertiser contracts were being signed. But he declined to provide a listing of the stations that have signed for each of the four networks or an estimate of the billing for the first quarter of 1968.

"It's premature at this point," he stated. "In a month or two, after we have been rolling for a while, we'll be in a better position to give that information."

No Station List ■ Mr. Schwartz asserted that the networks will begin with approximately 600 affiliates, but he would not divulge a station-by-station count for each facility.

He said there are affiliates for three networks in Los Angeles, San Francisco, Washington, Miami, St. Louis and Denver, and at least one affiliate in other major markets.

Mr. Schwartz said he was "pleased" with the progress of advertiser activity, considering "we had little time to sell because first-quarter budgets had been

The two-year ups and downs of ABC and ITT stock

The question of whether the ABC-ITT merger was ever to take place was still unanswered as BROADCASTING went to press. As of Friday morning (Dec. 29, 1967), no decision had come from the U. S. Court of Appeals in Washington on the appeal by the Department of Justice from the FCC's June decision approving the merger.

By the terms of the ABC-ITT contract, either party had the right to terminate the agreement if the FCC order was not final by Dec. 31, 1967. Any move to terminate, it was pointed out, required affirmative action by the board of either ABC or ITT. The contract did not terminate automatically.

Although there had been reports that ITT had soured on the deal, nothing official emanated from either camp as the deal went down to the wire.

The vagaries of the stock holdings of ABC and ITT shareholders are reflected in a highlighted look at the stock price changes that have taken place during the two-year battle to secure government approval of the merger.

On Dec. 1, 1965, when the two companies confirmed reports that merger discussions were taking place, ABC closed on the New York Stock Exchange at \$62 a share, and ITT, on the same exchange at 66%.

The merger contract calls for each

ABC stockholder to receive 0.5719 share of ITT common and the same share of new ITT preference convertible stock (which has no price since it is not yet on the market). For calculation purposes, however, it has been assumed that the ITT preference stock will have about the same value as the outstanding ITT common.

Value to ABC ■ Figuring then that each ABC share is worth 1.14 shares of ITT, the ABC stockholder would have received the equivalent of \$75.95 in ITT stock on Dec. 1, two years ago when ABC was selling in the open market for \$62.

As of last Thursday, ABC closed at 65, and ITT at 117½. Using the same formula, 1.14 shares of ITT for each ABC share, this calculates out to \$133.52 in ITT stock for each share of ABC.

The ups and downs of ABC stock values, and to a lesser degree ITT's, can be seen in the chronology of the ABC-ITT merger case. On Dec. 22, 1966, one day after the FCC by a 4 to 3 vote approved the merger, ABC closed at 86%, and ITT, at 75%.

Less than a month later, on Jan. 8, 1967, ABC common closed at 93%. On that same day, the Department of Justice asked the FCC to reopen the case, and at the close of trading on Jan. 19, ABC stood at 79, a loss of 14½ points. ITT, how-

ever, remained in the vicinity of \$80 a share, apparently not affected by the Justice Department action.

By June, however, the value of ABC stock had climbed back into the 90's, opening at 92 on the 23d of the month, the day after the FCC, for the second time and again on a 4-to-3 vote, gave its blessing to the merger. ITT common opened at 97 on June 23.

ABC investors took their biggest beating after both companies agreed to stay the consummation of the merger pending the outcome of the Department of Justice's appeal to the U. S. Court of Appeals for the District of Columbia. ABC closed at 102 on July 20, but dropped down 21½ points to 80½ on July 21. ITT, however, remained virtually unaffected; it dropped from 102½ to 102 on that same July 21 date.

Over the entire two-year period, therefore, ABC stock is approximately at the same level it was when the merger was confirmed, while ITT's value has risen by almost 75%.

Under an expedited procedure, a three-judge panel of the appellate court in Washington on Oct. 17, 1967, heard argument on the Justice Department's appeal against the FCC's second approval of the merger. It was anticipated that a decision would be rendered before Thanksgiving, but this has proved not to be the case.

set some time earlier." Among the companies that will be represented on the networks during the first quarter, he reported, are American Tobacco Co., Pennzoil, Schick Safety Razor, Plymouth, Bayer Aspirin, Colgate-Palmolive, P. Lorillard, Morton Salt, My-T-Fine Pudding, Vermont Maid syrup, Banker's Life and Casualty and General Motors Corp. (corporate and various divisions).

More than 20 presentations have been made to leading agencies at their request, Mr. Schwartz said. After the networks have been operative for a few months, he continued, a 20-minute filmed presentation will be produced and given during a major meeting.

Compensation to affiliates will be based on two key points: market size based on retail sales and percentage of U. S. population, and published radio rate cards in the market.

News Is Main Feature ■ The programming on each of the networks is essentially news, but varies in length and, in some respects, in content. For example, the Contemporary Network

will carry five-minute newscasts five minutes before the hour and will bolster this coverage with either sports news or *American Contemporary Reports*, three and a half minutes in length and dealing with "What's in" on the world scene.

The FM Network will present five-minute news broadcasts at 15 minutes after the hour. The Entertainment Network will carry five-minute newscasts, a 15-minute segment by Paul Harvey and 50 minutes of the *Breakfast Club*. The Information Network will provide the heaviest diet of news, supplying blocks of 10-minute, five-minute, and three-and-a-half-minutes of news and sports each day.

In addition, all four networks will provide various public service and religious programs, prefed, for delayed broadcast.

Mr. Schwartz stated that the concept of four separately programmed networks originated with Ralph Beaudin, group vice president, radio, ABC. It was Mr. Beaudin's belief that conven-

tional networks faced the problem of clearances for programs because there was more product available than was desired by stations. This, in turn, led to sales problems. Mr. Beaudin reasoned that a line-up of similar stations could provide advertisers with "a national target audience."

More Programs ■ Mr. Schwartz pointed out that each network will present about 40% less programming than was formerly on ABC Radio but the four new facilities combined will carry almost 300% more programming.

"We are convinced we can bring in new dollars with our target audience approach," Mr. Schwartz said. "We feel it is not going to hurt spot. Advertisers still must use spot radio to supplement our coverage. Our best prospects are new products and goods sold on supermarket shelves as well as some traditional radio spenders such as automobiles, oil companies and airlines."

ABC is committed to spend about \$3 million for new broadcast equipment at

installations in New York, Washington, Chicago and Los Angeles, according to Mr. Schwartz. He said that about 35 additional news staff members will have been hired, spread among the four networks, as their operations solidify over the next few months.

Telesystems goes to court on unpaid note

Is Transamerican Microwave Inc., a Beverly Hills, Calif. CATV operation, "an alter ego" of one-time broadcaster, now millionaire sportsman Jack Kent Cooke? This is what Telesystems, another California television cable operator, has charged in a suit for declaratory relief and for damage filed in Los Angeles superior court.

The suit grew out of the purchase by Transamerican of a point-to-point microwave common-carrier system from Television Microwave Inc. for \$550,000 in December 1965. As part of the purchase price, Transamerican supposedly agreed to deliver to Television Micro-

wave a promissory note for \$390,000 payable in 60 equal installments with interest on the unpaid principal at the rate of 5% per year.

In its complaint, Telesystems, which since the agreement has become the parent company of Television Microwave, charges that in October 1967, after only \$99,624.97 of its debt was paid, Transamerican served notice that it was withholding further monthly payments of its promissory note until a credit of \$150,000 had been accumulated. This, the suit states, was to cover what Transamerican asserted was Television Microwave's breaches of its "covenants, warranties and representations" contained in the purchase agreements.

Telesystems claims that Television Microwave is not guilty of any misrepresentations and says that \$292,875.03 plus accrued interest is still due on the promissory note. Telesystems further charges that "a unity of interest and ownership" exists between Mr. Cooke and Transamerican and that Mr. Cooke "conceived, intended and

used" Transamerican "as a device to avoid individual liability and for the purpose of substituting a financially irresponsible corporation in the place and stead" of himself.

The complaint adds that Transamerican cannot pay for the purchase unless it is ruled an alter ego of Mr. Cooke. It asks for full installment payment of the promissory note plus interest and a court declaration that Television Microwave was not in breach of its contract.

Coase, Barrett slated for ETV seminar in D.C.

Educational television will be the topic of an American Enterprise Institute-sponsored debate seminar to be held on three consecutive Thursday evenings at George Washington University in Washington. Debate principals will be Dr. Ronald Coase, professor of economics at the graduate school of business and the law school of the University of Chicago and author of several

ABC Radio plans get FCC's qualified OK

ABC's four new specialized American Radio Networks begin operations today (Monday), with the FCC cheering them on—but cautiously. (see page 42).

The commission on Friday (Dec. 29, 1967) granted ABC a restricted waiver of the chain-broadcasting rule to permit the four-network plan to operate as planned. "The proposal merits encouragement as a new and imaginative approach" to radio networking, the commission said.

But the agency limited the waiver to a one-year period. It wants to make an early determination of whether improper practices have developed (CLOSED CIRCUIT, Dec. 25, 1967). And it will require ABC to submit a "comprehensive report on the proposal every six months."

The commission, which acted on a 5-to-0 vote, denied ABC's first-choice request for a declaratory ruling that the chain-broadcasting rule does not apply. But it also denied the petition of the Station Representatives Association Inc. that it bar implementation of the proposal as being contrary to the public interest (BROADCASTING, Dec. 18, 1967). SRA sees the plan as compounding the advantage it says networks now enjoy "as against national spot in the sale of time to national and re-

gional advertisers."

The plan involves the establishment of four networks—the American Entertainment, American Information, American Contemporary, and American FM—each tailored to suit a different taste. ABC is feeding the services consecutively within each broadcast hour.

Provisions ■ The consecutive-feed provision plus other aspects of the plan are designed to prevent violation of the chain-broadcasting-rule prohibition against networks providing more than one service to two affiliates within the same market at the same time.

However, ABC will be unable to prevent some overlap in connection with its long-established *Breakfast Club*. The 50-minute program is being fed to the Entertainment Network beginning at 10:05 a.m. EST. Delayed broadcast by stations in western states—which ABC will permit to avoid the program's being carried there in drive time—will result in five or 10 minutes of program overlap in markets where the network has multiple affiliates.

Thus, the request for the declaratory ruling, or rule waiver. The commission agreed with SRA that the overlap, though small, constitutes a violation of the chain-broadcasting

rule. But it said it would grant the waiver—to the extent necessary to permit the broadcast of *Breakfast Club* as planned—because the amount of simultaneous broadcasting will be minimal, and because it believes the waiver would serve the public interest—not merely ABC's private convenience.

In reaching that conclusion the commission took note of the drastic changes that have overtaken network radio since 1941, when the chain-broadcasting rule was adopted. The rule's primary purpose was to bar NBC from continuing to operate two full-fledged networks, the Red and the Blue.

"Networks no longer dominate the radio field economically or as program sources as they once did," the commission said.

Radio Still Important ■ Nevertheless, the commission said: "We believe radio networks can continue to make a significant contribution to the public interest, by providing programming, such as national and international news and public-affairs material, which individual stations cannot readily provide for themselves.

"In these circumstances, we think it of more than usual importance to encourage to the extent possible innovation and experimentation in the

books on British radio-TV, and Dean Edward W. Barrett of the graduate school of journalism of Columbia University and chairman of the editorial policy board of the Public Broadcasting Laboratory.

The seminar topic, "Educational TV—Who Should Pay?" will explore the question of long-range financing of educational broadcasting. Dr. Coase will speak Jan. 4, Dean Barrett on Jan. 11; both will debate on Jan. 18. All three sessions will begin at 8 p.m. in the GWU board of trustees room, 2023 G St., N.W., Washington.

Miller wants ch. 50 D.C. case reopened

All American Television Features Inc., headed by bandleader and radio-TV producer Mitchell W. (Mitch) Miller, has asked the FCC to reopen the Washington channel 50 case.

The corporation, one of three applicants for the facility, received a favor-

able recommendation from an FCC hearing examiner (BROADCASTING, Dec. 12, 1966), but lost the grant in a review board decision (BROADCASTING, July 31, 1967). The review board said the grant should go to Theodore Granik, a lawyer who is also a veteran radio-TV syndicator-producer. All American and another applicant, T.C.A. Broadcasting Inc., controlled by entrepreneur O. Roy Chalk, asked the commission to review that decision (BROADCASTING, Sept. 4, 1967).

Last week All American called for a reopening of the case to determine whether, during the 1966 hearing sessions, Mr. Granik gave truthful testimony regarding plans of his Riverdale, N. Y. CATV system to originate local programming. At the hearing, All American claimed, Mr. Granik said such origination would be prohibited by the terms of his franchise and that he would not originate local programs.

All American alleges, however, that Mr. Granik "always had the intention" of securing approval from local authorities for local origination. The corporation cited that on several occasions Mr.

operation of both individual radio stations and radio networks."

The commission rejected each of three arguments SRA had advanced—beyond the chain-broadcasting-rule-violation—as reasons for barring implementation of the ABC plan.

SRA had said the plan would be "inconsistent" with the duopoly provision of the multiple-ownership rule, since ABC would have "a substantial element of control" over two or more affiliates in a single market. SRA said ABC would exercise control through its role as a program supplier and as a sales representative of its affiliated stations.

But, the commission said, the rule bars "common control" of stations of the same class, and this would not be present. It added that the rule does not prohibit stations of the same class in a given market from dealing with the same network.

License Responsibility ■ SRA had also said that affiliation-contract provisions requiring, affiliates to obtain ABC's consent for any delayed broadcast, and to avoid carrying delayed programs opposite other ABC programming in the market, violates the basic concept of licensee responsibility for programming. But, the commission said, the provision "still leaves it up to affiliates" whether to carry a particular program.

The commission said SRA's argument that the ABC plan would likely

result in "illegal group sales and combinations" was "highly speculative." In any case, the commission said, the possibility of anticompetitive practices appears "foreclosed by ABC's statements, upon which we place specific reliance" that there will be no group sales or combined rates established for the networks, and that no internetwork discounts will be permitted.

"In sum," the commission said, "we conclude that the ABC proposal merits encouragement as a new and imaginative approach to networking in the radically changed field of radio broadcasting. . . ."

But it also said that in view of the "unique nature of the proposal" and of the possibility that "problems and abuses—either those alleged by SRA or others presently unforeseen—may develop" it was appropriate to permit implementation of the plan on a one-year basis only.

The commission said this would permit it to study the questions involved in the context of actual operation of the plan.

The commission said it was making it an express condition of its action ABC's compliance with the representations it has made concerning the proposal. And the agency said it would require ABC to submit "a comprehensive report on the proposal every six months which shall include full information to the matters discussed [in the order]."

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Granik met with the borough president of the Bronx to secure such approval with an invitation that the president, in his official capacity, use the cable system for a weekly talk program. Further All American contends that Westinghouse Broadcasting Co., which now owns 49% of the CATV, has maintained that it would originate local programs.

All American asked the commission to determine the significance of Mr. Granik's plans as they relate to a comparative criterion — diversification of ownership and control of mass media—and to determine whether he failed to keep the FCC advised of his plans.

NLRB says engineers can't join AFTRA

The National Labor Relations Board has ruled that engineers cannot be included in a proposed unit of the American Federation of Television and Radio Artists, AFL-CIO, at WTAR-AM-FM-TV Norfolk, Va. The station argued that an AFTRA unit excluding engineering employes was inappropriate; AFTRA claimed that only employes directly engaged in staging studio productions should be included in the union.

The NLRB, in its decision, found that an AFTRA unit that excludes engineering employes was appropriate, since the

interests of the engineering employes were "sufficiently diverse" from employes involved in programming.

The board found the employes directly concerned in staging studio productions were appropriate for the purposes of collective bargaining, including announcers, talent, newscasters, news photographers, news reporters, photolab technicians, the traffic-control helicopter announcer, the announcer-engineers, the radio-production manager, the radio-ground coordinator (who works with the helicopter announcer and who also acts as an announcer), the radio traffic manager, the radio continuity writer, the artists, the promotion assistants, the public-service clerk, cameraman, floorman, film editors, the woman's director, the radio and television sports directors, and the peninsula news editor.

Employes excluded from the AFTRA unit by the NLRB were the television directors (supervisors), the radio music librarian, the radio clerk, the propman, the production assistant, the program clerk, the promotion writer, traffic clerks, continuity clerks, the news night editor (supervisor), the news research librarian, the weekend and feature editor (supervisor), instrumental musicians, clerical employes, employes in the sales, bookkeeping, and engineering departments, guards and supervisors.

AFTRA generally bargains for all

who appear or talk on the air, in person or on tape. Engineers are usually represented by the National Association of Broadcast Employes and Technicians (NABET) and the International Brotherhood of Electrical Workers (IBEW) (see *Television*, October 1967).

Changing hands . . .

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

■ KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma, KYCA Prescott, KYUM Yuma, all Arizona: Sold to Combined Communications Corp., Phoenix, through merger of KTAR Broadcasting Co., and Eller Outdoor Advertising Co., both Phoenix, in stock transaction (see page 48).

■ WAEZ-FM Miami Beach, Fla.: Sold by Arthur E. Zucker to Ed Winton and associates for \$250,000. Buyers own WOCN Miami. WAEZ-FM operates on 94.9 mc with 81 kw.

■ WRMA Montgomery, Ala.: Sold by Stan Raymond, Zenas Sears and others to E. O. Roden and associates for \$225,000. Mr. Roden has interests in WBIP Booneville, WTUP Tupelo and WGCM Gulfport, all Mississippi; WBOP Pensacola, Fla.; WTUG Tuscaloosa, Ala., and WOPI-AM-FM Bristol, Tenn. WRMA is daytimer on 950 kc with 1 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).*

■ WAST(TV) Albany, N. Y.: Control transferred from Stanley-Warner Corp. to Glen Alden Corp. in merger transaction of two corporations (see page 48).

■ WKIP-AM-FM Poughkeepsie, N. Y.: Sold by George Bingham and associates to Star Broadcasting Group for \$765,000. Star Broadcasting is headed by Gerald Arthur as president and Oliver Lazare as executive vice president. It owns WEEE Rensselaer, a CP for WEEE-TV Albany, and WBJA-TV Binghamton, all New York, and CP for WEPA-TV Erie, Pa. The three TV's are UHF. Star is also prospective owner of WRNY Rome, N. Y., pending FCC approval. WKIP is fulltimer on 1450 kc with 1 kw day, 250 w night. WKIP-FM operates on 104.7 mc with 2.3 kw.

■ WHJB and WOKU-FM Greensburg, Pa.: 37% interest sold by Melvin A. Goldberg and others to Milton J. Shapp for \$300,000. The station purchase includes CATV franchises for Greensburg and 16 surrounding communities in Westmoreland county. Mr. Shapp, founder and former principal owner of Jerrold Corp., Philadelphia, and former Democratic candidate for governor of

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Pennsylvania, is 59% owner of Citca Corp., operator of the 20,000-subscriber CATV system in Williamsport, Pa. Mr. Goldberg will own 31% of the Greensburg stations, and eight other stockholders will own the remaining 32%. WHJB is fulltimer on 620 kc with 1 kw day, 500 w night. WOKU-FM operates on 107.1 mc with 3 kw.

■ KGUD-AM-FM Santa Barbara, Calif.: Sold by Sherrill C. Corwin and associates to Richard (Dick) Clark for \$195,000. Mr. Clark, radio and television personality, is president of KPRO Riverside, Calif. and consultant to WRUN-AM-FM Utica, N. Y. KGUD operates daytime on 990 kc with 1 kw. KGUD-FM is on 99.9 mc with 34 kw.

■ WLRS(FM) Louisville, Ky.: Sold by Clarence E. Henson to WAKY Inc. for \$140,000. WAKY Inc. is a wholly owned subsidiary of LIN Broadcasting Inc. (group broadcaster). Mr. Henson, selling party, has interests in WORX-AM-FM Madison and wxvw Jeffersonville, both Indiana. WLRS(FM) operates on 102.3 mc with 3 kw.

New TV stations

*WDCO-TV (ch. 15) Cochran, Ga., is to begin telecasting today (Jan. 1) with an ERP of 363 kw visual from an antenna height of 1,150 above average terrain. The station is the third of a 10-station Georgia Educational Television Network to go on the air.

Will Yarborough vs.

McLendon get '68 rerun?

Group broadcaster Gordon McLendon will hold a news conference in Austin, Tex., Wednesday morning (Jan. 3) possibly to announce his candidacy for the Democratic gubernatorial nomination. Last week Mr. McLendon, who has headquarters in Dallas, said he was "90%" sure he would seek the nomination.

If he decides to run, his major opponent would appear to be Senator Ralph Yarborough (D-Tex.), who has indicated he would relinquish his Senate seat to go after the governor's chair being vacated by John Connally.

In 1964 Messrs. McLendon and Yarborough fought it out for the Democratic senatorial nomination and that campaign resulted in Mr. Yarborough's filing with the FCC that the McLendon stations in Texas owed him 57 hours of equal time. Mr. McLendon had used his stations for political messages from February through the May primary. Four days before the primary each of the McLendon stations played 54 one-minute Yarborough spots daily and also carried a half-hour program supplied by the senator (BROADCASTING, April 27, 1964 et seq).

Thomson, Justice Dept. settle antitrust suit

A sidelight to Thomson Newspapers Inc.'s \$72-million acquisition of the Brush-Moore chain of 12 daily and four Sunday newspapers (BROADCASTING, Aug. 28, 1967) came to light when the Department of Justice filed and settled an antitrust suit against Thomson Newspapers.

At issue was the ownership of two newspapers in Stark county, Ohio. Thomson Newspapers owned the *Alliance Review* (circulation, 15,075 daily). Brush-Moore owned the *Canton Repository* (circulation, 72,852 daily). The government charged that ownership of both newspapers would tend to lessen competition in Stark county and thus be in violation of the Clayton Antitrust Act. Thomson Newspapers agreed to sell the *Alliance* newspaper within a year, with the Department of Justice authorized to approve the buyer.

The consent judgment was filed in U.S. District Court in Cleveland. It becomes final in 30 days on approval of the court and frees Thomson Newspapers to complete its Brush-Moore acquisition.

Earlier, Brush-Moore sold its WHBC-

AM-FM Canton to William H. Vodrey Jr. and family for \$2.8 million (BROADCASTING, Dec. 4, 1967). This was necessary to comply with FCC regulations that prohibit ownership of a U.S. broadcast station by foreign interests. Sir Roy Thomson was born in Toronto and is a British subject.

Lord Thomson owns 125 newspapers as well as 15 radio and TV stations all over the world.

Arbitrator says CBS must pay

A National Labor Relations Board arbitrator on the West Coast ruled last month that CBS must pay a total of \$4,600 to 15 different performers whose voices were used on 16 radio spots promoting the network's 1965 fall TV programming schedule. The American Federation of Television and Radio Artists, representing the performers, argued that CBS had violated its contract with the union in failing to make timely payment for the work performed on the spots. AFTRA demanded a penalty for late payment of fees for each use of the spots, which were produced by Stan Freberg. Among those who will receive late payments from the network are Mr. Freberg; singer Margaret Whiting; and actors Eddie Albert, Raymond Burr and Buddy Ebsen.

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New media group in Southwest

Arizona radio-TV properties included in holdings

of new organization established by Louis and Eller

Formation of Combined Communications Corp., Phoenix-based complex of TV and radio stations and outdoor advertising companies, was announced last week.

The new firm will bring under common ownership KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma and KYCA Prescott, all Arizona, as well as Eller Outdoor Advertising Co., Myers-Leiber Sign Co. and Phoenix Magazine Inc.

Announcement of the new CCC grouping was made by John J. Louis, Jr., chairman of KTAR Broadcasting Co.'s executive committee, and Karl Eller, president of Eller Outdoor Advertising.

Terms of the transaction have not been completely determined but plans call for an exchange of stock between the two groups in an estimated \$15 million deal. Upon completion, Mr. Louis and his associates are expected to own between 60% and 65% of CCC; Mr. Eller and his group, 35% to 40%. Mr. Louis will be chairman of CCC; Mr. Eller, president.

Richard O. Lewis, chairman of KTAR Broadcasting, is expected to continue in that capacity, as is Ray C. Smucker, president and general manager. Mr. Lewis' 19.2% interest, however, is being bought out by CCC.

Because of the FCC's duopoly rules, KBLU, now owned by Eller Telecasting, is to be donated to Arizona Western Junior College, Yuma, it was reported.

IRS Ruling Sought ■ The transaction is subject to the approval of stockholders and the FCC is dependent on a favorable ruling from the Internal Revenue Service.

Mr. Louis formerly was with Needham, Louis and Brorby advertising agency in Chicago (now Needham, Harper and Steers Inc.); he also at one time was director of international marketing for S. C. Johnson and Son Inc., Racine, Wis. Mr. Louis's father acquired control of KTAR in 1944 and of the then KTYL-TV Mesa in 1954 in a lease-option arrangement that called for the assumption of \$251,000 in obligations and lease of land and buildings for five years for a total of \$37,800.

Mr. Eller also at one time was with Needham, Louis and Brorby advertising. Mr. Eller and his group acquired KBLU-AM-TV last year for \$500,000.

KTAR-TV began broadcasting in 1953, operates on channel 12 with 316 kw. It is affiliated with NBC. KBLU-TV,



Mr. Louis Jr.

Mr. Eller

founded in 1963, is on channel 13 with 126 kw. It is affiliated with CBS.

KTAR, which began in 1944, is fulltime on 620 kc with 5 kw and an NBC affiliate. KTAR-FM began in 1960, is on 98.7 mc with 115 kw. KBLU, founded in 1959, is daytime only with 1320 kc with 500 w. KYUM, which began operating in 1940, is fulltime on 560 kc with 1 kw. KYCA, also inaugurated in 1940, operates fulltime on 1490 kc with 1 kw days, 250 w nights, and is affiliated with NBC.

WAST(TV) transfer approved by FCC

A routine transfer of control of a TV station in Albany, N. Y., resulting from the merger of the two parent companies, turned into a four-way split FCC decision last week, although only one commissioner dissented outright. Involved was the 13-year-old WAST(TV) on channel 13, affiliated with ABC-TV.

WAST is licensed to Van Curler Broadcasting Corp., a wholly owned subsidiary of Stanley-Warner Corp. Stanley-Warner is being merged into Glen Alden Corp., a diversified, publicly owned corporation with interests in textiles and movie theaters (RKO Theaters), which already owned 18% of Stanley-Warner and which is acquiring the remainder of that company's stock through a merger. Glen Alden is paying from 0.50 to 0.55 of a share of its preference stock for each share of Stanley-Warner common, depending on the price of Glen Alden at closing of the deal, based on the market price of the Glen Alden common stock beginning at \$15.76 or more down to \$15 or less.

Two issues caused the quadripartite views at the FCC: (1) Glen Alden in

its application for FCC approval of transfer of control of the TV station stated it intended to sell WAST since it has no interest in engaging in the broadcasting business (BROADCASTING, Oct. 2, 1967), and (2) there's an FCC rule that requires that a hearing be held if a station owner sells before three years of ownership. In asking for an FCC nod to the transfer, Glen Alden and Stanley Warner stated that any attempt to spin off the station, or sell it before the merger was consummated would result in extensive delays.

FCC Chairman Rosel H. Hyde, and Commissioners Robert E. Lee and James J. Wadsworth approved. Commissioners Robert T. Bartley, Kenneth A. Cox and Lee Loevinger concurred in separate statements.

Only Commissioner Nicholas Johnson objected.

Mr. Bartley said it "makes little difference" who owns the station; it's the "intention to sell" that provides an opportunity that the station may be transferred to local ownership "which would take an active part in the management." In view of this possibility, he said, he's in favor of the transfer.

Mr. Cox, with Mr. Loevinger joining, felt that the principals should have spun off WAST, or arranged for its sale to a third party as part of the over-all transaction. He called for the new owners to dispose of WAST as quickly as possible "to negative any suggestion" that it might profit from its temporary ownership. But he decided not to offer any objection to approval.

Mr. Johnson, on the other hand, was definitely opposed—principally because the commission, he said, was waiving the three-year rule, without a hearing and in advance.

Not only is the commission not scrutinizing the present sale to determine that it benefits the public interest, Mr. Johnson noted, but "we are assuring the parties involved of our eagerness to accommodate their private needs by promising that we will allow them a future transaction contrary to our rules."

Mr. Johnson also found fault with the fact that the application for FCC approval made no representations as to the value of the station.

NAFMB Chicago meet to Palmer House

The National Association of FM Broadcasters will move its 1968 Chicago convention to the Palmer House from the Conrad Hilton. Traditionally

NAFMB starts its convention two days before the National Association of Broadcasters opens its convention.

About 500 broadcasters are expected to attend NAFMB's March 29-31 meeting, an increase of about 50% over the 334 who attended the 1967 Chicago convention. The March 29 and 30 sessions will be held in the Palmer House and on Sunday, March 31 NAFMB will join with NAB in the annual FM Day sessions at the Conrad Hilton.

John Richer, station manager of WFIL-FM Philadelphia, will be NAFMB's convention chairman.

Another meeting at the Palmer House on March 30-31 will be that of the Intercollegiate Broadcasting System, which for the first time is tying its annual convention to the NAB sessions.

IBS, made up of students running college radio stations (mostly carrier current operations) usually holds its spring convention on the East Coast.

Registration badges of both NAFMB and IBS delegates will be honored March 31 at the NAB's equipment exhibits.

More argument in CATV case

FCC and Midwest Video endorse government's power to regulate wire

The right of the FCC to regulate CATV systems, whether or not they are served by microwave relays, and the commission's power to impose temporary limits to the expansion of a CATV system pending an inquiry into its impact on broadcasting have been asserted by the FCC and by Midwest Video Inc. in briefs filed with the U. S. Supreme Court.

At the same time, a petition for leave to file as a friend of the court was also submitted by the All-Channel Television Society. ACTS's brief also upholds the FCC's powers over CATV.

The briefs were filed on Dec. 21, 1967, in the San Diego, Calif., CATV cases, which the Supreme Court agreed to review last October (BROADCASTING, Oct. 30). The CATV respondents are scheduled to file their briefs in opposition to the petitioners' views by mid-February. Argument will be heard in March, it's expected, and a decision may very well be out before the court takes its summer recess in June.

The San Diego cases involve two cable systems operating in that port city, Mission Cable TV Inc. and Southwestern Cable Co. Shortly after the FCC issued its Second Report and Order in 1966 invoking jurisdiction over all CATV systems, KFMB-TV San Diego petitioned the FCC to prohibit the San Diego CATV systems from bringing to their subscribers the programs of Los Angeles TV stations. KFMB-TV charged that this imperiled the economic health of the San Diego stations. The commission, setting the charges for hearing, (which resulted in an examiner's initial decision recommending that no penalties be imposed on the cable systems

A new storm centered around Austin CATV system

KHFI-TV Austin, Tex., the UHF outlet that once claimed it was being "whip-sawed" by its VHF rival and an Austin CATV in which the V has a half-interest, has locked horns again with the cable system.

This time the dispute involves a letter from the UHF facility to FCC Commissioner Robert E. Lee.

Capital Cable Co., the Austin CATV, is 50% owned by Texas Broadcasting Co., licensee of VHF station KTBC-TV. Texas is owned by Mrs. Lyndon B. Johnson and her two daughters. Their TBC holdings have been placed in trust so long as Mr. Johnson is President.

The "whip-sawed" complaint arose during Capital's request for waiver of the nonduplication rule as it applies to KHFI-TV (BROADCASTING, June 5, May 8, 1967). KHFI-TV opposed the waiver claiming that KTBC-TV holds a primary affiliation with all three TV networks and has first rights to all programs, thus leaving second choice to KHFI-TV. The waiver request is still up for commission consideration. (KHFI-TV has since received primary affiliation with NBC-TV effective today [Jan. 1] [BROADCASTING, Oct. 16].)

What is currently at issue is a Nov. 28 letter sent to Commissioner Lee by KHFI-TV. Copies of the letter were also sent to Henry Geller, general counsel; Sol Schildhause, chief of the

CATV task force, and counsel for Capital.

KHFI-TV in two paragraphs related the nub of the current dispute with Capital, and then commented on the backlog of pending waiver requests awaiting commission action. "It appears that from nine months to one year may elapse before a decision on the merits of Capital Cable's request," KHFI-TV said.

The station charged that the commission's "over-all concern with the continuing viability of the UHF broadcasting, is being seriously undermined by the length of time required to process waiver requests." KHFI-TV further alleged (as it has in previous pleadings) that it has sustained substantial and continuing operating losses, and that noncompliance by the CATV "continues to threaten the continuing economic viability of the station."

What KHFI-TV sees as the fundamental problem is that all nonduplication waiver requests are being handled in strict chronological order according to filing date. As a result, the station noted, all waiver requests involving UHF's must await all prior waiver requests involving nonduplication of VHF's.

KHFI-TV proposed to Commissioner Lee a "remedy to this unfortunate situation"—a separate and priority processing procedure for waiver re-

quests which involve the nonduplication of UHF TV signals. Since there are about 20 to 50 of these cases pending, the station noted there "would be no substantial rearrangement of existing procedures."

Capital termed the KHFI-TV letter "a most unorthodox document" because it is addressed to an individual commissioner "who will vote on contested pleadings in the proceeding," and puts him in "an invidious position."

Capital further inferred from the letter that "since Commissioner Lee has a well-earned reputation of promoting the utilization of the UHF television spectrum, he will bend his individual efforts to persuade his colleagues on the FCC to institute a rulemaking proceeding which can benefit KHFI-TV as a UHF station." The cable system said KHFI-TV "knows, or should know," that its request should be made in a general petition for rulemaking. Capital also noted that many waiver applications affecting VHF's have been on file longer than KHFI-TV's request.

Capital asked the commission "to admonish" KHFI-TV that its letter "is an inappropriate vehicle for raising proposals" better considered in a rulemaking. Counsel for Capital also concluded his letter, saying: "I am enclosing 20 copies . . . for appropriate distribution to the FCC."

[BROADCASTING, Oct. 9, 1967]) issued a temporary stay against further expansion by the CATV systems to maintain the status quo. On appeal by the cable systems, a Ninth Circuit Court of Appeals reversed the FCC, holding that the commission's power to issue such orders was limited only to licensees. CATV systems are regulated, but not licensed, by the FCC. The court also implied that it had doubts of the commission's jurisdiction over CATV.

Right to Regulate ■ In its argument, the FCC maintained the Communications Act of 1934 as amended applies to "all interstate and foreign communications by wire or radio." CATV systems, the commission said, are "clearly engaged in interstate communication by wire and are therefore subject . . . to commission regulation."

By intercepting and extending TV signals, the FCC went on, CATV systems "directly affect" the allocation of TV channels established by the commission under its mandate to prescribe areas or zones to be served by new stations and the congressional charge to provide "a

sound, efficient and equitable distribution of radio services among the states."

And the commission went on: "Contrary to the views of the court below, the commission's powers are not confined to licensing and common-carrier regulation." The authority to regulate CATV includes, the FCC said, ". . . the power to maintain the status quo in particular markets while the commission studies . . . the potential impact of CATV importation of signals from distant stations."

The commission's brief was signed by Henry Geller, FCC general counsel, and Daniel R. Ohlbaum, deputy general counsel. It also was signed by Erwin N. Griswold, solicitor general of the U. S., and Donald F. Turner, assistant attorney general, and their assistants.

Midwest Video's brief, signed by Ernest W. Jennes and Charles A. Miller of the Washington law firm of Covington and Burling, spoke along the same lines, but emphasized: "The evolving structure of local television broadcasting has been increasingly threatened by a new form of CATV, whose very

purpose is to extend the range of television signals beyond the bounds fixed by the commission."

The petitioners include in addition to Midwest Video, parent of KFMB-TV, San Diego Telecasters Inc., licensee of KAAR-TV, and Jack O. Gross, holder of a construction permit for KJOG-TV there. The Midwest Video argument was filed in behalf of all three petitioners.

ACTS stressed that the FCC's allocation of television channels was established with congressional guidance, to provide a TV broadcast system based on a maximum number of television stations as outlets for local, self-expression and as sources for maximum program diversity. This goal can only be reached, ACTS said, through the full use of the UHF portion of the spectrum. The full use of the UHF band, ACTS contended, "would be gravely threatened by the unregulated expansion of CATV activities."

The ACTS filing was signed by Michael Finkelstein and Martin E. Firestone, of the Washington law firm of Scharfeld, Bechhoefer and Baron.

FANFARE

Barish offers CATV kit

Barish Advertising, State College, Pa., a supplier of CATV promotion material, reports that it has a new promotional kit for cable operators. The firm is offering a package plan for enlisting support from television dealers in the promotion of a new system. In addition to a step-by-step activity slate for dealer involvement, Barish's offer includes samples of invitations, news releases, signs, premiums and banners. According to the agency the plan shows improved dealer relations and increased dealer-connected sales. The package is available for \$25.

Aid-to-arts contest opens

Esquire magazine, New York, has announced its second competition for "Business in the Arts" awards, honoring companies actively participating in fine or performing-arts projects at the community level during 1967. Judges include Dr. Ralph J. Bunche, under secretary for special political affairs, United Nations; William Schuman, president, Lincoln Center for the Performing Arts; Erwin D. Canham, editor-in-chief, *The Christian Science Monitor*, and Mrs. Jouett Shouse, vice president, Washington National Symphony Orchestra. The 20 winners will be announced in the spring of 1968. Nominations may be sent to Arts Awards

Committee, *Esquire* Magazine, 488 Madison Avenue, New York 10022 by March 1, 1968. For further information write Stephen L. Bogardo, assistant to the president, at that address.

Drumbeats . . .

Flood in Columbus ■ At outset of current season WBNS-TV Columbus, Ohio, invited agency and advertiser employees to predict local ratings of eight new CBS-TV shows and station's own Thursday-night movie. Inundated by 3,000 entries, the station had to take a computer to calculate results, based on November Nielsen Station Index for the market. Three contestants tied for first place: Debbie Artoe, of Marvin H. Frank Co., Chicago; Larry Dexheimer, of BBDO, New York, and Don Pearson, of Campbell-Mithun, Minneapolis. They won portable color-TV sets. Twenty-eight runners-up won transistor radios.

Summer fund-raising ■ KMBC-TV Kansas City, Mo., enlisted the support of thousands of children to help raise funds for Children's Mercy Hospital. Through its show *TV9's Buckaroo Roundup*, the station asked for young volunteers to earn money over the summer for the benefit of the hospital fund. The end result was a total donation of \$17,387.47, exceeding the original goal by almost \$3,000.

Blakeslee awards ■ Deadline is May

1, for submission of entries for the 1968 Howard W. Blakeslee awards, honoring outstanding reporting on heart and blood vessel diseases via newspapers, magazines, books, radio and TV programs and films, for the year to end next Feb. 29. The awards committee of the American Heart Association will determine both the winning entries and the number of awards, each of which carries a \$500 honorarium. Entry blanks and rules can be obtained from a local heart association, or from the AHA (44 East 23d Street, New York 10010).

Is CV in your future?

"Any old TV set can be a first-class CV set," reads the newspaper mat, and "one of the nicest things you can do for a TV set is make it a CV set."

The print promotion is for Cable Television Co., a joint venture of Cox Broadcasting and Cosmos Broadcasting, which serves Charlotte, N. C. Future ads extolling CV (cable-received television) will relate to CV dinners, educational CV and CV producers. The system plans to offer free CV dinners to its subscribers.

Cargill, Wilson and Acree of Charlotte is handling the advertising.

Every night at the TV movies

NBC makes the big move as it adds Monday night movie for '68-69 season

The NBC announcement last week of an additional movie night next September dealt programmers, advertisers and agencies a new hand to play in the 1968-69 season.

The third movie night for NBC represents a 50% increase in the prime-time hours the network will allocate to the telecasting of feature films. NBC currently devotes 16.3% (four hours out of 24½ hours, 7:30-11 p.m.) of its weekly schedule to movies. With the addition of Monday, 9-11 p.m., as announced by Don Durgin, president of the NBC-TV, the network will fill 24.5% of its schedule (six out of the 24½ hours) with motion pictures.

The obvious changes effected by NBC's scheduling of a third movie night will be:

- The telecast of a motion picture on a network at 9 p.m. every night of the week. NBC will program Monday, Tuesday and Saturday; CBS will continue on Thursday and Friday, and ABC on Wednesday and Sunday.

- NBC will pit movies—high raters this season—against CBS's Monday

comedy block, a string of programs that has consistently outdrawn opposition shows in the Niensens. (CBS now has *Andy Griffith Show* at 9, followed by *A Family Affair* and *Carol Burnett Show*.)

NBC did not indicate what the fate of its shows now in the Monday schedule might be, but agency sources pointed out that the night has been a weak one in the NBC lineup. *Danny Thomas* and *I Spy* now fill the two hours that night.

"NBC could not afford to reprogram the entire evening from 7:30 on," theorized one agency executive, "so it had to make a clean-cut decision." NBC now has *The Monkees* in at 7:30, followed by *The Man from U.N.C.L.E.* The latter is to be replaced this mid-season with *Rowan and Martin Laugh-In*.

It was NBC that started the "long form" in current network film program practices. In addition to 90-minute film innovations such as *The Virginian* series, the network started in 1961 a feature film one night (Saturday) a week. Since that time, all three networks have moved into the movie-playing field.

More Long Shows ■ Mort Werner, NBC-TV vice president in charge of programs and talent, pointed out that the network "has pioneered the long form of television presentation in entertainment and news." He said that with three nights of two-hour program periods, NBC will have "maximum flexibility in scheduling original material in the longer form. Although this will consist

basically of features produced initially for theaters, it will also include original features produced for television; some long-form television series' prototypes, and some specials in the longer two-hour form."

Network TV programmers for some time have been singling out the "young adults" with higher-than-average income and education as the target audience for night-time programs. Mr. Werner said the movies attract this audience and that a third night of them "will enable us more fully to satisfy the requirements of this audience."

NBC said that its motion picture inventory includes packages of features from United Artists, Universal Pictures and independent companies, as well as Universal's "World Premiere" motion pictures made expressly for network showing. One source said NBC was confident that its current supply would last into the 1974-75 season.

Agency officials said the NBC move to a third movie night was "indicative" of a business in which the networks are finding it more difficult to risk deep involvement in new program series development. Said one: "Movies already have tended to kill off new shows started against them. The networks

NBC-TV takes lead in latest Nielsen

NBC-TV leads in the most recent ratings. In a fast weekly Nielsen out last Wednesday (Dec. 27, 1967), the scoreboard read: NBC 20.5, CBS 19.6 and ABC 15.3. The period covered was Dec. 11-17, 1967, from 7:30-11 p.m. EST.

That report reflected the 30-market Nielsen out Dec. 22 and covering the same week, in which NBC averaged a 19.5 rating, CBS 18.7 and ABC 15.5. In the season to date, CBS continues to lead with a 20.6 average rating; NBC has 18.7, ABC 16.3.

Several specials, on NBC and CBS, helped to turn the ratings around in the week ended Dec. 17. In the weekly report, an NBC special

starring Andy Williams was first; a Bob Hope special on NBC was sixth; a *National Geographic* special on CBS was in ninth spot, and a Nancy Sinatra special on NBC was 11th.

CBS's only midseason replacement show, starring Jonathan Winters, started Dec. 27 in the Wednesday, 10-11 p.m. period. A national Arbitron rating (American Research Bureau) gave it a 20.1 and a 36 share of audience (comparable network ratings for the hour: NBC 13.9 rating and 25 share with *Run for Your Life* and ABC 16.0 and 29 with a movie.) The Winters program doubled the rating and share of the last telecast of *Dundee and the Culhane*.

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have set their own trap. They abdicate new-show development for the longer, movie form, add a movie and thus contribute to the new-show blood-letting for another network."

It was conceded that the trend to more features made for TV (such as the "World Premiere" movies) will now be accelerated, NBC probably spreading them over three nights.

Key Concept ■ Mr. Werner indicated to BROADCASTING that the "World Premiere" concept of motion pictures produced for TV was a key to NBC's thinking. He noted that such productions as *Ironsides* and *The Outsider* are TV program series spawned as "Premiere" movies, and said that some, such as *High Chaparral* (Sunday, 10-11 p.m.), though originally set for a "World Premiere" scheduling could instead be channeled directly into TV series.

He said NBC looked to the arrangement with Universal as a means of obtaining "the best writers, producers and directors" available in the film mart. He estimated that as many as 12 to 15 "World Premiere" movies would be on NBC by the end of the current season. Mr. Werner said more than 50 scripts were being lined up for 1968-69, and that NBC would be quite satisfied if 20 or more of these actually were filmed for showing.

Network prices for motion pictures recently in theatrical release have been steadily mounting. Programers place current prices per picture ("quality, prime-time attraction") at an average \$850,000 to \$900,000 for two showings.

Dick Clark, HVC join for new TV series

A new programing project, said to "represent the most ambitious use of rear-screen projection ever attempted on a regular basis for a television series," is being undertaken in a co-production deal between Dick Clark Productions and Hollywood Video Center. The projected series is a half-hour color variety show titled *And Now*, which would star Dick Clark as host.

The show plans to make use of a 30-foot-by-18-foot six-segment screen capable of showing six different activities simultaneously. The first segment in the proposed series is scheduled to be taped in early spring. HVC's Hollywood studio B is being renovated to handle the rear-screen projection technique.

Hollywood Video Center, an operating subsidiary of Western Video Industries Inc. formed early last year, operates out of a three-stage facility on Hollywood's Vine Street formerly held by ABC.

ABC-TV keeps NCAA football

Two-year renewal goes for \$16.5 million; allows more latitude in scheduling

ABC-TV has renegotiated its football contract with the National Collegiate Athletic Association for the 1968 and 1969 seasons at an estimated cost of \$16.5 million in rights. ABC-TV will pay extra for NCAA's college division annual championship game.

Although the network will be paying roughly \$1 million more than the \$15.5 million signed over to the NCAA for 1966 and 1967 season rights to college football, ABC will be getting a more flexible schedule that may well overcome some of the difficulties of conflict coverage and game interest. In past months ABC passed over the selection of a popular Texas-Texas A&M football game causing angry protests from fans (BROADCASTING, Nov. 27, 1967).

Features of the new plan include:

■ A new "wild-card" game that can be played any time during the season as the first or second part of a double-

WCCO-TV drops poll

Because of the question of accuracy of telephone straw polls, wcco-tv Minneapolis-St. Paul has dropped its nightly news question survey which had been undertaken early last September. WCCO-TV said that between Sept. 3 and Dec. 21 approximately 700,000 calls had been received in response to the daily news questions. Viewers dialed one of two numbers to vote yes or no.

On Dec. 22 George Rice of the station's news department commented editorially: "We have conducted a private survey on the accuracy of the telephone news question. There has been just one conclusion: It is a disservice to the public. False impressions of public attitudes, inferred from these polls, can be dangerous. And we feel they can cheapen a quality product, the work of professional, qualified newsmen—our news programs. Believing that gimmicks do not belong in newscasts, wcco says farewell—without regret—to the news question."

header telecast.

■ A chance to replace an NCAA conference game on the 10th or 11th Saturday of the season with another game of wider interest, but in the same conference.

■ An option to telecast two night games, one on the first Saturday, and the other on either the 12th or 13th Saturday, of the season for which ABC will pay extra money.

Roone Arledge, vice president and executive producer of ABC Sports, said the new two-year plan will give the network 18 games each year, instead of the 16 programed over the past two seasons. Included in these 18 new contests, he noted, will be two double-headers in afternoon and prime time.

Better Picks Possible ■ Mr. Arledge said the wild-card agreement will give ABC, exclusive of any NCAA appearance regulation, the rights to one major game per season on only five days prior notice. It will thus allow "us to go right up to the wire in picking the year's really hot NCAA game . . . [and] pay off for NCAA's sponsors in terms of bigger and more involved audiences." The wild-card terms make it possible for an NCAA team to appear in three TV events in a season.

As to its choice of conference games for a Saturday in late November on which there are regional games scheduled, ABC said it will be allowed to select a conference rather than a specific conference game in its advance planning for that date. ABC plans to select its key game on the Monday preceding the game.

Two TV stations win program exclusivity

Two cable systems have received an FCC thumbs-down on their requests for waivers of the carriage and program-exclusivity requirements of the CATV rules. But in one action the commission vote was split 4-3.

The commission ordered multiple-CATV-owner Alto Video Corp., serving Dubois, Falls Creek and Sandy Township, all Pennsylvania, to provide program exclusivity to WJAC-TV Johnstown, Pa. Alto Video had contended that WJAC-TV's signal quality was poor and that the station would suffer no adverse impact from duplication since the CATV's serve only a small portion of the station's total audience.

But the commission found the arguments unpersuasive, citing that the relationship between a station's total audience and the number of CATV subscribers is not relevant to the question of whether program exclusivity should be required.

However, the commission vote was

not so decisive on multiple-CATV-owner Helena Television Co.'s request to waive the carriage and program-exclusivity rules for KXLF-TV Butte, Mont. Helena alleged that despite its location within KXLF-TV's predicted grade-B contour, the station does not provide actual grade-B service "or a signal intensity even approaching grade-B quality." KXLF-TV retorted that it would be unreasonable to allow microwave importation of more distant out-of-station signals while refusing to carry its station, 48 air miles from Helena, the CATV community.

The commission agreed with KXLF-TV, though Commissioners Robert T. Bartley, Lee Loevinger and James J. Wadsworth dissented. Helena's showing was inadequate, the commission found, to overcome "the presumption of service that arises from a predicted signal."

Lottery-rules change rejected by FCC

New York attorney George Nims Raybin has lost a second bid to move the FCC toward amending its rules implementing the federal code prohibiting broadcast of lottery information. Mr. Raybin sought to exempt "legal" lotteries conducted by state or political subdivisions (BROADCASTING, Nov. 27, 13, July 17, 1967).

In a petition for reconsideration of a prior commission order rejecting his request, Mr. Raybin noted that Representative James H. Scheuer (D-N.Y.) has a bill pending in Congress that would exempt state-operated lotteries that raise money for educational purposes. However, the commission denied Mr. Raybin's petition, saying that the "mere pendency of such legislation is no basis for any change in our rules at this time."

Radio series sales . . .

The Benny the Fan Show (Mutual-Benny the Fan Productions): WLOE Leaksville, N. C.; WMNI Columbus, WSTV Steubenville and WBBW Youngstown, all Ohio; KSLM Salem, Ore.; WBPZ Lock Haven, WPPA Pottsville and WBAX Wilkes-Barre, all Pennsylvania; KWAT Watertown, S. D.; WBAC Cleveland, Tenn.; WRR Dallas, KBUY Amarillo-Forth Worth, KTRE Lufkin, KIZZ El Paso and KPDN Pampa, all Texas; WSVS Crewe, and WPRW Manassas, both Virginia; KTNT Tacoma, Wash., and WGEZ Beloit, WBIZ Eau Claire, Wcow Sparta and WSWW Platteville, all Wisconsin.

30 Hours of Christmas (Triangle Publications Inc.): WOHO Toledo,

Ohio; WWML Portage, Pa., and WCBY Cheboygan, Mich.

12 Hours of New Year's (Triangle Publications Inc.): KOGT Orange, Tex.; WLNA Peekskill, N. Y., and WCBY Cheboygan, Mich.

More For Your Money (Signal Productions): WPON Pontiac, Mich.

Point of Law (Signal Productions): KICS Hastings, Neb.; KOY Phoenix; WPIC Sharon, Pa., and WCHS Charleston, W. Va.

Doctor's House Call (Signal Productions): KWIL Albany, Ore.; KOY Phoenix, and WJCW Johnson City, Tenn.

Walt Johnson Traffic Reports (Shoblom Productions): KELP El Paso; KENI Anchorage; KATN Boise, Idaho; KBIZ Ottumwa, Iowa; KBUB Sparks, Nev.; WCUB Manitowoc, Wis.; WDAK Columbus, Ga.; WLBG Lexington, Ky., and WCIL Carbondale, Ill.

Superfun (Mel Blanc Associates): KXOX St. Louis; WMBH Joplin, Mo.; KPUR Amarillo, Tex.; KFRD Rosenberg, Tex.; WLOG Logan, W. Va.; WSNW Seneca, S. C.; KWSH Wewoka, Okla.; KNOX Grand Forks, N. D.; WJAK Jackson, Tenn.; WTOB Winston-Salem, N. C.; HCBC Hong Kong, and Radio Trinidad, Port-of-Spain, Trinidad.

Walt Johnson Traffic Reports (Shoblom Productions): KATN Boise, Idaho; KBIZ Ottumwa, Iowa; WBLG Lexington, Ky.; WCHV Charlottesville, Va., and WCIL Carbondale, Ill.

Voices from Vietnam (Gospel Radio Network): KCIL Houma, La.; WBSC Bennettsville, S. C., and KAYE Puyallup, Wash.

TV series sales . . .

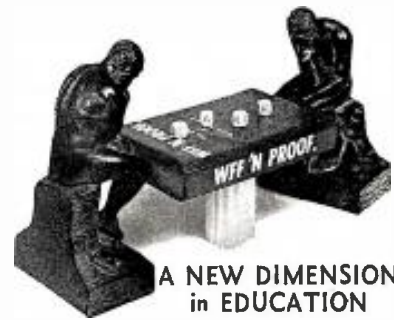
Mondo Cane (Brad Marks Enterprises Ltd.): KRDO-TV Colorado Springs, KARK-TV Little Rock, Ark., and KENS-TV San Antonio, Tex.

Pat Boone in Hollywood (Firestone Film Syndication Ltd.): WTAE-TV Pittsburgh; WFBM-TV Indianapolis; WEWS-TV Cleveland; KHBK-TV San Francisco; WAVE-TV Louisville, Ky.; WNHC-TV New Haven, Conn., and WSWO-TV Springfield, Ohio.

PBL in on ground floor

Public Broadcasting Laboratory and Dr. Martin Luther King have agreed to record the step-by-step planning of "massive civil disobedience campaign" in northern cities this spring. PBL will run "a complete background program on how the campaign developed once news story breaks," according to John Wicklein, PBL national affairs editor.

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1968: a year of controversy?

Equal-time and fairness-doctrine applications

to political campaigning promise to give FCC

a hectic year; Senator McCarthy is first complainer

The FCC is moving into the new and politically crucial year of 1968 involved in a couple of lively controversies concerning regulation of political broadcasting. It is defending itself against a charge that it was "contemptuous" in its handling of a demand for equal time filed in behalf of the only avowed candidate for the Democratic presidential nomination. The commission said the trouble stems from a staff member's effort to "be helpful."

And it has taken the *New York Times*'s James Reston to task for his interpretation of the fairness doctrine. In his Dec. 22, 1967, column, Mr. Reston wrote the rules are "impractical and unworkable if not unconstitutional." The commission said his column contained a number of errors and misconceptions.

The controversies were touched off by an equal-time request filed in behalf of Senator Eugene McCarthy (D-Minn.) following a one-hour *Conversation with the President*, featuring President Johnson, two weeks ago on the ABC, CBS and NBC networks (BROADCASTING, Dec. 25, 1967). The networks denied the request and Blair Clark, the senator's campaign manager, promptly turned to the commission with a demand that it order the networks to grant the senator time, or at least to hold a hearing on the request.

Crossed Messages ■ The complaint was wired to the commission on Friday (Dec. 22). On the following Tuesday Senator McCarthy accused the commission of "contemptuous" handling of the matter. This was a reference to Mr. Clark's receipt that day of reprints of FCC public notices on "The Use of Broadcasting Facilities by Candidates for Public Office" and "Applicability of the Fairness Doctrine in the Handling of Controversial Issues of Public Importance." He apparently had taken the reprints, mailed without a covering letter, as a rejection of the complaint.

"Any request to a congressman about broadcast law and policies from a private citizen would be treated, I hope, with more seriousness by the FCC, not to mention the alacrity with which the FCC normally responds to requests from commercial broadcasters," he said, in a telegram to FCC Chairman Rosel H. Hyde. Mr. Clark once headed CBS News.

But Chairman Hyde, in a reply telegram on Wednesday, said that the reprints had been sent before the complaint from Mr. Clark was received. He said a staff member had sent the material as soon as the commission received copies of Mr. Clark's requests to the networks. The staffer, he added, was trying to be "helpful."



Mr. McCarthy

Commission sources pointed out that Mr. Clark's telegram, although sent Friday, was not received on the commission's teletype machine until Saturday at

1:18 p.m., when the offices were closed. Commission officials acted on the complaint on Tuesday (Dec. 26), the next working day, by dispatching letters to the networks asking them to comment on the complaint, and notifying Mr. Clark of that action and stating that it would act after receiving the replies. The networks were given 10 days to respond.

This is normal commission procedure.

Commission Comment ■ The commission's comment on Mr. Reston's column was not normal procedure. Observers could not remember another case in which the commission took public issue with a criticism like Mr. Reston's. And the response, issued through the Office of Information, was made available to reporters shortly after 1 p.m. Friday—about as early as staff attorneys could act after reading the column, drafting a response and having it duplicated.

The column noted with satisfaction the fact that the fairness doctrine's personal-attack rules are being tested in the courts, "not because the principle of the personal-attack doctrine is wrong but because the rule was obviously written by some lawyer who didn't understand the meaning of words or the practical operations of either broadcasters or politicians."

The FCC announcement said the rule does take into account those "practical operations." It said the main error in the column is assertion that the personal-attack rules permit any poli-

tician to demand free time to reply to anything he considers an attack by another politician or even a news commentator. The rule doesn't apply when the attack is made by a candidate, his spokesman or others associated with him in the campaign against other candidates or their associates, the announcement noted.

And, in the interests of broadcasters, the announcement said, bona-fide newscasts and on-the-spot coverage of a bona-fide news event are exempted from the personal-attack rule. Nor does an attack occur "just because someone is mentioned or his views on some subject are vigorously disputed," the announcement added.

Nervous Reaction? ■ Some observers saw the commission statement as a kind of nervous reaction to a nationally known columnist's criticism that might generate a widespread attack on the commission's regulation of political broadcasting. But a commission spokesman said the announcement was simply an effort to "set the record straight." Mr. Reston, he said, was "dead wrong, and we thought we should point it out."

The discussion in the column and the statement of the personal-attack rule were related to one aspect of the McCarthy complaint. Besides asking for time under the equal-time law, Mr. Clark said that the President's reference in the *Conversation* to a close political working relationship between Senator McCarthy and Senator Robert F. Kennedy (D-N. Y.)—he had talked of a "Kennedy-McCarthy movement"—was "inaccurate" and constituted a "personal attack" on the Minnesotan which he was entitled to answer. Mr. Clark also said the President's comments on the Vietnam war opened the networks to requests for time for reply under the general provisions of the fairness doctrine.

The networks, in rejecting the request for time, all held that the equal-time law doesn't apply since the President is not a legally qualified candidate for re-election. They all noted that he had not announced his candidacy; CBS added that the President, during the program, explicitly stated that he had not decided whether to seek re-election. Senator McCarthy has announced plans to enter five state primaries.

No Attack ■ The networks also said

they didn't agree with Mr. Clark that the President's remarks could be construed as a personal attack on Senator McCarthy. They noted that the commission has held that the personal-attack rule applies only when an attack is made on the "honesty, character, and integrity or like qualities" of a person—an interpretation reiterated in the commission statement issued in response to Mr. Reston's column.

And each of the networks pointed out that it has given time to Senator McCarthy, among others, for an airing of all sides of the controversy over the Vietnam war. The senator on Wednesday taped a *Capitol Cloakroom* interview, for broadcast on CBS Radio, and he is scheduled to appear on *Issues and Answers*, over ABC's television and radio networks, on Jan. 7.

In his *Capitol Cloakroom* appearance, during which he discussed his candidacy for the Democratic presidential nomination and the situation in Southeast Asia, Senator McCarthy touched briefly on his dispute with the commission and the networks. He warned that the commission "is in for some rather careful examination along the course of this campaign, and beyond."

He also indicated that the networks' action in giving time to the Republican leadership in the Senate and House—Senator Everett M. Dirksen (Ill.) and Representative Gerald Ford (Mich.)—to respond to President Johnson's Dec. 12 speech in Miami was a factor in his complaint. He said he regarded the equal-time law as a bad one he would be willing to eliminate. But since it is on the books, he said, and since the networks "went out of their way to give the Republicans equal time after the Miami speech, I think that their position in denying it to me is one of clear contradiction."

Different Issue ■ Spokesmen for the networks said last week that the *Conversation*, in which the references to Senator McCarthy was relatively brief, did not raise the same kind of issues raised by the President's televised speech before the AFL-CIO convention on Dec. 12. They said the President had made a substantial and direct attack on the Republicans in Congress that, the networks felt, the party's leadership should, in fairness, be given a chance to rebut (BROADCASTING, Dec. 18, 1967).

However, they did not concede that the obligation was a legal one. A CBS spokesman said the network simply felt the issue of the Republican's role in Congress was one that should be discussed further.

Senator McCarthy, in the CBS broadcast, appeared to throw away the grounds for the personal-attack aspect of the complaint against the networks.

When is a candidate legally qualified?

When is a person a candidate for public office? Or, put another way, when is a candidate not a candidate? This question lies at the heart of the equal-time demand that Senator Eugene McCarthy (D-Minn.) has made of the networks as a result of the hour they gave President Johnson in *Conversation with the President*.

The FCC, when confronted by equal-time disputes, prefers to rely on judicial determinations to resolve the question. If none are available, it requests rulings of the appropriate state officials.

Not infrequently, the rulings thus obtained come as a surprise to the candidate who is seeking time as a counter to the time that had been given to the person he assumed was his opponent in a particular contest. Such was the case with Phil H. McAlmond, a Portland, Ore., businessman who is seeking the Democratic nomination for U. S. senator.

Last July he complained to the commission because of the refusal

of KGW-TV Portland to grant him time equal to the two hours it had devoted in June to a one-hour documentary (repeated once) on Senator Wayne Morse (D-Ore.), whose term expires this year. The station turned him down, saying Senator Morse was not yet a candidate—that in fact the primary election was a year off; Mr. McAlmond, who had already filed for the nomination, said that Senator Morse was making speeches and otherwise behaving like a candidate and was indeed qualified to be one (BROADCASTING, July 31, 1967).

The commission through its staff, however, rejected the complaint on the basis of a ruling of Oregon Attorney General Robert Y. Thornton that the senator was not "a legally qualified candidate." In Oregon, it seems, a legally qualified candidate is one "who has taken the statutory steps to formalize his candidacy and may also possibly include one who is actively waging a contest for 'write-in' votes in a campaign."

He said his principal reason for requesting equal time was the President's discussion of the Vietnam war. "I'm not really worried about defending myself against the charges that there's a Kennedy-McCarthy coalition, or conspiracy, or whatever you want to call it, or maneuvering," he said. "That was almost irrelevant."

And Mr. Clark's complaint to the commission does concentrate on the equal-time question. He said: "To pretend that President Johnson is not a candidate for re-election is to deny a fact which every American child knows." It would, he added, "be most dangerous for our democracy" for the networks to deny the President's opponent access to their facilities.

Program notes . . .

Correspondents' review ■ Eight NBC News correspondents will review events of 1967 and project those of 1968 in an NBC News special, *Projection '68—One Crisis Leads to Another*, on NBC-TV Friday, Jan. 12, (10-11 p.m. EST). The program will originate in Dallas at Southern Methodist University. Chet Huntley will be moderator; correspondents will be Pauline Frederick, Ray Scherer, Kenneth Bernstein, Jack Paxton, Alvin Rosenfeld, Garrick Utley, Bill Matney, and Elie Abel.

Two additions ■ Mark Century Corp., New York, radio programing service,

is introducing two new station identification packages, "Intimates" and "Mark 21." "Intimates" has a contemporary sound with a broad programing base; "Mark 21" has a big band sound.

Specials feature correspondents ■ On Jan. 2 and Jan. 9 CBS News correspondents will conduct one-hour broadcasts on CBS-TV and CBS Radio (10-11 p.m. EST). The first, a discussion of "America and the World" originating from New York, includes Eric Sevareid as moderator, Charles Collingwood, Richard C. Hottelet, Bernard Kalb, Marvin Kalb and Winston Burdett. The second report, "The Nation," originating from Washington, has Walter Cronkite as moderator, with Roger Mudd, Dan Rather, Eric Sevareid, Daniel Schorr and Mike Wallace.

Three-timer ■ *The Julie Andrews Show*, with guests Gene Kelly and The New Christy Minstrels, will be shown for the third time on NBC-TV Wednesday, April 17 (9-10 p.m. EST). The American Gas Association, through Lennen & Newell, both New York, again will be the sponsor. The special first appeared in 1965, and was repeated in 1966.

'Mac' on ABC-TV ■ QM Productions reports that *Mac*, a one-hour color TV series, has been bought by ABC-TV for the 1968-69 season. The series deals with a private investigator in San Francisco who limits his cases to the unusual and the bizarre.

SMPTE reports big increase in color film

A report on films for nontheatrical use, including television, has been published in the December issue of *The Journal of the Society of Motion Picture and Television Engineers*. The report, titled "Market Review: Nontheatrical Film and Audio-Visual—1966," was prepared for SMPTE by Thomas W. Hope, motion picture and education markets division of Eastman Kodak Co.

According to the report, 77% of the nontheatrical productions made in 1966 were in color, up from 70% the previous year. The swing to color film making continued in 1967, according to preliminary reports, reaching upward to 83%.

Excerpts from the report focused on these trends:

- Expenditures of \$112 million for release prints and \$141 million for film distribution—a 17% and a 12% rise in expenditures, respectively. The report said: "The effect of the growing use of color film in all phases of the motion-picture industry, including television and theatrical segments, influenced the dollar volume of release printing even more than the footage gains."

- Improvements in film emulsions during 1966. The report said the use of magnetic sound stripe on film, which can be shot in the camera, became a standard system for television in 1966.

The new system has resulted in a boon for TV news gathering, the report said, since cameramen now can get good sound at the time the film is being shot. Previously, there was a

compromise between sound and picture during the processing of the film.

- The use of film printed in 8 mm sound, numbered 3,585 in 1966, of which 262 were for television. Almost all of these films were originally produced in 16mm or 35mm. Usually the 8mm sound prints were done on an experimental basis, with only a few prints being made.

The report pointed out that 11 industrial production companies had an income of nearly \$3.25 million from television commercials, a 27% increase over 1965.

Wall to head GE's new D.C. office

An industry relations operation of General Electric's visual communication products department effective today (Jan. 1) moved from Syracuse, N. Y., to Washington, to "strengthen liaison with FCC consulting engineers and attorneys, the government's agencies and with trade and professional groups."



Mr. Wall

GE said John Wall, closely associated with GE's broadcast equipment business for years, will continue to manage the operation. He reports to William B. Gaither, manager-marketing, visual communication products department. Mr. Wall has served in sale of GE broadcast equipment since 1946.

Cue track for stereo

Through an innovation in video taping a program, WBNS-AM-FM-TV Columbus, Ohio, was able to simulcast on TV, AM and multiplex stereo.

The local special, *The Columbus Symphony Youth Concert*, was video-taped Dec. 18 before a junior high school audience. By using the engineer's cue track as the second channel on the video tape, the stations were able to record the program in stereo. Because the cue track is not of broadcast quality, signals from the concert were split into sum and difference signals, the latter being recorded on the cue track.

Pre-empting CBS-TV's *Daktari* in the 7:30-8:30 p.m. spot, WBNS-TV presented the concert Dec. 19 while WBNS-AM-FM broadcast the program. Western Electric was the sponsor.

Simultaneous play back tape

For broadcasters who want a recording system that can play back two tapes simultaneously—or record on one cartridge while playing the other—or dub from one cartridge to the other—Collins Radio Co. has the answer: a twin-tape system, combining the Model 642E playback unit with the Model 216D record amplifier. Using silicon solid-state devices throughout, with all electronic circuits mounted on plug-in etched, epoxy board, the Collins twin-tape system playback unit contains two independent tape transports in one housing. The amplifier contains cue-tone oscillators, record-level meters, operational controls and a record control. One cue tone is standard with the equipment. Two extra cue tones may be had on an optional basis.

Technical topics . . .

Recorder introduced ■ Metrotech Inc., Mountain View, Calif., is introducing a line of magnetic recorders featuring console mounting, straight-line tape threading and front-panel controls. Model 500A recorder is geared for broadcast studio use as well as for program automation systems and in educational institutions.

FM monitors ■ Gates Radio Co., Quincy, Ill. has available three new solid-state FM monitors: stereo modulation, Model GTM-88S; monophonic modulation, Model GTM-88M, and FM frequency, Model GTM-88F.

Color sales bright while monochrome lags

Color TV sales for the first 10 months of 1967, with a 14% gain, continued to pull ahead of the same period in 1966, but black-and-white TV sales for the January-October period continued soft at 25% below the 10 months of 1966.

On a monthly basis, color TV for October 1967 ran 11.4% ahead of the same month in the previous year; monochrome was down 13.4% for the month.

Radio was down both for the month and for the cumulative 10 months, and this ratio held for both home radio and auto radio. Radios

with FM, however, although down 7.3% in October 1967 compared to the same month in 1966, was up 5.3% for the cumulative 10 months of 1967 compared to 1966.

The figures:

	Television		
	Color	Monochrome	Total
Jan.-Oct. 1967	4,086,343	4,394,087	8,480,430
Jan.-Oct. 1966	3,585,999	5,881,904	9,467,903

	Radio		
	Home (With FM)	Auto	Total
Jan.-Oct. 1967	9,602,186 (3,116,611)	7,118,658	16,720,844
Jan.-Oct. 1966	10,940,874 (2,966,388)	7,607,462	18,548,336

Another record year for RCA

Preliminary report cites color's 'greatest growth', NBC contributions

Sales and profits at RCA achieved new records in 1967 with color TV being a major contributor, according to a preliminary year-end report last week by Robert W. Sarnoff, president and chief executive officer.

In his statement, Mr. Sarnoff said RCA sales exceeded the \$3-billion mark for the first time (\$2.5 billion in sales was reached in 1966), and profits, he said, increased slightly to a new record (from the record \$132.4 million in 1966).

Mr. Sarnoff told RCA's 330,000 shareholders, that the corporation last year "shared with all of American industry the problems created by general economic uncertainty, increased labor and material costs, a softened consumer durable goods market and political instability around the world." President Sarnoff said that profits of U. S. manufacturers declined an estimated 6% on a yearly basis and that "the year in general failed to fulfill the bright promise of its beginning."

RCA's advance in sales and profits makes 1967 the sixth straight year of new high marks for volume and earnings, and in the past year, the report observed, these rises were gained despite the economic unsettlement and a month-long strike at nine of RCA's manufacturing plants. That strike last June accounted for a 21% decline in second-quarter earnings.

Mr. Sarnoff noted that RCA's position was achieved in part by the "penetration of new marketing areas and the continuing strength of many of our established businesses."

The Major Factors ■ Among the high points of his report:

NBC revenues exceeded the \$500-

million mark for the second straight year, and are at a new sales peak, the NBC-TV network maintaining leadership among the 18-49 age viewing group and continuing to attract more advertisers than either of the other television networks.

Color TV is making the largest contribution to the company's "overall progress" with dollar sales of color sets 20% ahead of 1966, despite failure of sales to measure up to the "overly optimistic industry forecasts of early 1967." President Sarnoff said "color experienced the greatest growth [in 1967] of any major consumer product," RCA coming up with a greater share of the color set market at the year's end than at the beginning of 1967.

A continuing heavy demand for color TV picture tubes provided a "primary stimulus" to the growth in sales of electronic components and devices "in key areas."

RCA's capital expenditures continued at the high rate (highest in history) of \$200 million per year—approximately \$400 million spent for domestic plant and equipment over the past two years. Subsidiary Hertz Corp., acquired during the year, and RCA Service Co., RCA Communications Inc. and sales of RCA products and services abroad, all registered their highest sales in 1967.

Mr. Sarnoff said that space-program cutbacks and a shifting in emphasis to conventional tactical weaponry accounted for a slight decline in the corporation's government business.

He noted that RCA increased its regular quarterly dividend at year's end from 20 cents to 25 cents per share, observing also that quarterly cash payments to shareholders more than tripled over the past five years. Computer bookings are at a record level with shipments doubling the volume in 1966, the RCA statement pointed out last week.

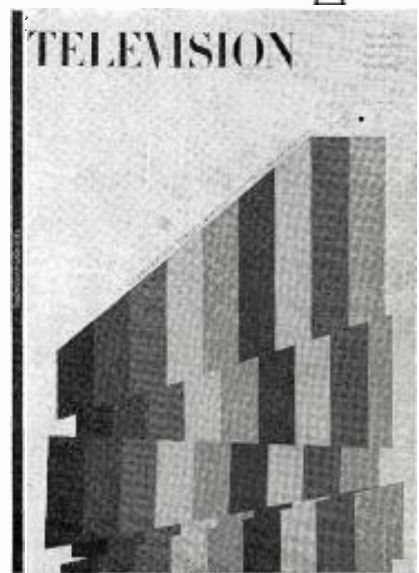
RCA said that future substantial profits could be expected from its computer business which by virtue of its "leasing nature" has deferred substantial income.

Pacific & Southern offering sold out

A public offering of 360,000 shares of stock in Pacific & Southern Broadcasting Co. was made last Thursday (Dec. 28, 1967) and sold out rapidly. Each share was sold at \$6.75 in the over-the-counter market. Allen & Co., New York, handled the underwriting.

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an amalgam of Communications Hawaii Inc. and the broadcast properties of the Fox, Wells & Rogers investment firm. In November the FCC approved a series of station assignments and transfers (BROADCASTING, Nov. 20, 1967) and last week DeSales Harrison, board chairman of the new company, said the closing on the merger will take place this Thursday (Jan. 5).

The new group will consist of four TV stations and four radio stations: WAI-TV Atlanta; KHON-TV Honolulu; KAIL-TV Wailuku, KHAW-TV Hilo, all Hawaii; and WQXI Atlanta; WXKI(FM) Smyrna, Ga., and WSAI and WJBI(FM) Cincinnati.

TEC may be bought by Commonwealth United

Commonwealth United Corp., which has interests in motion picture production, real estate, insurance and shipping, last week made a tentative deal to acquire for stock Television Enterprises Corp., Beverly Hills, Calif., television and movie film production and distribution company. The proposed transaction, agreed to in principle, calls for the current owners of Television Enterprises, a privately held company,

to receive a minimum of 150,000 shares of Commonwealth United common stock and a maximum of 300,000 shares based on the acquired company's earnings over the next five years.

The acquisition, which would not be submitted to CUC shareholders for approval, is conditional on Commonwealth United's pending acquisition of Sunset International Petroleum Corp. from Sunasco Inc. This transaction is subject to special meetings of stockholders of both participants, scheduled for early January.

Early in 1967, TEC announced that an undisclosed number of feature films it will produce are to be telecast on CBS-TV's prime-time movie programs. The company also distributes feature films to television stations in syndication.

Harold Goldman, chairman of the board of TEC, and Oliver A. Unger and Ely A. Landau, principal executives of CUC, all used to work for National Telefilm Associates in the 1950's. At one time, Mr. Landau was board chairman, Mr. Unger, president, and Mr. Goldman, executive vice president, for NTA. If the acquisition goes through as planned, Television Enterprises would operate as part of Commonwealth United's entertainment division. Mr. Goldman, along with

Jerome Kurtz and Milton T. Raynor, the other owners of TEC, would remain as the management team.

TEC showed a pretax net income of \$760,000 from gross income of \$1,815,000 for calendar 1966. The first six months of 1967 it reported gross income of \$1,025,000, with a pretax net of \$493,600.

Baldwin-Montrose to join with Chris-Craft

The boards of directors of Chris-Craft Industries Inc. and Baldwin-Montrose Chemical Co. have proposed to merge the two companies under the Chris-Craft name, as the surviving corporation, with assets estimated at almost \$120 million. Chris-Craft, principally in the boat-building business, and with interests in TV stations, has assets of \$91 million; Baldwin-Montrose, in chemicals, \$28 million.

Terms are still to be negotiated, and submitted to the stockholders of both companies.

Late last year, Baldwin-Montrose acquired 150,000 shares of Chris-Craft stock (25%) for about \$6 million, bringing its holdings in Chris-Craft to 35% of the 1.7 million shares outstanding. The FCC had to approve this transfer of control because Chris-Craft owns three television stations, KCP (TV) Los Angeles, WTCN-TV Minneapolis-St. Paul and KPTV (TV) Portland, Ore. (BROADCASTING, Nov. 13, 1967).

At the board meetings on Dec. 27, Herbert J. Siegel, chairman of Baldwin-Montrose, was elected president and chairman of Chris-Craft. H. V. Sherrill, former chairman of Chris-Craft, continues as a director; John G. Bannister, former president of Chris-Craft, continues as a vice president and director of the company and was named president of the company's NAFI division (rubber and padding for the automobile industry).

Among the new directors appointed to the board were Lawrence R. Barnett and C. Leonard Gordon, both also directors of Baldwin-Montrose. Mr. Barnett was formerly an executive with MCA Inc. and General Artists Corp. Mr. Gordon is vice president and general counsel of Baldwin-Montrose. He was also named a vice president of Chris-Craft. James J. Rochlis, president of Baldwin-Montrose, continues as a director of Chris-Craft. Mr. Siegel at one time was an executive of Official Films Inc. and for two years chairman of the Seeburg Corp.

In 1966, Chris-Craft earned \$2.9 million on revenues of \$72.2 million; Baldwin-Montrose, \$2.1 million on sales of \$10 million.

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Shares. The offer is made only by the Prospectus.

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December 29, 1967

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SEC's November report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for November 1967 (all common stock unless otherwise indicated):

ABC Inc.—Leonard H. Goldenson sold 10,000 shares, leaving 70,061 plus 114 beneficially held as custodian. Jack Hausman sold 800 shares personally held, leaving 1,500 and sold 10,000 shares beneficially held as H. Brothers & Sons, leaving 1,500. John H. Regazzi sold 100 shares, leaving 200. Simon B. Siegel sold 1,000 shares, leaving 11,937.

Capital Cities Broadcasting Corp.—Lowell J. Thomas sold 10,000 shares, leaving 94,168, plus 8,534 beneficially held with wife and 7,462 beneficially held with son. J. P. Dougherty bought 5,000 shares and sold 800 shares, giving total of 13,000.

CBS Inc.—William C. Fitts Jr., exercised option on 518 shares, giving total of 1,664. Clark B. George exercised option on 950 shares, giving total of 3,261. Merle S. Jones sold 12,800 shares, leav-

ing 34,612. James M. Leahy exercised option on 354 shares, giving total of 711. Richard S. Salant bought 4,053 shares, giving total of 16,468, plus 767 beneficially held with family members. Norman E. Walt Jr. exercised option on 1,126 shares, leaving 3,709. Alfred C. Edwards sold 2,500 shares of preference stock, leaving 55,454, plus 1,088 beneficially held with wife and daughter.

Cox Broadcasting Corp.—Clifford M. Kirtland Jr. exercised option on 3,000 shares, giving total of 6,243.

Filmways Inc.—Harold M. Austin bought 6,500 shares, giving total of 14,186. Martin N. Ransohoff sold 6,432 shares, leaving 62,956.

Lin Broadcasting Corp.—Frederick Gregg Jr. bought 9,650 shares, giving total of 94,597. Thomas I. Unterberg, holding 6,333 shares personally, bought 1,200 shares and sold 1,241 shares on beneficially held partnership trading account, leaving none, plus 100 held with daughter. Clyde W. Clifford bought

\$10,000 in 5½% convertible subordinated debentures, giving total of \$10,000. Marie Gifford bought \$1,000 in 5½% convertible subordinated debentures, giving total of \$1,000. Lind Carl Voth bought \$15,000 in 5½% convertible subordinated debentures, giving total of \$15,000. Frederick Gregg Jr. bought \$50,000 in 5½% convertible subordinated debentures, giving total of \$50,000.

Official Films Inc.—Louis C. Lerner,

holding 595,200 shares personally, 885,000 beneficially held with Victoria Investment Co., 25,000 beneficially held with Lerner & Co. investment account, and 2,000 beneficially held with wife, bought 3,066 shares and sold 7,625 shares on beneficially held Lerner & Co. trading account, leaving 13,372.

RCA—Bennett Cerf sold 1,000 shares, leaving 101,000, plus 5,000 beneficially held with wife. Elmer W. Engstrom exercised option on 7,000 shares, giving total of 78,938, plus 2,040 beneficially held with wife.

Reeves Broadcasting—J. D. Hastie sold 14,000 shares, leaving 33,850. Hazard E. Reeves, holding 558,594 shares personally, sold 8,500 shares beneficially held with wife, leaving 92.

Scripps-Howard Broadcasting Co.—M. C. Watters bought 1,000 shares, giving total of 60,500.

Storer Broadcasting Co.—James P. Storer sold 500 shares, leaving 28,350, plus 100 beneficially held with wife.

Walt Disney Productions—George L. Bagnall, holding 484 shares personally, sold 107 shares beneficially held in partnership, leaving none. M. L. Bagnall, holding no shares personally, sold 107 shares beneficially held with Capital Gems, leaving none. Oliver B. Johnston sold 200 shares, leaving 1,067. Richard T. Morrow sold 100 shares, leaving 419.

Warner Bros.-Seven Arts—Charles S. Chaplin sold 4,000 shares, leaving 1,000.

Ameco sustains loss in first quarter

Ameco Inc., CATV-equipment manufacturing firm, reported that consolidated operations for the first quarter ended Sept. 30, 1967, resulted in a net loss, but that the company's September 1967 operations were profitable.

For the three months ended Sept. 30:

	1967	1966
Earned per share (loss)	(\$0.04)	(\$0.09)
Net sales	1,648,096	2,126,379
Net income (loss)	(46,308)	(103,920)
Common shares outstanding	1,200,000	1,200,000

National General Corp. gross up 12% in '67

Spurred vigorously by the acquisition of a television production-distribution subsidiary, National General Corp. rode to new financial heights in the fiscal year ended Sept. 26, 1967. The Beverly Hills, Calif., company, which primarily operates a more than 200-unit theater chain across the country, showed a 12% increase in gross income for the latest fiscal year and a 2% rise in net operating income. Totals registered were said to be the highest since the company broke away from 20th Century-Fox Corp. 15 years ago.

The addition of Banner Productions (producer of *Tarzan*), purchased for some \$5 million last summer (BROADCASTING, Aug. 21), made a significant contribution to the financial statement. National General Corp., which once

was among the largest CATV operators in the nation, sold off its last system during the year.

For the fiscal year ended Sept. 26:

	1967	1966
Earned per share	\$1.08	\$1.06*
Gross income	79,000,589	70,628,457*
Net operating income	3,870,338	3,778,249*

* Restated from previous report

Financial notes . . .

■ Chirug & Cairns Inc., New York, advertising agency, declared an extra dividend of 20 cents a share, payable Jan. 15, to stockholders of record Dec. 29, 1967. The directors also voted to increase the regular quarterly dividend

from 15 cents to 20 cents beginning March 1.

■ Gannett Corp., Rochester, N.Y.-based newspaper chain and group broadcaster, has declared a quarterly dividend of 16¼ cents a share, payable Jan. 2, to stockholders of record Dec. 18. This is the first quarterly dividend paid since Gannett went public on Dec. 5, 1967.

■ Cox Broadcasting Corp. directors have declared a regular quarterly cash dividend of 12½ cents a share on common stock, payable Jan. 15, to stockholders of record Dec. 22.

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CBC cut drastically in economy move

As a part of a general reduction in public spending, the Canadian government has announced in Ottawa that the Canadian Broadcasting Corp.'s request for operating funds in 1968-69 has been reduced by \$11 million. As a result, a planned expansion of CBC color-TV facilities will be deferred.

Revenue Minister E. J. Benson, who announced the budget cut, said the move was part of the government's program to check inflation and combat rising unemployment.

Mr. Benson said the CBC must also trim its capital spending program for 1968-69 to \$25 million from the requested \$57 million. The budget this year is \$30 million.

The revenue minister also said that the regular operating budget of the CBC will have to pay for short-wave

and other broadcasting services to Northern Canada and the armed forces overseas. The CBC's international service, which cost \$3.8 million to run this year, has received its funds from the government's external affairs department since it was set up in 1945. The CBC has always operated the international service but has never paid for it.

Earlier last month a flow of protests was received at government offices in Ottawa on the strength of reports that the CBC's international service, beamed abroad in 11 languages, might fall victim to the federal austerity axe. The treasury board, the cabinet committee that approves all government spending, was reported to have recommended that the short-wave service be scrapped.

In defense of the service the CBC said that to abandon it would mean losing 26 short-wave frequencies to other countries. The Canadian Labor Congress, Canadian Union of Public Employees, Canadian Broadcasting

League and some MP's all got on the record against any abandonment of the service.

B&B enters Italy with established partners

Benton & Bowles Inc., New York, has entered a partnership to establish a subsidiary, Benton & Bowles (Italia) S.p.A., Milan and Turin, Italy, in which the U. S. agency will have a controlling interest. Joining B&B in the arrangement are Professor Armando Testa, Lidia Testa and Dr. Franco de Barberis, principals in Studio Testa (Italian agency billing over \$6 million).

B&B has agencies in five other countries: B&B Ltd. and Nelson Advertising Service Ltd., both England; Liger, Beaumont/B&B S. A., France; Publi-control/B&B S. A., Belgium; Publi-control/B&B N. V., the Netherlands; Baumgardt/B&B GmbH, West Germany, and McKim/B&B Ltd., Canada.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Jones

Kensinger Jones, who resigned as executive VP and creative director of Campbell-Ewald Co., Detroit, joins D. P. Brother & Co. agency there as senior VP and creative director, succeeding **Barnet**

Daniels who moves to parent agency, Leo Burnett Co., Chicago, as VP in creative services division.

George Bamberger, with Tatham-Laird & Kudner Inc., Chicago, joins Earle Ludgin & Co. agency, there, as senior VP and management supervisor.

Oscar Lubow, senior VP and executive committee member, Young & Rubicam, New York, resigns from agency.

Ted Breining, account supervisor and secretary-treasurer for Pampel & Associates Inc., New York, advertising-PR firm, elected senior VP.

William F. Rosenthal, account executive on Budweiser account, D'Arcy Advertising, St. Louis, elected VP.

Bruce Sielaff, VP and account group manager at Knox-Reeves Advertising, Minneapolis, resigns to form Bruce Sielaff & Associates, advertising and marketing agency, that city.

Dan Kirk, manager of Campbell-Mithun, Houston, named VP and ac-

count director. **Warren Menaker** named VP and administrative manager of creative services department C-M, Chicago. **Bill Toevs**, account executive in Chicago office, named VP.

Daniel E. Lawrence, account supervisor for Carson/Roberts/Inc., Los Angeles, appointed VP and management supervisor of grocery products accounts.

Malcolm B. Gordon, director of media for Fuller & Smith & Ross, New York, named VP.

Toni Turgeon, group head in broadcast operations for Foote, Cone & Belding, New York, appointed television production supervisor for Spade and Archer Inc. agency, that city. **John Martino**, production manager for Warwick & Legler Inc., New York, appointed print production manager for Spade and Archer. **Ester Stoch**, with Carl Ally Inc., New York, appointed controller at Spade and Archer.

Richard W. Hughes, manager of Atlanta office, and **Robert Schneider**, television research director, Edward Petry & Co., New York, elected VP's.

John McPartlin, formerly with WCIV-TV Chicago, joins sales staff of WBBM there.

Willis H. Pratt Jr., director of films and closed circuit TV for AT&T, New York, named chairman of audio-visual committee of Association of National Advertisers, replacing **Jack Siegal**,

formerly of IBM. Mr. Pratt has been a member of ANA committee since 1953, serving as chairman from 1956-59.

Richard Q. Kress, assistant VP, consumer products, North American Philips Co., New York, named VP, succeeding **Philip C. Weinseimer Jr.**, who retires after 25 years with company. Mr. Kress joined Philips in 1963 as director of advertising and was elected VP in 1966.

John R. Wright, formerly with Post-Keyes-Gardner, Chicago, joins Clinton E. Frank Inc. there as account executive.

Richard H. Rovsek, formerly with Bozell & Jacobs, Omaha, joins Post-Keyes-Gardner, Chicago, as account executive.

Alan F. Gordon, president of Gordon/Youngman Productions Inc., New York, commercial production firm, joins Benton & Bowles, that city, as executive television producer.

Paul Reardon, special sales coordinator at H-R Television Inc., New York, named sales coordinator of spot sales and special events. Mr. Reardon's new post was erroneously reported as VP (BROADCASTING, Dec. 25, 1967).

Donald J. O'Shea, sales manager for KYW-TV Philadelphia, appointed general sales manager.

William J. Moore, assistant to advertising director for The American To-

bacco Co., New York, appointed associate advertising director.

Al Vuylsteke, with KPOJ Portland, Ore., named general sales manager.

William H. Mallery, account executive, CBS-TV New York, joins NBC Spot TV Sales, same city, as account executive.

Robert Shulman, with Jack Tinker & Partners, New York, joins Wells, Rich, Green, that city, as copywriter on Benson & Hedges account.

Frank P. Clark, merchandising supervisor, and **David E. Gordon**, assistant account executive, for Needham, Harper & Steers, Chicago, named account executives.

Richard T. Dixon, sales development director for KSL-AM-FM Salt Lake City, named sales manager. **Gordon L. Ridd** named account executive.

Jerry Norman, general manager of WELE South Daytona, Fla., and **Phil LeNoble** appointed account executives for WFUN South Miami, Fla.

Mike Murray, broadcast buyer for BBDO, New York, appointed account executive for The Hollingbery Co., that city.

William L. McGee, television sales manager for Peters, Griffin, Woodward, San Francisco, joins KBHK-TV, that city, as account executive.

Bill Adler, sales manager for WNBC (FM) Arlington Heights, Ill., and **Ernie Berger**, account executive for WRTH Wood River, Ill., appointed account executives for WJJD Chicago.

James F. Lewis and **Donald J. Baumann**, account executives for WITI-TV Milwaukee, named local sales manager and sales development manager, respectively.

Edward Kuser, with J. M. Korn & Son, agency in Philadelphia, joins Marketing & Advertising Associates, that city, as art director.

Alfred H. Burnham, account executive with Burke Dowling Adams division of BBDO, Atlanta, appointed account executive for Cargill, Wilson & Acree, Inc., Charlotte, N. C.

Ellen Dougherty, with copy staff of Marketing & Advertising Associates, Philadelphia, named copy chief.

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MEDIA

Kevin G. Weis, corporate manager of financial analysis and forward plans, Singer Co., New York, appointed treasurer, Corinthian Broadcasting Corp., that city.

Charles S. Mechem Jr., Taft Broadcasting Co.'s newly elected executive committee chairman and chief executive officer of group broadcaster (BROADCASTING, Dec. 18, 1967), has resigned from law firm of Taft, Stettinius and Hollister, Cincinnati, effective Dec. 31, 1967.

Charles L. Brown, member of board of directors, Kansas State Network Inc. (KARD-TV Wichita, KCKT[TV] Great Bend, and KGLD[TV] Garden City, all Kansas, and KOMC[TV] McCook, Neb.) elected chairman, succeeding **George M. Brown**, deceased.

Paul Butler, general manager of WTLB Utica, N. Y., elected VP of Mohawk Broadcasting Co., subsidiary of Straus Broadcasting (WTLB Utica, WMCA New York, WGVA Geneva, WALL-AM-FM Middleton, all New York).

Art Ford, commercial manager for KSTL St. Louis, appointed station manager. **William Vietmeier**, assistant station manager and traffic manager, elected acting corporate secretary.

Joe Taylor, manager of KREH Oakdale, La., named station manager of KOSG Pawhuska, Okla.

James B. Crouse appointed system manager of Great Falls (Mont.) Community TV Cable Co., subsidiary of Teleprompter Corp. **Robert Morrison**, former manager of Great Falls system, named system manager of Teleprompter of Oregon, Eugene.

PROGRAMMING

Peter R. Flynn, producer-director of NBC Radio's *Emphasis* series, appointed manager, program operations for NBC Radio, New York. **John J. Howley** of Dallas appointed southwestern sales representative for NBC Films Inc., New York.

Drmond Gigli, still photographer, named independent producer-director with MPO Videotronics Inc., New York, for film commercials.

Lee Jensen, program director, KFRE Fresno, Calif., appointed to that position at KFRE-TV.

Vern Mueller, program manager for KPOJ Portland, Ore., named VP for programming.

Bruce Lee, with WIND Chicago as public affairs director, appointed executive producer for WBZ Boston.

Rob Maynor, with daytime department at Universal TV, named develop-

ment producer in daytime department of Screen Gems Inc., Hollywood.

Don McGilvray, writer-producer for KFI Los Angeles, named chief producer for KLAC, that city.

Stan Green, daytime programming executive for CBS-TV, New York, joins creative staff of Dick Clark Productions, Los Angeles.

Al Soper, on-air personality for WMHI Braddock Heights, Md., appointed program director.

Vince Jefferds, with Walt Disney Productions, Burbank, Calif., appointed director of marketing services.

Mike Felix, with KCBS San Francisco, named assistant program director.

Mort Crowley, with KXOK St. Louis, appointed program director.

Tom Moran, with WKDN Camden, N. J., appointed music director and weekend air personality for WIP Philadelphia, replacing **Allan Hotlen**, who becomes program director.

Robert Enders, producer, named associate producer for 1968 Academy

Happiness is Helping!



GIVE UNITED CEREBRAL PALSY



Awards presentation, to be carried by ABC-TV April 8.

J. Clifford Curley, with Pennsylvania State University as production specialist, joins noncommercial WBGU(TV) Bowling Green, Ohio, as producer-director.

NEWS

Max Galkenstien, general manager of WREN Topeka, Kan., named manager of news and sports for WIBW-AM-FM-TV, that city.

Paul Rachlin, assistant news director for WVIP Mount Kisco, N. Y., appointed news director.

Larry Litwin, news director for WJZZ Mount Holly, N. J., appointed news editor for WKDN Camden, N. J.

Bob Hower, assistant director of programming for WBKB-TV Chicago, named night newscaster.

FANFARE

Robert V. Breen, VP with Carl Byoir & Associates Inc., New York PR firm, elected executive VP.

Georgia D. Pritchett, director of public relations for Heart Association of Maryland, joins new PR division of Leon Shaffer Golnick Advertising Inc., Baltimore, as account executive.

MaryEllen Warnes, formerly with E. I. du Pont de Nemours' PR department, New York, joins Lida Livingston Inc., PR firm in that city, as account executive.

Stanley Ogen, account executive with Clawges Associates Inc., agency in Cherry Hill, N. J., named promotion manager for community operations di-

visions of Jerrold Electronics Corp., Philadelphia.

EQUIPMENT & ENGINEERING

Herb A. Davidson, chief engineer for KPOJ-FM Portland, Ore., named VP for engineering and development.



Mr. Cervone

Lawrence J. Cervone, VP-operations, Gates Radio Co., Quincy, Ill., named VP and general manager.

F. J. Dunleavy, with International Telegraph Corp.'s world headquarters, New York, and **Felix G. Rohatyn**, general partner in Lazard Freres & Co., New York, banking firm, elected directors of ITT. **William R. Hartman**, director-organization and business planning for ITT, New York, elected VP.

Raymond L. Kelley, VP and controller for Shure Bros. Inc., Evanston, Ill., named treasurer and VP-finance.

Bruce K. Frazier appointed southwestern regional manager for Entron Inc., Fort Worth.

Peter Lubell, project engineer with Devenco Research and Development Inc., New York, named manager, special products at RHG Electronics Laboratory Inc., that city.

Robert A. Munroe, sales representative, western district, for Craftsman Electronic Products Inc., Manlius, N. Y., named western regional sales manager.

Charles Ferguson, operations manager for noncommercial WFCR(FM) Amherst, Mass., appointed to new position, director of engineering.

INTERNATIONAL

Robert Harlan, deputy program director and director of program services for American Forces Network Europe, Frankfurt, Germany, named program director, succeeding **Francis T. McLaughlin**, deceased.

Liz Evett, freelance casting director and literary agent, appointed head of story and casting department, Granada Television, London.

DEATHS

Carlos A. Franco, 63, veteran broadcast-agency executive, died on July 21, 1967, in San Juan, P. R. His death had gone unreported until now, it was said, because he had lost touch with friends following his resignation as VP and general manager, WAPA San Juan, in late 1966, due to illness. Mr. Franco began his broadcast career in 1935 and served in top-level posts with Young & Rubicam and Kudner agency.

James F. Thompson, 56, manager of contract administration for Radio Corporation of America, New York, died Dec. 20, 1967, at Mount Holly (N. J.) hospital. Surviving are his wife, Harriet, son and daughter.

George McAndrew, 60, art director for 14 years with Benton & Bowles, New York, died Dec. 22, 1967, at his home in Brooklyn, N. Y.

Stuart Erwin, 64, actor who for years appeared in TV series' *Trouble With Father* and *The Stu Erwin Show* died of heart attack at his home in Beverly Hills, Calif. He is survived by wife, June, son and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 21 through Dec. 27, 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

Anderson, Ind.—2588 Newport Corp. Seeks UHF ch. 67 (788-794 mc); ERP 4.864 kw vis, 962 w aur. Ant. height above average terrain 190 ft.; ant. height above ground 209.3 ft. P. O. address: c/o Raymond I.

BROADCASTING, January 1, 1968

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Dec. 14, 1967

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,148 ¹	11	91	4,252	
Commercial FM	1,716	46	254	2,016	
Commercial TV-VHF	493 ²	8	13	517	
Commercial TV-UHF	116 ²	24	164	306	
Educational FM	320	5	31	356	
Educational TV-VHF	67	4	5	76	
Educational TV-UHF	52	18	40	110	

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145 ¹	1,712	608 ²	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

¹ In addition, two AM's operate with Special Temporary Authorization.

² In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

Kandel, president, 2588 Newport Boulevard, Costa Mesa, Calif. 92627. Estimated construction cost \$165,000; first-year operating cost \$83,200; revenue \$85,000. Geographic coordinates 40° 06' 19" north lat.; 85° 40' 49" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6J. Legal counsel Mallick & Bernton, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Raymond I. Kandel, president and Cote Inc. (each 50%). Mr. Kandel is partner in real estate building fund and other real estate endeavors. Messrs. John J. Cote and Joseph L. Cote III own retail grocery stores, restaurant, insurance company, insurance agency and CATV in St. Albans, W. Va. (Kanawha Cable Television Co.) Additionally Messrs. Cote and Mr. Kandel along with Chester E. Finn own WOHP Bellefontaine, Ohio with applicant for new FM there; WERT-AM-FM Van Wert, Ohio; WKLC-AM-FM St. Albans W. Va.; KYVA Gallup, N. M., and KTUC and KFMM(FM) Tucson, Ariz. Ann. Dec. 27, 1967.

*Hastings, Neb.—Nebraska Educational Television Commission. Seeks UHF ch. 29 (560-566 mc); ERP 272 kw vis, 54.4 kw aur. Ant. height above average terrain 1,204 ft.; ant. height above ground 1,239 ft. P. O. address: 1600 R Street, Lincoln, Neb. 68508. Estimated construction cost \$606,650; first-year operating cost \$20,950 plus; revenue none. Geographic coordinates 40° 46' 18" north lat.; 98° 05' 36" west long. Type trans. GE TT-57A. Type ant. GE TY-97A. Legal counsel Dow, Lohnes & Albertson, consulting engineer Jansky & Bailey, both Washington. Principals: Jack G. McBride, general manager and secretary. Ann. Dec. 21, 1967.

OTHER ACTIONS

■ Review board in Santa Maria, Calif., TV broadcast proceeding, Doc. 16430, granted petition for extension of time filed Dec. 20, 1967, by Central Coast Television, and extended to Jan. 8 time for filing responses to exceptions and brief in support of exceptions to initial decision. Board member Nelson not participating. Action Dec. 22, 1967.

■ Review board in Minneapolis TV broadcast proceeding, Docs. 15841-43, 16782-83, granted motion filed Dec. 19, by United Television Inc., and extended to Jan. 8, 1968, time for filing replies to exceptions of Association of Maximum Service Telecasters Inc. to initial decision (FCC 67D-67, released Nov. 7). Board member Nelson not partici-

pating. Action Dec. 21, 1967.

■ Office of opinions and review on Dec. 19, 1967 in Cleveland (Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc.) TV proceeding, granted request of Broadcast Bureau and extended time to Jan. 3, to file replies to motion by Community Telecasters of Cleveland Inc. to reopen record (Docs. 15163-4).

■ Office of opinions and review on Dec. 21, 1967 in Medford, Ore. (State of Oregon, Liberty Television and Medford Printing Co.) TV proceeding, granted petition of Liberty Television, joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and extended time for filing application for review of review board's memorandum, opinion and order to Jan. 12 (Docs. 17680-2).

Existing TV stations

APPLICATION

WURD(TV) Lawrence, Ind.—Seeks mod. of CP which authorized new station to change station location from Lawrence, Ind. to Indianapolis; increase power and make changes in the equipment to be utilized by station. Action Dec. 21, 1967.

ACTION ON MOTION

■ Hearing Examiner Millard F. French on Dec. 20, 1967 in Montgomery, Ala., (Cosmos Broadcasting Corp. [WSFA-TV]) TV proceeding. Contained oral argument on request for subpoena duces tecum presently scheduled for Dec. 21, 1967 to date to be set by subsequent order (Doc. 16984).

RULEMAKING PETITION

New York All-Channel Television Society—Requests amendment of Sec. 74.1107 of commission's rules and regulations so as to make its provisions applicable in all television markets regardless of national ranking. Ann. Dec. 22, 1967.

New AM stations

APPLICATION

Santa Cruz, Calif.—St. Cross Broadcasting Inc. Seeks 1540 kc, 5 kw-D. P. O. address: 4444 Geary Boulevard, San Francisco 94118. Estimated construction cost \$57,196.20; first-

year operating cost \$40,400, revenue \$43,400. Principals: William A. Anderson, president (70%) et al. Mr. Anderson is president and 80% owner of Columbia School of Broadcasting, a chain of 21 broadcast schools in the U. S. which teaches radio techniques and announcing. Ann. Dec. 21, 1967.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 15 in Wanchese, Midway Park and Maysville, N. C. (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris) AM proceeding, Designated Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for Jan. 9, 1968 and hearing for March 1, 1968 (Docs. 17886-8).

■ Hearing Examiner Thomas H. Donahue on Dec. 21, 1967 in Sallisaw, Okla., and Booneville, Ark., (Big Basin Radio and Booneville Broadcasting Corp.) AM proceeding, granted in part and denied in part Booneville Broadcasting Co. motion to continue hearing; rescheduled certain procedural dates; and continued hearing from Jan. 10 to Jan. 30, 1968 (Docs. 17775-6).

■ Hearing Examiner Isadore A. Honig on Dec. 21, 1967 in Elmhurst and Wheaton, Ill. (Du Page County Broadcasting Inc. and Central Du Page County Broadcasting Co.) AM proceeding, granted petition of Broadcast Bureau for extension of time and extended to Jan. 19, 1968, time for filing proposed findings, and to Feb. 2, 1968, time for filing any replies thereto (Docs. 16965-6).

■ Hearing Examiner Elizabeth C. Smith on Dec. 21, 1967 in Bayamon, P. R. (Augustine L. Cavallaro Jr.) AM proceeding, granted motion of Cavallaro and corrected transcript of proceeding (Doc. 16881). On Dec. 22, 1967 in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc., People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding. Scheduled further prehearing conference for 10 a.m., Jan. 8. (Docs. 17555-8).

Existing AM stations

APPLICATIONS

WFAB Miami-South Miami, Fla.—Amendment to mod. of license to maintain one main studio only at 1034 Biscayne Boulevard, Miami, Fla. and change of station location to Miami, to request waiver of Sec. 73.30(b) of rules and delete request to change station location to Miami. Ann. Dec. 21, 1967.

WLOE Leaksville, N. C.—Seeks mod. of license to change name of licensed community from Leaksville, N. C. to Eden, N. C. Ann. Dec. 21, 1967.

FINAL ACTIONS

KBYR Anchorage, Alaska—Broadcast Bureau granted license covering change in ant. trans. and studio location, change ant. system. Action Dec. 20, 1967.

KSTR Grand Junction, Colo.—Broadcast Bureau granted CP to install a new type trans. at main trans. location. Action Dec. 21, 1967.

WMMB Melbourne, Fla.—Broadcast Bureau granted license covering use of old main trans. at main trans. location as an auxiliary day and alternate main night trans. Action Dec. 20, 1967.

KUAM Agana, Guam.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action Dec. 20, 1967.

KMVI Wailuku, Hawaii—Broadcast Bureau granted license covering use of former main trans. at main trans. location as auxiliary trans. Action Dec. 20, 1967.

WROZ Evansville, Ind.—Broadcast Bureau granted CP to change ant.-trans. location to 3114 South Weinbach Avenue, Evansville, and make changes in ant.-ground system. Action Dec. 21, 1967.

KSO Des Moines, Iowa—Broadcast Bureau granted CP to make changes in ant. system. Action Dec. 21, 1967.

WLMS Leominster, Mass.—Broadcast Bureau granted license covering new AM. Action Dec. 20, 1967.

WION Ionia, Mich.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as auxiliary trans. Action Dec. 20, 1967.

WTEL Philadelphia—Broadcast Bureau granted mod. of CP to add top loading. Action Dec. 21, 1967.

WCGB Pastillo, P. R.—Broadcast Bureau granted license covering new AM. Action Dec. 20, 1967.

WEUC Ponce, P. R.—Broadcast Bureau granted license covering change in ant.-

trans. and studio location. Action Dec. 20, 1967.

KWYR Winner, S. D.—Broadcast Bureau granted license covering change in ant-trans. location. Action Dec. 20, 1967.

KAND Corsicana, Tex.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Dec. 20, 1967.

KLFB Lubbock, Tex.—Broadcast Bureau granted license covering new AM specify type trans., specify studio location same as trans. Action Dec. 20, 1967.

KEEE Nacogdoches, Tex.—Broadcast Bureau granted license covering change in ant. system. Action Dec. 20, 1967.

KVAC Forks, Wash.—Broadcast Bureau granted license covering new AM, specify type trans., studio location same as trans. Action Dec. 20, 1967.

WB00 Baraboo, Wis.—Broadcast Bureau granted license covering new AM, specify type trans., specify studio location. Action Dec. 20, 1967.

WISN Milwaukee—Broadcast Bureau granted license covering use of main night trans. as an auxiliary trans. daytime. Action Dec. 20, 1967.

WRIT Milwaukee—Broadcast Bureau granted license covering use of former licensed auxiliary trans. at main trans. location as an alternate main trans. Action Dec. 20, 1967.

OTHER ACTIONS

■ Office of opinions and review on Dec. 14, 1967 in Salinas, Calif. (Allen C. Bigham Jr.) KCTY license renewal proceeding, granted request of Broadcast Bureau and extended time from Dec. 14 to Jan. 23, 1968, to file exceptions to initial decision (Doc. 16769).

■ Joint application by WMGS Inc., licensee of WMGS, and applicant for license renewal, and Ohio Radio Inc., new applicant for same facilities, both Bowling Green, Ohio, for review of review board memorandum, opinion and order disapproving their reimbursement-dropout agreement, has been denied by FCC (Docs. 16290-1). Action Dec. 20, 1967.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on Dec. 19, 1967 in Bayamon, P. R. (Radio San Juan Inc. [WRSJ]) AM proceeding, denied petition of Radio San Juan Inc. for leave to amend its application and rejected proffered amendment (Doc. 17574).

FINES

■ Broadcast Bureau by letter, notified Elyria-Lorain Broadcasting Co., licensee of WEOL Elyria, Ohio, that it has incurred an apparent forfeiture liability of \$200 for violations of commission's rules, including Sec. 73.47(b) in that station failed to provide data concerning performance measurements on yearly basis for main and alternate main trans. Licensee has 30 days to pay or to contest forfeiture. Action Dec. 21, 1967.

■ Broadcast Bureau by letter, notified Jefferson County Broadcasting Inc., licensee of WJFC Jefferson City, Tenn., that it has incurred an apparent forfeiture liability of \$250 for violations of commission's rules, including failure to provide data concerning equipment performance measurements (Sec. 73.47), and in that maintenance log indicates that technical inspections required were made only intermittently from Jan. 1 to March 26, 1967 (Sec. 73.114). Licensee has 30 days to pay or to contest forfeiture. Action Dec. 21, 1967.

PRESUNRISE SERVICE AUTHORITY

■ Broadcast Bureau took following action pursuant to Sec. 73.99 of commission rules until further notice, following station has been granted presunrise service authority from 6 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime antenna system and with power as shown: 1070 kc, WHPE High Point, N. C., 500 w, protected station CBA. Action Nov. 20, 1967.

■ Pursuant to Sec. 73.99 of commission rules until further notice, following stations have been granted presunrise service authority for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime antenna system and with power as shown: 550 kc, KBOW Butte, Mont., 500 w; 1360 kc, KLRS Mountain Grove, Mo., 500 w; 1380 kc, WSYE Rutland, Vt., 205 w; 1460 kc, WRVK Mount Vernon, Ky., 500 w, and 1590 kc, KGAS Carthage, Tex., 500 w, Actions Nov. 22, 1967: 920 kc, WWWW Russellville, Ala., 500 w; 1260 kc, WCRT Birmingham, Ala., 500 w; 1290 kc, WBLE Batesville, Miss., 500 w; 1330

kc, KZAK Tyler, Tex., 500 w, and 1440 kc, KODL The Dalles, Ore., 500 w, Actions Nov. 28, 1967: 1270 kc, WDLA Walton, N. Y., 500 w, and 1280 kc, KVXO Moorhead, Minn., 500 w, Actions Nov. 30, 1967: 920 kc, WIRD Lake Placid, N. Y., 308 w, and 1480 kc, WLEA Hornell, N. Y., 500 w, Actions Dec. 1, 1967: 1360 kc, WMFC Monroeville, Ala., 500 w, and 1410 kc, WDAK McRae, Ga., 500 w, Actions Dec. 4, 1967: 560 kc, KRAI Craig, Colo., 500 w; 580 kc, KUBC Montrose, Colo., 500 w; 910 kc, KAMD Camden, Ark., 500 w; 950 kc, WYWY Barboursville, Ky., 500 w; 1270 kc, KBAM Longview, Wash., 236 w; 1300 kc, KKAS Silsbee, Tex., 500 w; 1310 kc, WISE Asheville, N. C., 500 w; 1330 kc, KSWA Graham, Tex., 500 w, and 1380 kc, KBVM Lancaster, Calif., 365 w, Actions Nov. 20, 1967: 680 kc, WRNG (CP) North Atlanta, Ga., 500 w, and 1590 kc, Pine Bluff, Ark., 500 w, Actions Dec. 6, 1967: 1330 kc, KMII Cameron, Tex., 500 w, Action Dec. 7, 1967: 1250 kc, WNVL Nicholasville, Ky., 500 w; 1270 kc, WZAM Prichard, Ala., 14 w, and 1600 kc, WCFK (CP) Chesapeake, Va., 500 w, Actions Dec. 14, 1967: 1280 kc, WLMJ Jackson, Ohio, 500 w, Action Dec. 15, 1967: 920 kc, KWYS (CP) West Yellowstone, Mont., 500 w, Action Dec. 19, 1967.

■ Presunrise service authority granted for temporary authority pending final outcome of ABS, v. USA & FCC (Case No. 31835, U. S. Court of Appeals, Second Circuit): 550 kc, WSWA Harrisonburg, Va., 1380 w; 560 kc, KSFO San Francisco, 5000 w; 560 kc, WIS Columbia, S. C., 4000 w; 560 kc, WJLS Beckley, W. Va., 1420 w; 570 kc, WSYR Syracuse, N. Y., 5000 w; 610 kc, KDAL Duluth, Minn., 4290 w; 620 kc, WTMJ Milwaukee, 3000 w; 630 kc, KIDO Boise, Idaho, 1000 w; 680 kc, WCAW Charleston, W. Va., 1000 w; 920 kc, KARK Little Rock, Ark., 5000 w; 950 kc, WBBF Rochester, N. Y., 830 w; 960 kc, WRFC Athens, Ga., 5000 w; 960 kc, KMA Shenandoah, Iowa, 5000 w; 970 kc, WMAV Springfield, Ill., 1000 w; 1300 kc, KOZE Lewiston, Idaho, 1000 w; 1310 kc, Jackson, Tenn., 5000 w; 1320 kc, WKAN Kankakee, Ill., 1000 w; 1320 kc, KELO Sioux Falls, S. D., 5000 w; 1360 kc, WWEB Vineyard, N. J., 1000 w; 1360 kc, KEYZ Willis-ton, N. D., 5000 w; 1370 kc, KDTH Dubuque, Iowa, 5000 w; 1390 kc, WADA Shelby, N. C., 1000 w, and 1390 kc, WCSC Charleston, S. C., 5000 w, Actions Dec. 12, 1967: 920 kc, WMMN Fairmont, W. Va., 1000 w; 1260 kc, KYA San Francisco, 5000 w; 1260 kc, WFEM Indianapolis, 5000 w; 1260 kc, KROX Crookston, Minn., 1000 w; 1300 kc, WTAQ La Grange, Ill., 5000 w; 1300 kc, WOOD Grand Rapids, Mich., 5000 w; 1310 kc, KNOX Grand Forks, N. D., 1000 w; 1330 kc, WL0L Minneapolis-St. Paul, 5000 w; 1430 kc, WIRE Indianapolis, 4000 w, and 1590 kc, KETO Seattle, 5000 w, Actions Dec. 13, 1967; 620 kc, WHEN Syracuse, N. Y., 4000 w, Action Dec. 14, 1967.

■ Presunrise service authority granted for temporary authority pending final outcome of WBBN Inc. v. USA & FCC (Case No. 31688, US Court of Appeals, Second Circuit): 930 kc, WCNR Bloomsburg, Pa., 15.4 w, Action Dec. 6, 1967.

■ Presunrise service authority cancelled at request of licensee: 1150 kc, WYNS Lehigh-ton, Pa., and 1530 kc, KWLG Wagoner, Okla. Action Nov. 28, 1967.

New FM stations

APPLICATIONS

Del Rey Oaks, Calif.—FM-Park Lane Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain minus 400 ft. P. O. address: 200 Glenwood Court, Monterey, Calif. 93940. Estimated construction cost \$16,563.75; first-year operating cost \$12,000; revenue \$12,000. Principal: Sanford B. Weiss, 100%. Mr. Weiss is in real estate, development, building, computer services and other diversified business. Ann. Dec. 21, 1967.

Winchester, Ky.—WWKY Inc. Seeks 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 177 ft. P. O. address: 17½ West Broadway, Winchester 40391. Estimated construction cost \$11,288.30; first-year operating cost \$19,476; revenue \$30,000. Principals: Applicant is licensee of WWKY Winchester. Donald J. Horton, president and Mary Jones, secretary-treasurer. Ann. Dec. 21, 1967.

FINAL ACTIONS

Moscow, Idaho University of Idaho—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 207 (89.3 mc). Action Dec. 21, 1967.

Oxford, Miss.—Leroy E. Kilpatrick. Broadcast Bureau granted 97.5 mc, ch. 248, 26.5 kw. Ant. height above average terrain 265 ft. P. O. address: University Avenue East, Box 511, Oxford 38655. Estimated construction cost \$23,430; first-year operating cost \$10,000;

revenue \$12,000. Principal: Mr. Kilpatrick, licensee, is also licensee and manager of WSHU Oxford. Action Dec. 21, 1967.

*Stevens Point, Wis.—Wisconsin State University. Broadcast Bureau granted 89.9 mc, ch. 210, 10 w. Ant. height above average terrain 75 ft. P. O. address: 2100 Main Street, Stevens Point 54481. Estimated construction cost \$6,944.65; first-year operating cost \$5,000; revenue none. Principals: Gordon Hafer-becker, acting president et al. Action Dec. 21, 1967.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 13 in Lebanon, Mo. (Lebanon Broadcasting Co. and Risner Broadcasting Inc.) FM proceeding. Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Jan. 9, 1968 and hearing for March 4, 1968 (Docs. 17898-9). And in Toa Alta, Manati, P. R. (Lucas Tomas Muniz and Arcobio Broadcasting Corp.) FM proceeding. Designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Jan. 11, 1968 and hearing for March 13, 1968 (Docs. 17896-7). On Dec. 15 in Berwick, Pittston, Pa. (Berwick Broadcasting Corp. and P. A. L. Broadcasters Inc.) FM proceeding. Designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Jan. 8, 1968 and hearing for March 12, 1968 (Docs. 17884-5). On Dec. 20, 1967 in Hardins-burg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.) FM proceeding. Continued prehearing conference, presently scheduled for Dec. 28, 1967 to Jan. 3, 1968 at 9 a.m. (Docs. 17356-7).

■ Hearing Examiner Millard F. French on Dec. 21, 1967 in Thomasville, Ga., (Triple C. Broadcasting Corp. and Collins Radio Co.) FM proceeding. To formalize agreements and rulings made at Dec. 21, 1967 prehearing conference, scheduled prehearing conferences for Jan. 5 and Feb. 21, 1968; exchange of exhibits for Feb. 13, 1968; and continued hearing from Jan. 11 to Feb. 28, 1968 (Docs. 17853-4).

RULEMAKING ACTION

■ Commission has issued second report and order assigning FM ch. 269A to Canton, N. J., and shifting WRIO-FM at Cape May from that channel to 272A, effective June 1, 1969. Action Dec. 20, 1967.

DESIGNATED FOR HEARING

KCIL(FM), KCIL Inc. and Houma, La. La-terr Broadcasting Corp.—Broadcast Bureau designated for consolidated hearing applications for FM's to operate on ch. 281 (104.1 mc), KCIL Inc. with ERP of 80 kw, ant. height 355 ft.; La-terr Broadcasting Corp., with ERP of 56.5 kw, ant. height 325.4 ft. Action Dec. 19, 1967.

Existing FM stations

FINAL ACTIONS

WKLN(FM) Cullman, Ala.—Broadcast Bureau granted mod. of CP to change type ant. Action Dec. 21, 1967.

WHIY-FM Mount Dora, Fla.—Broadcast Bureau granted mod. of CP to change trans. and studio location to East of Dillard Street School, Winter Garden, Fla.; change type trans., type ant.; increase ERP to 100 kw and ant. height to 480 ft. Action Dec. 21, 1967.

WVFM(FM) Dundee, Ill.—Broadcast Bureau granted license covering new FM. Action Dec. 20, 1967.

WPGU(FM) Urbana, Ill.—Broadcast Bureau granted license covering new FM. Action Dec. 20, 1967.

WRSV(FM) Skokie, Ill.—Broadcast Bureau approved data submitted Dec. 14, 1968, in compliance with commission report, memorandum opinion and order, Doc. 15771, adopted March 15, 1966, and released March 18, 1966, showing proposed operation on 101.9 mc, ch. 270, change ant-trans. and studio location, install new type trans., dual polarized type ant., ERP 12 kw, ant. height 560 ft. Action Dec. 20, 1967.

WRUS-FM Russellville, Ky.—Broadcast Bureau approved data submitted Aug. 1, 1967, in accordance with commission's second report and order adopted July 5, 1967, and released July 10, 1967, in Doc. 17282, showing proposed operation on a frequency of 101.1 mc, ch. 266, ERP 100 kw, ant. height 500 ft.; conditions. Action Dec. 20, 1967.

KUZN-FM West Monroe, La.—Broadcast Bureau granted mod. of CP to change studio location to Parkwood St., Highway 1-20, West Monroe, change type trans., type

(Continued on page 71)

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 owner's 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. Agency commission only on display space.
- 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

100,000 watt Chicago area FM station needs assistant station manager and sales manager. Good salary plus commission. Box M-280, BROADCASTING.

"Only for the energetic and creative: Expanding organization with public financing in significant figures. Adding radio stations to become major factor nationally as fast as possible. Critical need for capable, expert managers. Deal in confidence by sending complete resume and management track record. Include all details first letter, and if you look like top talent we'll contact you. Group now midwest oriented, moving from medium to major markets. Immediate openings two managers, soon to need three more. Reply Box M-133, BROADCASTING.

Can you take floundering small-town daytimer, make it respected money maker? You'll share in profits, have opportunity to buy in. Midwest. Write all, including base salary requirements, to Box A-16, BROADCASTING.

Station manager, 11,000 population, single station market, two colleges, 40 minutes to Wichita. Minimum requirements, 5 years in small market, ready to let-up on announcing and devote time to sales, promotions, and public relations. Send resume, photo and tape or stop by. No phone calls. KNIC, Winfield, Kansas.

General manager—Pacific northwest daytimer. Immediate opening. Complete charge. Absentee owner, middle market. 1st ticket preferred. AT 3-0066, evenings. KOOD, Box 372, Mt. Lake Terrace, Washington.

Experienced general manager for small town market station. Must be able to sell. Send complete resume to WCVI, Box 838, Connellsville, Pa. 15425.

Manager sales ability, good salary. WELV, Ellenville, New York. Contact S. Dresner, 3 Kingsley Place, Newburgh, 914-561-5236.

5 kw regional day-night station under construction in heart of Maine. Needs experienced station manager to take challenge of new station. Send resume to Jon Lund, 114 State St., Augusta, Maine.

Sales

Start the New Year as sales manager of a top 40 daytimer in northern Illinois market of 250M. Send resume and financial details to Box M-217, BROADCASTING.

Hungry but honest salesman, creative idea man. Air experience helpful. Station in popular recreation area of New Hampshire. Send resume to Box M-246, BROADCASTING.

Experienced only, active list, good fringe benefits, college town . . . Larry Filkins, KTLQ, Tahlequah, Okla.

Two young aggressive salesmen (25-35) can earn more, look forward to advancement into management with this recently acquired Airmedia affiliate. Must have proven sales experience, love radio and be work dynamos, full of ideas and imagination. Send resume to Hudson Millar, WIRA, Fort Pierce, Florida.

Expanding sales staff—You're our man if you like big commission checks on local, regional and national AM-FM sales. Draw if you need it. Group operation planned for future. Send resume and photo to East Coast Broadcasting Corporation, Box 813, Sag Harbor, New York 11963.

Sales—(Cont'd)

Salesman wanted—Must have extensive experience in jingle field and especially station ID's, etc. Excellent salary and working conditions. Send complete resume to: Take-6 Enterprises, Inc., 6565 Sunset Blvd., #420, Hollywood, Calif. 90028.

Announcers

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Happy New Year—Top rated metro area AM-FM needs two men—quick: Newsman—good voice and writing for regional coverage. Also good right arm for PD—afternoon MOR plus production (first ticket would help). Top pay, benefits, stability. Experienced men only. Rush tape, salary, resume at once. We need you yesterday. Box M-257, BROADCASTING.

North central Illinois. We need a good production air man with first phone who wants to earn his pay. Profitable, stable organization; a good place to work and to live. Mature voice, with smooth delivery essential. Could be program director in ninety days. Box M-270, BROADCASTING.

Announcer wanted for Va. MOR radio and TV station. Radio air-shift and daily TV program. Opportunity for good radio man to break into TV. Send complete resume, tape & picture to Box M-281, BROADCASTING.

Announcer with first ticket, evening shift, top 40 format—key market station in North Carolina, good pay, prefer man who can help with copy and production. Box M-295, BROADCASTING.

Top 40 jock, young aggressive, fast pace, no screamer, southwest major market, top salary. Send photo, resume, aircheck to Box M-308, BROADCASTING.

Morning man, who loves his audience, wanted to hold ratings for this number one MOR Florida medium market coastal station. Must excel in news, commercials, production and enthusiasm. No floaters. No has-beens—only young men seeking advancement and pleasant living, but hard work with growing rewards. Send tape and resume to Box A-8, BROADCASTING.

Good production announcer for MOR 5kw AM with FM. Salary \$110-125 depending on experience. Excellent opportunity in medium eastern metro market. Growing group. Tape, etc. Box A-10, BROADCASTING.

Morning personality needed by southern California rocker. Non-Drake. Humor. Warmth. Strong off-air production, station promotion and exploitation. Send resume, photo and tape to Box A-19, BROADCASTING.

R&B outlet, major market, expanding. We immediately need tight, swinging format announcers, some with first phones . . . all must have previous experience in ethnic radio. News director position also to be filled; Apply only if you have solid background in ethnic news operation. Send tape, resume, photo, salary requirements to Box A-20, BROADCASTING.

Northeastern top rated AM & strong separately programed FM seeks additional staff announcer with MOR taste & staff compatibility. Minimum 2 years experience. No regionalisms. Rush tape, references and salary requirements. Box A-21, BROADCASTING.

Announcers—(Cont'd)

Experienced announcer, mature voice for adult, good music station. Give salary expected and references. Send tape and resume to WCVI, Box 838, Connellsville, Pa. 15425.

Immediate opening for 3rd endorsed in the heart of the ski country. Starting salary based on experience. Must know rock, MOR & news. No floaters, please. Send tape, resume & salary requirements to WFAD, Middlebury, Vt. 05753.

We offer challenge, opportunity for advancement and growth to young men (25-35) wanting to form a team to run this leading recently acquired Airmedia station. What do you offer? Are you an announcer looking for a future; are you knowledgeable in MOR music; are you interested in a combination announcing-news job under our news director; are you good on production, smooth on reading news; then you are our man and we probably have an opening for you. You'll go far with Airmedia. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

Are you a wide awake, enthusiastic morning man with a good voice? Like MOR? If yes, we need you! Write Manager, WOMT, Manitowoc, Wisconsin.

Opportunity knocks! Program director for solid established MOR operation. Fine opportunity for right man. Salary open. Current PD drafted. Sports experience desired, but not mandatory. Excellent working conditions and fringe benefits. Low staff turnover. We want a real pro, solid citizen type. No floaters need apply. Elgin is a fine, progressive community to live and work in. Send all details and audition, first letter. We need you by first of year, or shortly thereafter. Contact: Richard Jakle, Managing Owner, WRMN, 18½ Douglas Avenue, Elgin, Illinois.

Immediate opening at medium market middle of the road news/talk oriented station. Evening shift. Qualified beginners and broadcasting school graduates will be considered. Salary range \$70 to \$80. Send tape and resume to WRTA, Radio, Penn Alto Hotel, Altoona, Penna. 16603.

Wanted. Rock'n Roll dj with some experience. Copy writing background helpful. Contact WSAC Radio, Box 70, Ft. Knox. 502-351-3121.

Midwest MOR station seeks experienced announcer with professional ability. Good facilities and staff plus opportunities of group. Tape, resume. No collect calls. WSMI, Litchfield, Ill.

Announcer-salesman for good music format. Average from 25-30 hours weekly on the board, and rest in sales. Salary \$100 weekly plus 20% commission on all sales. Must be near enough for personal interview. Write or call Michael Schwartz WTYM Radio, Springfield, Mass. 413-525-4141.

Format oriented jock—pro with production and 3rd endorsed. No Gypsies or prima donnas. Work with pros. Ken Elliott, area 704-333-1101, or P.O. Box 8588, Charlotte, N. C. no collect.

Technical

Florida: experienced chief engineer 5 KW directional AM and also automated FM. No announcing; excellent salary and benefits. Full technical responsibility, permanent position. Send resume & references to Box M-12, BROADCASTING.

Technical—(Cont'd)

Wanted—Broadcast technicians 5 kw-AM-FM, requires engineer with minimum of two years broadcasting maintenance experience. Large southern market—one of group station. Company benefits—salary based on experience. Send resume or letter, Box M-182, BROADCASTING.

Directional AM-daytimer needs a chief who can keep equipment running. Basically Collins gear, with new equipment on the way. Must work with a minimum of supervision. Air trick is available if desired. Profitable, stable organization is a nice place to work. Box M-271, BROADCASTING.

Chief engineer. Must be able to maintain AM & FM equipment. No announcing. Southeastern fulltime local station. Starting salary over \$500 per month. Box A-3, BROADCASTING.

Florida coastal station has opening for chief engineer-announcer. Must be good announcer for MOR and news format, tight board, good on production and be capable of maintenance. Advancement and enjoyable living but must be enthusiastic hard worker. Send tape and resume to Box A-9, BROADCASTING.

Immediate opening for chief engineer—western New York area—group ownership—excellent pay and benefits. Opportunity to work with top men in chain. Real challenge for a man on the way up. Send resume today. Tech-schools please submit qualified applicants with potential. Box A-12, BROADCASTING.

Chief engineer—AM/FM, automation, new equipment. No announcing. Full technical responsibility, ideal. Gulf Coast. Box A-23, BROADCASTING.

Wanted—Engineer for directional fulltime in midwest. 1st phone necessary. Experience helpful, but not required. Box A-33, BROADCASTING.

First phone—Sales, announcing, helpful. KHL. Willcox, Arizona.

Engineer needed for 2-DA-remote control (KW-AM) must be willing to learn. If interested, contact chief engineer, Sioux City, Iowa, radio station KMNS, 712-258-0628.

Tennessee: Experienced radio engineer with 1st phone for 1-kw directional. Average 4 hours directional transmitter duty daily and maintenance. No announcing. Salary to \$130 wk. Position open Jan. 1. Send resume to George Martin, WKSR, Pulaski, Tenn. 38478.

NEWS

News-salesman combination, with 3rd ticket. Prefer Texas or surrounding state applicants. Minimum one year experience. Send tape, picture, resume, and sample of news and sales to Box M-284, BROADCASTING.

Excellent opportunity! Wanted immediately! Top drawer newsmen. Must be experienced. Top 10 market radio only. Must be good typist, rewrite man, reporter and airman! Send resume and tape to Box A-24, BROADCASTING.

Production—Programing, Others

Needed now PD/DJ. Some air work, mostly program directing midwest MOR and network station. Send resume and expectations. Manager, WOMT, Manitowoc, Wisconsin.

Situations Wanted Management

Selling manager. Proven record in all media. Seeks small radio market. Will buy stock. Box M-200, BROADCASTING.

Manager: Experienced 10 years, all phases, sales manager and general manager. 35 years old, married, sober, reliable. AM & FM New York State only. Box M-287, BROADCASTING.

Seeking one of the Top Sales Management or Operations Management positions in the country. Record and recommendations deservng of lifetime company. Box A-29, BROADCASTING.

Radio executive, 11½ years experience, available for management—mainland station. Top references. Excellent sales record. Experienced all phases management. 33 years old. Contact Jeff-Guier, KKUA Radio, Honolulu.

Management—(cont'd)

One of the East's most successful general managers—seeks opportunity to build a mediocre medium market outlet into a top quality station. Ownership participation considered. Record and references—all top level. Locate anywhere for opportunity with owner that is ready to step up and stay there. Personal interview only at your convenience. Box A-13, BROADCASTING.

Station manager, increase revenue with strong personal sales, aggressive sales direction. Increase acceptance thru 20 years uninterrupted experience. Broadcaster to station managerships. Box A-32, BROADCASTING.

Announcers

DJ, tight board, solid news, commercials, third phone. Box M-183, BROADCASTING.

Female broadcaster—young gal Friday experienced single personable weekends only. New York area. Third phone responsible. Box M-253, BROADCASTING.

Experienced dj for permanent spot on 5 kw adult music outlet preferably New England. College grad., 25, vet. Available January. Box M-260, BROADCASTING.

Top forty jock . . . First class ticket . . . strong on copy, production, etc. . . . send for aircheck . . . Would like night shift. Box M-265, BROADCASTING.

Midnite man for major or medium market. Will wait for right position. Also first phone. Box M-282, BROADCASTING.

Top-40 jock available—city, 20,000 or larger. Box M-301, BROADCASTING.

Experienced announcer. Authoritative newscaster. Non-floater; non-prima donna. 3rd class ticket. Top 40; prefer R&B. Box M-304, BROADCASTING.

Mature announcer, authoritative newscaster, 3rd endorsed, 7 years experience medium and major markets. Creative, responsible. Seeking PD, ND or announcer slot in stable MOR. No small markets. Box M-306, BROADCASTING.

First phone R&B dj. Negro. Fast pace, news, production, college, draft exempt. Three years experience. Box A-1, BROADCASTING.

1st phone pro. Presently 8th market. Modern C&W. Desire return to stable top 40 operation. Good production, 23, married. All offers considered. Box A-5, BROADCASTING.

Ahoy Europe, Brighter versatile American-DJ announcer, tight board, 3rd FCC. College broadcast grad. For great new radio, I'm your man. Box A-6, BROADCASTING.

Young and motivated DJ-announcer—3rd endorse NYC trained—can also do sales—copywriting—relocations any market—military completed. Box A-18, BROADCASTING.

Exper. DJ, Tight board, third endorsed dependable, available, now. Box A-30, BROADCASTING.

Beginner, Broadcasting Institute grad., 3rd. phone seeking first opportunity in Louisiana. Will work hard to succeed. Norman Jacobs, 228 13th Street, New Orleans, La. 70124.

First phone announcer needs job. Limited part-time experience. Also college radio experience. For details, write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York, 12603 or call 914-452-2838.

First phone announcer, limited experience. Jerry Pirk, 211 Elk St., Syracuse, New York, GR 6-8144.

Technical

Chief eng. 15 years plus exp. AM-FM-TV seeks comparable position. Box A-25, BROADCASTING.

Director of eng. Major mkt. seeks comparable position, or as director of chain. Min. Sal. \$12,500. All replies confidential. Box A-26, BROADCASTING.

Technical—(Cont'd)

Separating from service in February. First phone, some engineering and announcing experience. Desire engineer position northeast. William Root, Box 355, MAFB, Valdosta, Georgia, 31601.

NEWS

Attention! Los Angeles, San Francisco, Miami, Washington, New York, Philadelphia, Honolulu. Newsmen wants relocation in your city. 3-years major market; college grad; married; draft-exempt; age 24; need 240-250. Want solid news outfit. Box A-11, BROADCASTING.

Production—Programing, Others

Program director. Eight years experience in programing, announcing, production, sales. Best references. Contemporary format my specialty. Medium to major market. Box M-256, BROADCASTING.

Promotion director in midwestern regional MOR, nine years experience, seeks more active, challenging promotion or first P.D. position. Box A-7, BROADCASTING.

TELEVISION—Help Wanted

Sales

Immediate opening for a TV salesman with an expanding group. Perhaps you are now selling radio and would like to move into TV. Upper midwest, small market. Salary open. Please send complete details concerning background, experience and a recent snapshot. Only upper midwesterners need apply. Box M-303, BROADCASTING.

Announcers

Announcer—director. West coast TV station. Strong on-camera requirements. Starting salary negotiable. Send photo and resume to Box M-300, BROADCASTING.

Palm Beach Florida full color NBC affiliate needs announcer for weather show, booth work and commercials. Send complete resume and VTR of weather show and commercial copy to: WPTV, 5 Cocoanut Row, Palm Beach, Florida.

Technical

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician who will establish good maintenance program. Experience in directional radio, color TV and construction needed. Stable VHF network affiliate. Send resume and snapshot in confidence to Box M-310, BROADCASTING.

Would you like to earn a livable wage while finishing your college degree? For experienced broadcast engineers, TV directors, KLRN-TV has a special deal. Located near the campus of the University of Texas at Austin. Write Station Manager, KLRN-TV, Box 7158, Austin, Texas. 78712.

Television Engineer wanted for Full Color UHF station. Must be experienced in maintenance and operation. Work with high band VTR's and plumbicon studio equipment. First Class License. Contact Chief Engineer KMEC-TV, 7901 Carpenter Frwy., Dallas, Texas.

Well established, full color ETV (VHF-UHF) stations require experienced chief engineer. Immediate openings. Spacious new facilities, fully equipped; trained capable staff. Permanent, challenging position. Salary, benefits attractive. Contact Otto Schlaak, Manager, WMVS/WMTV, 1015 North Sixth St., Milwaukee, Wisconsin.

Expanding our operations. Need 3 1st class engineers. No television experience required. ABC affiliate. Pleasant working conditions. Dallas Cox, Chief Engineer, WNBE-Television, New Bern, N. C. 919-637-2111.

Full color independent UHF in Jamestown, N. Y. needs 2 first class TV technicians for repair and maintenance work. Fast growing station with excellent working conditions needs you now. Contact Curran Wade. 716-484-9191 WNYP-TV.

TELEVISION—Help Wanted

Technical—(Cont'd)

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th, Moline, Illinois 61265.

Virgin Islands—Chief engineer for WSVI-TV, Channel 8, St. Croix, U.S. Virgin Islands. \$650.00 per month. Include full information first letter, including references.

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-6611.

Opportunity to attend college while working at the University of Michigan. Fulltime, permanent openings for television studio engineers at all levels, including senior engineer. Monochrome and color facilities, broadcast and closed circuit. Salary will be commensurate with experience. Liberal fringe benefit program. Send inquiries to Mr. P. G. Radzwickas, University of Michigan, 142 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Operating and maintenance: CCTV, broadcast studio, VHF-TV, UHF-TV, remote TV unit, FM radio, VTR and sound recording (tape, disc and film). Radio-Telephone first class license. Personnel Office, 101 Battle Bldg., University of North Carolina, Chapel Hill, N. C. 27514. An equal opportunity employer.

Immediate opening for television engineers with experience on video tape recorders, cameras, terminal equipment, and microwave, to help with the development of a major E.T.V. production center devoted to video tape, and motion picture production. First class radio telephone license. B.S. Degree or three years experience in television field. Salary range \$185 to \$200 per week. Contact Frank Beamish, Instructional Resources Center, State University of New York, Stony Brook, N. Y. 11790. (516) 246-6740.

NEWS

News director for regional radio and TV in mid-west market. Journalism grad with a masters preferred. On air ability desirable but not necessary. The man we want should be a working director who wants to organize and direct the best medium sized market news department in the U.S. We have the best equipment, now we need the man who will utilize the facilities. Mature, well organized, creative applicants. Send VTR or tape, photo and resume to Box M-247, BROADCASTING. All material will be returned.

We need newsmen. Openings now exist. Must have experience. TV-radio network affiliate. Experience or journalism training preferred. Midwest. Send data, audio or VTR, photo and salary requirements to Box M-311, BROADCASTING.

Progressive full color NBC TV station in medium market in upper midwest is seeking anchor man to write and deliver early and late news programs. Emphasis on filmed coverage of local and area events. Group operation. Box A-4, BROADCASTING.

Production—Programing, Others

Top midwest color ABC affiliate with progressive outlook and national reputation, needs imaginative program manager with strong production background. Opportunity to fulfill creative desires at station which welcomes new innovations. Life insurance, family hospitalization, excellent profit sharing plan. Box M-277, BROADCASTING.

Producer/director—N. J. Instructional TV. Position at large N. J. ed. inst. for experienced individual to report to Director Division of Inst. TV. To be responsible for program content, concept and method of presentation. Also, responsible for all production aspects of TV program. Excellent benefit program. Interested applicants should send resume indicating experience and salary requirements to Box A-17, BROADCASTING.

Production Cont'd

Northwest's top television station needs motion picture cameraman-editor, experienced in production of commercials, documentary and films for television. Must have knowledge of all phases of 16mm silent and sound production. Great opportunity in expanding film division. Salary open. Send full resume to M. Hurley, KSTP Films, Inc., 3415 University Ave., St. Paul, Minnesota 55114.

Production manager needed for WOKR-TV, Rochester, New York. Experienced all phases live and tape. Able to supervise production staff. Call program manager collect 716-546-4262.

Immediate opening for qualified director. Must have creative production ability and cooperative attitude. Send resume and picture to Al Rowe, Production Director, WRBL-TV, Columbus, Georgia.

Man with directing and production experience to develop commercials for retail accounts. Not a sales job. Fine midwest medium TV market. Excellent working conditions. Phone collect. Bob Morrison, 608-784-7430.

TELEVISION

Situations Wanted

Management

Available immediately—Small to medium market television station manager. Art Christ. 605-225-6353.

Sales oriented-general manager. Columbia University graduate—14 years broadcasting experience—9½ years managerial experience and 4 years general manager of UHF TV indie operations. I have excellent in depth experience in all areas of television operations. Highly interested in relocating with an aggressive-sales oriented TV station, only in major markets. Box A-15, BROADCASTING.

NEWS

Like some professional dedication? 17 years television. On-air news director, writing, shooting, editing film. Sales liaison and PR. Rockies or western. News VTR, resume. Box M-269, BROADCASTING.

Production—Programing, Others

Top creative copywriter, smallish market, ready for big-time. Employed, boss knows. Box M-173, 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—Used 5 kw AM broadcast transmitter in good condition. Specify make, model and dimensions. Box M-264, BROADCASTING.

Wanted to buy. Used 1 kw-FM transmitter (preferably with 3-power antenna system) or used 3 kw FM transmitter. Box M-296, BROADCASTING.

FOR SALE—Equipment

Radome, 6 foot, fiberglass, heated. Andrews HR6 for Ice, dirt and snow protection. Unused. \$150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals. New or repairs for Gates, RCA, Biley, 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.

Equipment—(Cont'd)

Unique opportunity. Pioneer FM stereo station replacing current four track automation equipment with carousel units due to heavy commercial load, 2 stereo tape decks, 1 voice-deck, racks, autosperer, and Zenith timer. Ideal for FM or background music. \$3,800 complete. Contact Glenn Woody, WKTM-FM, Box 5758, North Charleston, South Carolina 803-747-5225.

Consoles: Gates 30, single channel; \$300.00. ITA AC-1A single channel; \$350.00. Both ideal for production studio. Bob Saylor, WNBZ, Wellsboro, Penna. 717-724-2113.

3 Spotmaster stereo cartridge machines—1 record-playback, 2 playbacks, 4 years old. All 3 machines WCNW, Fairfield, Ohio, Phone 513-892-5958.

Brand new, (2) Spotmaster playback, (1) record/playback, \$9.55 weekly. Audiovox, Box 7067-55, Miami, Florida 33155.

For sale, a newly conditioned model SA 40 speech input console. This unit will meet factory specifications and is good for years of dependable service. The SA40 has eight service channels which can be used for either tape, turn tables or microphones. It's a bargain at \$590.00. Contact B. J. McDonnel, Radio Station KNNN, Friona, Texas. Phone 806-247-2733.

500 foot, 40 pound, Truscon television tower, including cable and complete set of plans. In excellent condition and on the ground. Ralph Werner, President, Bismarck Junior College, Bismarck, North Dakota.

Rusco or QRK turntables, with Gray microtrak arms. \$3.57 weekly. QRK slightly higher. Audiovox, Box 7067-55, Miami, Fla. 33155.

Ampex 354P, Ampex 300C, Neumann U-47, Presto 6N, Ampex 350 electronics, Ampex 2010 spk/amps. Box 15058, Phoenix, Arizona.

MISCELLANEOUS

\$8,000 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.

A straight-forward concise guide to contemporary programming. This is formula, one nine six eight. \$5.00. National Format Radio Coordinators, P. O. Box 19061, Cincinnati, Ohio 45219.

Nighttime messenger service. On call in N.Y.C. 6 pm-6 am. 233-3300.

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. 11299.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

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.

INSTRUCTIONS—(Cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1130 Spring Street, Atlanta, Georgia 30369.

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 70139.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1948. 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 January 10, April 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Workshop training in all phases of broadcasting: announcing and disc jockey techniques, writing, programing, production, news. Day or evening classes approved for veterans training. Instructors are real "pros" at nation's oldest broadcast school. Classes start Jan. 8, Feb. 5. National Academy of Broadcasting, 1404 New York Ave., N.W., Washington, D.C. 20005.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 88% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

INSTRUCTIONS—(Cont'd)

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class January 8. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

NEEDED-ENTIRE STAFF FOR NEW FETZER RADIO STATION

Fetzer Broadcasting Company of Cadillac, Michigan will be accepting applications for all job classifications for the staffing of a 5,000 Watt AM station in Cadillac, Michigan. Please send replies to:

Gene Ellerman, Vice President and General Manager,
P. O. Box 627, Cadillac, Michigan 49601.

Management

MANAGER

New York area. Tremendous growth potential. Station covers America's fourth market. Seeking man with tremendous drive, imagination, sales ability, yet capable of meticulous management and attention to details.

Box A-14, Broadcasting.

MIDWEST 50,000 WATTER

is looking for an experienced manager. Excellent opportunity for the right man. Salary and override plus important fringe benefits. Send complete details immediately to:

Box A-35, Broadcasting.

Sales

WANTED - ADV. ASST.

Will pay to \$8400 for right man to fill vacancy in adv. and s.p. dept. of multi-product agriculture mfg. Good opportunity for young, self starter and free thinker wanting valuable experience as well as contribute to the sale of fertilizer, livestock feeds, seed corn, and farm hardware. Must have working knowledge of advertising and ability to write a paragraph With Sell. Agric. background helpful, but not necessary. Rush complete resume to:

Mike Schulze, MFA, Inc., 201 South Seventh Street, Columbia, Missouri 65201.

Production—Programing, Others

COMMUNICATIONS STAFF ASSISTANT

ARB is seeking a writer/analyst to add to its Communications staff. The man we seek will already be familiar with how broadcast audience research is used in station programming, sales and promotion and/or agency media planning and buying. We will expose him to all the facets of audience research, including the complex procedures involved in obtaining reliable audience estimates. With this combined knowledge he will build a solid future for himself at ARB in planning and writing client service newsletters, service brochures and sales presentations which enhance the usefulness of audience research to our station and agency clients.

This is a job for a doer as well as a thinker, a man who can work with a limited amount of direction, see what needs to be done and do it. He won't start at the top of his salary potential, but he'll get there as rapidly as his own ambition and dedication to his job permits. He'll like working and living in suburban Washington, D. C., but have the faculty to keep aware of what's going on throughout the broadcast advertising industry from Madison Avenue to Wilshire Boulevard.



If there is such a man and you think you are it, write (don't call) and tell us why. Include your minimum salary requirements.

AMERICAN RESEARCH BUREAU

A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

Ammendale Road, Beltsville, Maryland 20705

Attention: Gene Thompson, Manager/Corporate Communications

Help Wanted

Announcers

Major Opportunity for Major Talent in Major Market

One of America's top contemporary radio stations has a midday slot open for a mature-sounding personality who has something to say to the housewives between the records on the Top 40 list. Experience is a must for this position. Rush a resume and tape to:

Box M-237, Broadcasting.

Technical

MORNING MAN

We need a character who can work with MOR. Write and tell us about yourself and your gimmicks. If interested, we will get back to you for audition and interview. Major market. South. \$200 week to start.

Box A-28, Broadcasting.

NEWS

NEWSMAN WANTED

Top rated station needs top newsman immediately. Outstanding news operation. Highest salary in southwest. Unlimited future. Need experienced, hard worker with strong air voice. Send tape and background to:

Larry Lamotte, News director, KTOK, 1800 West Main, Oklahoma City, Okla.

Situations Wanted

Announcers

LEE COFFEE

Nationally-known, non-rock PD-DJ ready for new challenge after 6 successful years in St. Louis. Available now! Phone: (314) WO 2-9167, Wire 643 Bacon Ave., St. Louis, 63119.

TELEVISION

Help Wanted—Management

STATION MANAGER

Metropolitan Southeastern market. Need strong number 2 man now ready for full management responsibility including budgeting, expense control, sales leadership. If you have the ability and experience to move up, here's the chance to show your stuff. All replies held confidential. Box M-100, Broadcasting.

Management—(Cont'd)

NEED CATV MANAGER

Established, expanding tropical system has competent construction personnel on hand; needs sales-oriented Manager with knowledge office and accounting operations. Send resume, salary requirements, family information, recommendations to:

Box A-2, Broadcasting.

Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

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RADIO CORPORATION OF AMERICA

Situations Wanted

Management

OUR
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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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A course developed especially for
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or letter to

Box A-27 Broadcasting

INSTRUCTIONS—(Cont'd)

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FOR SALE—Equipment

STEREO GENERATOR

Moseley type SCG-3. Perfect condition. Never been used. Immediate delivery. Includes power supply, \$1195.00
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FOR SALE—Stations

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off the air in 6 station market, engineering shows frequency can be moved to rich market nearby. \$39,000 with terms.

Call after 6PM 505-623-7461
Box A-22, Broadcasting.

WASHINGTON STATE

Full time non-directional AM. Showing profit. Priced for quick sale at one and a half times last year's gross of \$50,000. 29% down and 10 year payout.

Box A-31, Broadcasting.

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Build your own!

Dozens of open freqs. Many states. Operate for only \$1,000 mo., with revenue potential of \$4,500 mo. You show FCC \$20,000. We do all the work for reasonable fee.

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Ill.	small	daytime	235M	terms
N.Y.	medium	daytime	150M	nego
M.W.	medium	daytime	200M	70M
Fla.	coastal	daytime	175M	terms
South	major	daytime	165M	29%

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 65)

ant., ERP 590 watts, ant. height 610 ft. Action Dec. 21, 1967.

WESO-FM Southbridge, Mass.—Broadcast Bureau granted mod. of CP to change ant-trans. location to Curtis Rd., 0.85 mile southwest of West Dudley, Southbridge; change type trans., type dual polarized ant., ERP 3 kw, ant. height 295 ft. Action Dec. 19, 1967.

WCHD(FM) Detroit—Broadcast Bureau granted CP to change ant-trans. and studio location to 2944 East Grand Boulevard, Detroit, install new type trans., dual polarized type ant., increase ant. height to 275 ft. Action Dec. 20, 1967.

KSVF-FM Artesia, N. M.—Broadcast Bureau granted mod. of CP to change ant-trans. location to approximately 11.8 miles east of Artesia 0.5 mile south of route 83, Near Artesia; change type trans., type dual polarized ant., ERP 50 kw, ant. height 1090 ft. Action Dec. 15, 1967.

WDUZ-FM Green Bay, Wis.—Broadcast Bureau granted license covering new FM. Action Dec. 20, 1967.

WWLA(FM) La Crosse, Wis.—Broadcast Bureau granted license covering new FM specify type trans. Action Dec. 20, 1967.

■ Broadcast Bureau granted licenses covering following new FM's: WDMW Menomonie, WRDB-FM Reedsburg, and WRVM Suring, all Wis., specify type trans. Action Dec. 20, 1967.

OTHER ACTIONS

■ Oral argument before entire commission on date to be announced, has been set in license revocation proceeding involving WKYN and WFQM(FM), both San Juan and WORA-FM Mayaguez, all Puerto Rico (Docs. 15139, 15140, 15141). Requests by Quality Broadcasting Corp., licensee of WYKN and WFQM(FM) San Juan, and Radio Americas Corp., licensee of WORA-FM, asking that cumulative initial decision calling for forfeitures of \$5,000 against each of stations be made final, has been denied by commission. Action Dec. 20, 1967.

■ Office of opinions and review on Dec. 22, 1967, in San Juan and Mayaguez, P. R. (Quality Broadcasting Corp. [WKYN and WFQM(FM)] and Radio Americas Corp. [WORA-FM]), license-revocation proceeding, granted petition of broadcast bureau and extended time for filing replies to exceptions to initial decision to and including January 12 (Docs. 15139-41).

FOR SALE—Stations—(Cont'd)

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Confidential Listings

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N.E. — S.E. — S.W. — N.W.

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Hollywood, California 90028 213/469-1171

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WCRA Effingham, Ill., and *WUOA(FM) Tuscaloosa, Ala. Action Dec. 20, 1967.

■ Broadcast Bureau granted renewal of license for following station and copending auxiliaries: WGRI Griffin, Ga. This grant is subject to condition that assignment of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action Dec. 21, 1967.

Translators

ACTIONS

South Fork, Colo. South Fork TV Association—Broadcast Bureau granted CP for new VHF TV translator to serve South Fork and Masonic Park, operating on ch. 2, by rebroadcasting programs of KOAT-TV, ch. 7, Albuquerque, N. M. Action Dec. 15, 1967.

Evansville, Ind. Board of trustees for Vincennes University—Broadcast Bureau granted CP for UHF TV translator to serve Evansville, operating on ch. 70, by rebroadcasting programs of WVUT, ch. 22, Vincennes. Action Dec. 20, 1967.

Malta, Mont. Phillips County TV Association, Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Rural Area northeast of Malta, Strater, Wagner rural area and rural area northwest of Malta, operating on ch. 11, by rebroadcasting programs on KOOK-TV, ch. 2, Billings. Action Dec. 14, 1967.

Terry, Mont. Prairie TV Club—Broadcast Bureau granted CP for VHF TV translator to serve Terry, operating on ch. 13, by rebroadcasting programs of KUMV-TV, ch. 8, Williston, N. D. Action Dec. 20, 1967.

Crownpoint, N. M. Gallup McKinley County Schools—Broadcast Bureau granted CP for new VHF TV translator to serve Crownpoint, operating on ch. 11, by rebroadcasting programs of KNME-TV, ch. 5, Albuquerque. Action Dec. 15, 1967.

K74AZ Gallup, N. M.—Broadcast Bureau granted CP for UHF TV translator to specify primary TV station as "via proposed ch. 68, Indian Village, Fort Wingate and Thoreau," and change type trans. Action Dec. 20, 1967.

Tohatchi, N. M. Gallup McKinley County Schools—Broadcast Bureau granted CP for new UHF TV translator to serve Tohatchi, operating on ch. 82, by rebroadcasting programs of KNME-TV, ch. 5, Albuquerque. Action Dec. 15, 1967.

Zuni Pueblo, N. M. Gallup McKinley County Schools—Broadcast Bureau granted CP for UHF TV translator to serve Zuni and Ramah, operating on ch. 74, by rebroadcasting programs of KNME-TV, ch. 5, Albuquerque. Action Dec. 20, 1967.

W83AK Athens, Ohio—Broadcast Bureau granted mod. of CP for UHF TV translator. Action Dec. 20, 1967.

W12AM Ponce, P. R.—Broadcast Bureau granted mod. of CP for VHF TV translator to change trans. location. Action Dec. 20, 1967.

CATV

OTHER ACTIONS

■ Petition by ch. 9, Syracuse Inc., for reconsideration of commission order granting Central New York Cable TV Inc., and Newchannels Corp. waivers of Sec. 74.1107 of rules to permit them to carry distant signals in Syracuse, N. Y. market has been denied by FCC (CATV 100-148, CATV 100-161). Action Dec. 20, 1967.

■ Commission has granted request by Cosmos Cablevision Corp. for CP for community antenna relay stations to provide microwave-fed television signals to its existing CATV systems at Florence and Bennettsville, and to its proposed system at Marion, S. C. Action Dec. 20, 1967.

■ Belington TV Cable Company, owner and operator of CATV system at Belington, W. Va., has been directed to show cause why it should not be ordered to cease and desist from refusing to afford program exclusivity to WBOY-TV Clarksburg, W. Va., in violation of Sec. 74.1103(e) of commission's rules. Action Dec. 20, 1967.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Dec. 20, 1967 in Merced, Calif. (General Electric Cablevision Corp) CATV proceeding. Agreement having been reached, continued the evidentiary hearing from Jan. 8 to Jan. 30, 1968 (Doc. 17861).

■ Hearing Examiner Thomas H. Donahue

on Dec. 21, 1967 in Lewiston and Auburn, Me. (Cable Vision Inc.) CATV proceeding. Confirmed grant of Cable Vision Inc. and Racom Inc. request and extended to Jan. 8, 1968, time for filing proposed findings and to Jan. 18, 1968, time for filing replies (which are optional) (Doc. 17378).

■ Hearing Examiner Isadore A. Honig on Dec. 20, 1967, in Shinnston, W. Va. (Bettervision Systems Inc.) CATV proceeding, granted joint petition of Bettervision Systems Inc. and Northern West Virginia Television Broadcasting Co. for dismissal of proceeding and continuance of procedural dates pending action, only to extent that it requests continuance of prehearing conference scheduled Dec. 21, 1967 which is continued without date pending commission action on dismissal request and denied for prematurity request for continuance of scheduled hearing (Doc. 17848).

■ Hearing Examiner David I. Kraushaar on Dec. 21, 1967 in Welch, W. Va., (Welch Antenna Co.) CATV proceeding. Rescheduled hearing from Jan. 8 to 9 a.m. Jan. 12, 1968 (Doc. 17855).

Ownership changes

APPLICATIONS

KDRS Paragould, Ark.—Seeks transfer of control from G. T. Rand, deceased, to Maxine S. Rand, executrix of estate. Mrs. Rand as executrix will own 49.9% after transfer; T. M. Self will own 50% and Maxine Rand as individual holder will own 1%. Ann. Dec. 21, 1967.

KLEB-AM-FM Golden Meadow, La.—Seeks assignment of license from John A. Egle to KLEB Broadcasting Inc. Mr. Egle will own stock in new corporation. Mr. Egle also operates sporting goods store and service store. Ann. Dec. 21, 1967.

WOKO Albany, N. Y.—Seeks assignment of license from WOKO Inc. to Area Radio Inc. for \$750,000. Principals: Harrison M. Fuerst, president et al. Area Radio is wholly owned subsidiary of Welcome Radio Inc., licensee of WSLR Akron, Ohio (BROADCASTING, Nov. 6, 1967). Ann. Dec. 27, 1967.

WYNA Raleigh, N. C.—Seeks transfer of control from Harris Broadcasting Co. to Hugh E. Holder. Principal: Mr. Holder is vice president, director and station manager of WKIX-AM-FM Raleigh. Consideration consists of all capital stock (15,200 shares at \$1 per share) for \$50,000 plus \$120,000 note. Request waiver of Sec. 1.597 of rules. Ann. Dec. 27, 1967.

KAUZ-TV Wichita Falls, Tex.—Seeks assignment of license from Mid-Texas Broadcasting Corp. to Bass Brothers Telecasters Inc. for \$3.1 million. Principals: Perry Bass, chairman of board, Gene Cagle, president et al. Bass Brothers operates CATV's in Plainview, and Corsicana, both Texas. Corporation is also permittee of KCST(TV) [formerly KAAK-TV] San Diego, and is licensee of KFDA-TV Amarillo, Tex., KFDW-TV Clovis, N. M. and KFDO-TV Sayre, Okla. (BROADCASTING, Nov. 6, 1967). Ann. Dec. 21, 1967.

WEER-AM-FM Warrenton, Va.—Seeks assignment of license from Radio Associates Inc. to Elektra Broadcasting Corp. of Virginia for \$150,216. Principals: George J. Gillespie, president (66⅓%) and Daniel W. Kirby, secretary-treasurer (33⅓%). Mr. Gillespie is in record sales. Mr. Kirby is commander in Navy. Mr. Gillespie is president and 50% stockholder of WTRI Brunswick, Md. Ann. Dec. 21, 1967.

WGLB-AM-FM Port Washington, Wis.—Seeks assignment of license from Great Lakes Broadcasting Corp. to Kleeco Radio Inc. for \$90,000. Principals: Thomas L. Davis, president. Mr. Davis owns 40% of WESP Charlotte Amalie, V. I. and also officer and 50% owner of KLEE Wheaton, Ill. and vice president and station manager WCUI-TV Chicago and 50% owner of application for new UHF in Chicago. Ann. Dec. 21, 1967.

ACTIONS

KVIO Cottonwood, Ariz.—Broadcast Bureau assignment of license from Violet Lucille Magnusson (50% before, none after) to Duane D. Kirby (50% before, 100% after). Consideration \$1. Action Dec. 22, 1967.

KDRS Paragould, Ark.—Broadcast Bureau granted involuntary transfer of negative control of licensee corporation KDRS Inc. from G. T. Rand and Maxine S. Rand, to Maxine S. Rand, individually and as executrix of estate of G. T. Rand. Action Dec. 22, 1967.

KMAK Fresno, Calif.—FCC granted transfer of control from KPOI Broadcasting Inc. to Atlantic States Industries Inc. Principals: Ralph C. Guild, president (46.5%) et al. Mr. Guild is president, director and 75% stockholder of WLOB-AM-FM Portland, Me.; WRVT Boston; WTSA Brattleboro, Vt., and WNVY Pensacola, Fla., and is executive of McGavren-Guild Inc., national station representatives. (See WTSA Brattleboro, Vt. below.) Consideration \$335,000 plus assumptions. Action Dec. 20, 1967.

KLGS Los Gatos, Calif.—Broadcast Bureau granted assignment of license from Richard (50%), Donald and Bernice Ingham (each 25%) d/b as Radio Station KLGS, to Western Stereo Co., owned by parent partners. Action Dec. 22, 1967.

WGRI Griffin, Ga.—Broadcast Bureau granted assignment of license from Mid-West Georgia Broadcasting Corp. to WGRI Radio Inc. for \$49,231.73. Principals: Clyde V. Farnan Jr., president, John Biery and Edward G. Senecal, both vice presidents (each 33⅓%). Mr. Farnan is general manager of amusement center, has 50% partnership in another amusement center, 50% interest in air taxi service, owns amusement rides company and has real estate. Mr. Biery is assistant manager of amusement center. Mr. Senecal is in real estate and investments. Action Dec. 21, 1967.

KRXK Rexburg, Idaho—Broadcast Bureau granted assignment of license from Snake River Radio & Television Inc. to Alfred E. Shumate t/r as Radio KRXK. Principals: Mr. Shumate (99.3%) and May-Floyd Shumate (0.7%). Action Dec. 22, 1967.

WDWS-AM-FM Champaign, Ill.—Broadcast Bureau granted transfer of control of estate of Helen M. Stevick, to Marajen Stevick Chinggo, executrix. Action Dec. 22, 1967.

KLEO Wichita, Kan., KQEO Albuquerque, N. M. and KRMG-AM-FM Tulsa, Okla.—Broadcast Bureau granted assignment of license from Swanco Broadcasting of Kansas Inc., Swanco Broadcasting Inc. of New Mexico and Swanco Broadcasting Inc. of Oklahoma, respectively, to Texas Star Broadcasting Co. Purpose of transaction is to effect merger. Swanco Broadcasting will be and is 100% owner of these stations. No other consideration. Kenneth R. Greenwood, president. Action Dec. 22, 1967.

WHFB-AM-FM Benton Harbor-St. Joseph, Mich.—Broadcast Bureau granted transfer of

control from Stanley R. Banyon (deceased), Willard J. Banyon, Bryce C. Boothby and Helen Polly Klock, to Willard J. Banyon, individually and as executor of estate. No consideration involved. Action Dec. 22, 1967.

KLOS Albuquerque, N. M.—FCC granted assignment of license from William F. Stanley, trustee in bankruptcy of B & M Broadcasters Inc., to Zia Tele-Communications Inc. for \$35,000. Principals: John Deme, president et al. Action Dec. 20, 1967.

WAST(TV) Albany, N. Y.—FCC granted transfer of control from Stanley Warner Corp. to Glen Alden Corp., wholly owned subsidiary of McCrory Corp., Glen Alden Corp., a diversified publicly owned corporation with interests in textiles and movie theaters, already owns 18% of Stanley Warner, which not only owns WAST but also International Playtex Corp. and the Stanley Warner motion picture theater chain (BROADCASTING, Jan. 1). Action Dec. 22, 1967.

WFAS-AM-FM White Plains, N. Y.—Broadcast Bureau granted assignment of license from Westchester Corp. to Courtland Broadcasting Corp. for \$2 million. Principals: Lucile and Harry H. Stone. They presently own 70% of Westchester and propose to surrender stock for redemption and receive assignment of all assets of WFAS-AM-FM, and assets will, in turn, be assigned to new corporation. Action Dec. 22, 1967.

WEEN-FM Cincinnati—Broadcast Bureau granted assignment of license from B. F. C. Inc. to Frank Wood. Liquidation of corporation solely owned by transferee. Action Dec. 22, 1967.

WICU-TV Erie, Pa.—FCC granted assignment of license from Lamb Enterprises Inc. (Edward Lamb) to Lamb Communications Inc. for \$2.5 million plus stock exchange. Assignor holds over 80% of stock of Lamb Communications and following grant of this application, assignor will hold 89.54%. Action Dec. 20, 1967.

WHJB and WOKU(FM) Greensburg, Pa.—Broadcast Bureau granted transfer of control of 37% interest from Melvin A. Goldberg, Leonard E. Laufe and Sidney Stark Jr., voting trustees, to Melvin A. Goldberg (30.5%), Milton J. Shapp (37.8%) et al. Transfer includes CATV franchises for Greensburg and 16 surrounding communities. Mr. Shapp is 59% owner of Citca Corp., operator of CATV system in Williamsport, Pa. Consideration \$300,000 to Mr. Shapp. Action Dec. 22, 1967.

KGKL San Angelo, Tex.—Broadcast Bureau granted transfer of control from John S. and Frank E. Neil (each 33.3% before, 19.5% after) to William D. Neil (33.4% before, 61% after). Consideration \$1,073.57. Action Dec. 22, 1967.

WCPK Chesapeake, Va.—Broadcast Bureau granted assignment of CP from Charles F. Payne to Payne of Virginia Inc. Principals: Mr. Payne, Katy W. Payne and Ralph E. Dippell Jr., Action Dec. 22, 1967.

WTSA Brattleboro, Vt.—FCC granted transfer of control from Atlantic States Industries Inc. to Southern Vermont Broadcasters Inc. Principals: John K. Healy, president, Bette L. Healy, vice-president and secretary, Daren F. McGavren, vice president and treasurer and Jean P. McGavren, vice president (each 25%). Mr. Healy has no present interests indicated. Mr. McGavren is owner of McGavren-Guild Inc., station representatives; and stockholder in WRVT Boston, WLOB Portland, Me. and WNVY Pensacola, Fla. Consideration \$120,000 plus assumption of liabilities. Action Dec. 20, 1967.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 27. 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.

■ Sierra Vista, Ariz.—Sierra Vista CATV Corp. has been granted a franchise.

■ Lake Worth, Fla.—Teleprompter Corp., New York (multiple CATV owner) has applied for a franchise.

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■ West Palm Beach, Fla.—Teleprompter Corp. (multiple CATV owner), New York, and Palm Beach Cable TV have each applied for a franchise.

■ Alexandria, La.—Alpine Cable TV Inc. has increased monthly rates from \$4.25 to \$5. Increase followed installation of new lines and additional channels into the system.

■ Sanford, Me.—Central TV of Sanford and Casco Cable TV Inc. have each applied for a franchise.

■ Caro, Mich.—Caro Michigan Telephone Co. and Thumb Video Corp. have each applied for a franchise.

■ Elizabeth, N. J.—Cablevision Inc. has been granted a franchise. Installation fee and monthly service charge will run \$15 and \$4.95 respectively. City will receive 4% of annual gross revenue. System will carry

a maximum of 20 channels.

■ Bainbridge, N. Y.—Bainbridge Video Inc. has applied for an eight-year franchise renewal. Present franchise expires April, 1968.

■ Durham, N. C.—Cablevision of Durham Inc., (multiple CATV owner) jointly owned by Jefferson-Carolina Corp. and a group of local businessmen, has applied for a franchise.

■ Monmouth, Ore.—Oregon Cablevision has been granted a franchise.

■ Greensburg, Pa.—Telephone Utilities of Pennsylvania has been granted a franchise. Installation fee and monthly charge will be \$10 and \$4.75, respectively. Town will receive 3% to 13% of the firm's gross annual income.

■ South Boston, Va.—Clear-View Cable TV Co., (multiple CATV owner) Martinsville, Va., has applied for a franchise.

BROADCASTING, January 1, 1968

THERE'S a story Boone Arledge tells when he discusses his belief that a sporting event, unlike anything else, can bring the people of the world close together, whatever their ideologies may be.

Mr. Arledge recalls that a few years ago, the then Soviet premier, Nikita Khrushchev and American diplomat Averill Harriman spontaneously embraced when Soviet athlete Valery Brumel set a world's high-jump record during a Soviet-American meet in Moscow. What else could have united the feisty old Bolshevik and the wealthy American capitalist?

Mr. Arledge has had plenty of opportunity to see his thesis about human nature and sports in action, for as the young (36) vice president and executive producer of ABC Sports, he's probably done as much to bring the world's sporting events to the television viewer as anybody else in the business. He and an ABC camera crew were at Moscow that day to witness the physical performances of Messrs. Brumel, Khrushchev and Harriman.

The World's His Beat ■ He's also been with his camera crews as they've searched in dozens of nations throughout the world for sporting events to fill his *Wide World of Sports*, ABC's year-round anthology of athletics.

Mr. Arledge's globe-girdling searches for material (he's traveled as much as 250,000 miles in a year) began shortly after he moved from NBC, where he had filled a number of production and directional roles, to ABC as producer of that network's college football telecasts. That was in May 1960.

In 1961, Mr. Arledge saw the three TV networks fighting for major sport packages such as baseball, football and golf rights. He came up with the idea of searching for interesting, off-beat sports events that most viewers had only read or heard about. He envisioned a sports program containing all kinds of events, regardless of how bizarre they were or where they might be played. Mr. Arledge felt that the essential point would be to cover these sports as breaking news and not as a past event.

His idea blossomed into ABC-TV's *Wide World of Sports*, which was launched as a 20-week summer replacement in 1961 and has been on the air ever since. It's also been a virtual sell-out to such sponsors as Allstate Insurance, Ford Motor Co., and Liggett and Myers Tobacco Co., every season and it's on the must-see list of every sports fan.

Grenoble and Mexico City ■ Lately, however, Mr. Arledge hasn't traveled as much as he did in the early days of *Wide World* in search of the unusual. For one thing, the 1968 Olympic Games are coming up, and as executive pro-

He keeps widening the world of sports

ducer of ABC's coverage of the events, he's been involved in the logistics of what will probably prove to be the most ambitious sports undertaking in the history of broadcasting. He's done a lot of traveling to Grenoble, France, scene of the Winter Games, and to Mexico City, location of the Summer Games, of course, but he's been able to spend a little more time at his Bedford Village, N. Y., home with his wife, Joan, and four children.

ABC's coverage of the events at Grenoble begins next month when the network will telecast close to 30 hours. ABC plans more than 40 hours of coverage during the summer Olympics in

WEEK'S PROFILE



Boone Arledge—VP, ABC Sports, and executive producer of ABC's coverage of 1968 Olympic games; b. July 8, 1931, Forest Hills, L. I., N. Y.; Mepham High School, Merrick, L. I.; 1952 graduate of Columbia University, New York City; attended Columbia School of International Affairs; with DuMont Network, fall of 1952 to March 1953; U.S. Army, March 1953 to Dec. 1954, where he produced and directed radio programs; February 1955 to May 1960, with NBC-TV in successive posts as stage manager, director and producer, and unit manager of news and special events programming; Produced Emmy award-winning "Hi Mom" series; joined ABC in May 1960 as producer of NCAA football telecasts; executive producer, ABC Sports, January 1962; VP and executive producer, ABC Sports, June 21, 1965; m. Joan Heise, Dec. 27, 1953; children—Betsy 9, Susie 6, Patty 5, and Boone 3; hobbies—golf and sailing.

Mexico City. The network will use 40 color cameras of its own and also have available twice as many other cameras from other sources.

Coverage of both the winter and summer games will be facilitated by a number of production techniques introduced by Mr. Arledge and ABC in the past. For instance, at the Grand National Steeplechase at Aintree, England, Mr. Arledge put a camera under one of the jumps to get a hoof's-eye view of the race. And in covering golf matches, he pioneered in the use of cameras suspended from huge cranes.

Mr. Arledge has also made use of the Atlantic and Pacific satellite communications systems. ABC has carried the Le Mans 24-hour auto race live from France, the Irish Sweepstakes, heavyweight fights from London, and, in 1965, a U. S.-Soviet track meet that is still the only event—news or sports—ever to be seen in the U. S. from the U.S.S.R. Via Pacific satellite in 1966, the network beamed the Michigan State-Notre Dame football game to Hawaii, first TV transmission from the mainland to the islands.

The Touch of a Pro ■ Mr. Arledge's readiness to adapt changing technology to sports coverage has earned him the praise not only of real sports fans, but of his competition as well. For example, one sports announcer for another network, who is an ex-professional athlete, said recently that he thought ABC's coverage of collegiate football was the "closest thing to being on the playing field. Their coverage of the little things, the nuances of the game, make it the best coverage in the business." ABC Sports' imaginative use of the camera as a creative tool rather than as a static recording device is perhaps attributable to the fact that Mr. Arledge learned the broadcasting business from the production side and not by way of sales or promotion. Moreover, Mr. Arledge believes that the tools of television are so potent and so effective that they should be used, whenever possible, in the most creative way possible.

Mr. Arledge would like to see television's potential applied to all facets of human experience, not only sports. "Broadcasting—radio and TV—should be one of the most important aspects of a person's daily life. But all too often it isn't. It's necessary that we make use of all of the technology at our disposal, not only to entertain, but to inform and draw people closer together," he remarked recently.

"I'd like the opportunity to do a sports program from China. It might erase some of the barriers between our two peoples," he mused.

Those who know him say that if anyone ever gets into Red China to do a sports show, it will be Boone Arledge.

Break in the clouds

FOR the television business, Sealtest's decision to move its entire advertising budget from newspapers into spot TV may mean a good deal more than the \$8 million to \$10 million involved. It certainly couldn't have come at a better time to give TV a psychological lift.

The year 1967, we can say for the benefit of anyone who has been away, was a pretty dispiriting affair for media salesmen of all descriptions. It was also an educational experience, because salesmen in all media had to learn to sell more aggressively and imaginatively. Television salesmen, who have had the hottest product on the media market for close to 20 years, probably had more to learn than their counterparts in radio and print.

The fact is, of course, that 1967 was not quite all that bad. When the figures are in, they almost certainly will show sales exceeding 1966's. The rate of growth slowed, and it caught broadcasters with their projections up. In setting their 1967 goals they had gone on the assumption that 1966's near-record growth rate could continue. So what many broadcasters mean when they complain about 1967 results is not that they were below 1966 levels but that they were "under quota." That doesn't lessen the slump, but does make it a little easier to take.

What 1968 will bring remains unclear, although the prevailing belief appears to incline toward optimism. There have been sporadic signs of imminent improvement, and Sealtest's return to TV after a two-year newspaper-only campaign must be counted as at least a hopeful omen. As detailed in this magazine a week ago, it was based on considerations—cost efficiency, flexibility, over-all advertising effectiveness—that recommend television to virtually any company with something to sell. Sealtest by itself will not make 1968 a great year for television. But Sealtest obviously is relying on TV to help make 1968 a great year for Sealtest, and that's the kind of thinking that clears up softness and turns slumps around.

Farce of fairness

ONE thing can be said for the FCC's interpretations of its fairness doctrine: The agency is leaning over backward to be fair.

Last summer the FCC ruled that stations carrying cigarette commercials are obliged to carry warnings that cigarette smoking may be hazardous (BROADCASTING, June 3, 1967). In justification, the commission asserted that smoking was a controversial issue because a considerable body of medical opinion held that smoking was unhealthy.

Two weeks ago in a letter to the Tobacco Institute, the FCC implied that if a station carried cigarette warnings but had not carried cigarette commercials, it might, under the fairness doctrine, be required to carry pro-smoking messages (BROADCASTING, Dec. 25, 1967).

Now, let's try that again. The penalty for carrying cigarette commercials (which may encourage smoking, which is bad) is to carry counteracting messages that are intended to discourage smoking. But the penalty for carrying anti-smoking messages (which are good) without carrying cigarette commercials (which are bad) is to carry pro-smoking messages (which presumably are also bad, but not as bad as they would be if paid for as regular advertising).

Bad-good, good-bad, good-good-bad-bad: It all balances out, or does it? If we had a suspicious mind, we would begin to think that this was a plot of exceptional cunning to get all talk of cigarettes and smoking off the air—to the

economic advantage of other advertising media that the FCC can't regulate.

Such extremes of regulation of radio and television must be expected as long as the fairness doctrine exists. Each ruling on fairness must beget another—until the body of case law stifles all expression on the air. Surely the courts can be made to understand that in the appeals that responsible broadcasting interests have filed.

Everybody would win

TWENTY-FIVE years ago the FCC extended the term of all broadcast licenses to the statutory limit of three years. By FCC rule the term had been held at two years. At the time this publication called the action a "sop" and "just so much window-dressing," contending there was no reason why licenses could not be issued for 20 or 50 years or even in perpetuity, since the government can always revoke for cause.

Sporadically since then there have been efforts to extend license tenures to five or seven years, but all have been desultory.

The three-year license is archaic, unjust and wasteful. Several thousand small stations must suffer the expense and burden of filling out dozens of forms to justify their past operations and make new commitments for the next three years.

A new session of Congress convenes this month. This is an election year. There are numerous members of both houses who recognize the inequities of a three-year license for broadcasters who have invested heavily—some of them in the millions—for their properties. More than a decade ago, Senator John O. Pastore (D-R.I.), now chairman of the Senate Subcommittee on Communications, introduced a bill proposing five-year licenses and five-year network-affiliation contracts (in lieu of the existing two-year term). The legislation died for want of broadcasters' support.

The administration wants stringent economy in government. A longer license term would sharply reduce the FCC's made-work load and permit it to divert scarce manpower to existing backlogs which are enormous.

Here is one provision of the law that can be amended this year if the broadcasters unite in the effort. This accomplishment would solve a lot of other problems that have spun off the short-term license.

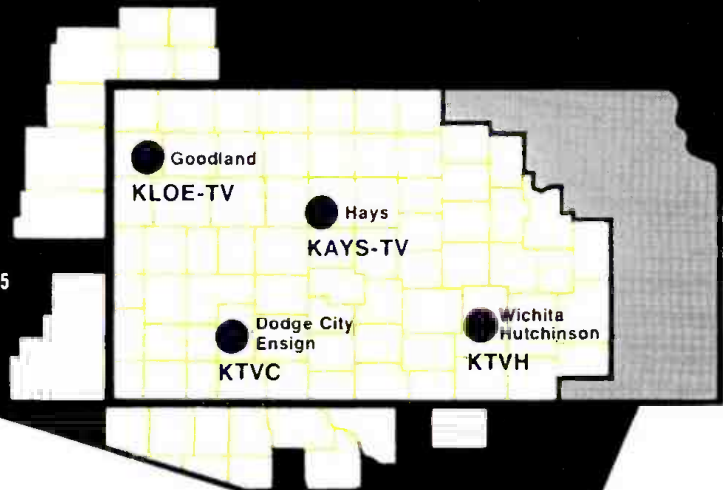


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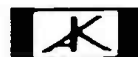
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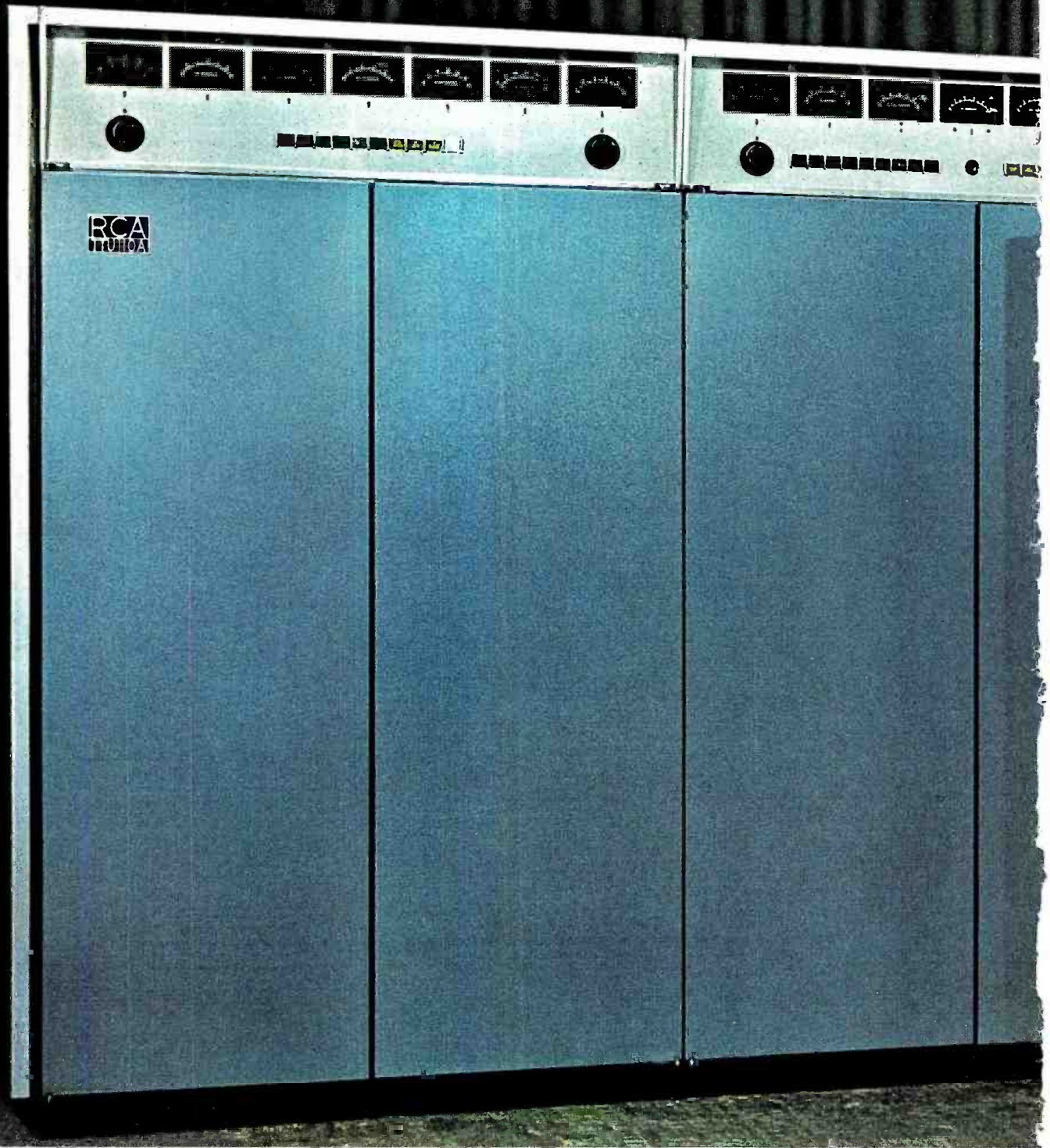


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